



Station Call Letters: WPTV

Campaign Name: IMPACT 5: The Housing Crisis - Restoring the Dream

Advertiser Name: Seacoast National Bank, Take Root South Florida, Krasker Law

1. **Challenge.** What was the challenge that motivated the sale to this advertiser?

Sponsor 1, Seacoast National Bank, felt IMPACT 5 Facing the Housing Crisis was a great fit. They pride themselves on personal, one-on-one relationships with their customers. And with so many bad loans out there, which contributed to the housing crisis, Seacoast wanted to call attention to themselves as one of the good banks, and to be part of the solution to the problem that so many people found themselves in. The challenge was finding the level of commitment their advertising budget could handle. Once we did, we were able to get incremental dollars we otherwise would not have received.

Sponsor 2, Take Root South Florida, was new to television advertising. When they found out about IMPACT 5, they knew this was the perfect marketing tool for them. They weren't sure how to reach a large number of people and WPTV was targeting the exact audience that they were trying to reach to get out their message.

Sponsor 3, Krasker Law, was also new to television and not sure that was the avenue to take. They have a special Homeowner Assistance Division and specialize in foreclosure law. When IMPACT 5 was presented to the law firm, they were so impressed that not only did they sign on as a partner, but a representative became part of the IMPACT 5 advisory board. Krasker Law was also instrumental in providing answers to the community during our IMPACT 5 phone banks and other IMPACT 5-related events.

2. **Objective.** Describe the objective(s) of the campaign.

The housing crisis throughout the Palm Beaches and the Treasure Coast was dealing a devastating blow to our economy and our community. IMPACT 5: The Housing Crisis - Restoring the Dream was an unprecedented year-long station initiative.

WPTV NewsChannel 5 decided to take an in-depth look at this important issue and examine the challenges surrounding the housing crisis. We shared the struggles of community members, how they had been impacted and the joy of finding resolution.

Through IMPACT 5, we connected our viewers with important resources and solutions, which helped save homes and truly made an impact.

3. **Multiple Platforms.** How did the campaign use each of the following platforms?

- **On-air:** The anchors and reporters investigated every aspect of the housing crisis. We aired weekly IMPACT 5 stories in the morning, evening and late newscasts. The partners were resources of information on some of the stories and were also included in the promotional campaign.
- **Digital:** Each IMPACT 5 partner received three web ad sizes: 300x250, 728x90 and 160x1600. The ads promoted how our partners' businesses could help our viewers. Each ad lived on the WPTV.com IMPACT 5 landing page and clicked through to the partners' websites.
- **Social:** We utilized social media to solicit questions, promote the IMPACT 5 phone banks, and other IMPACT 5-related events.

4. **Revenue.** Did this campaign bring new or incremental dollars to the station?

Seacoast National Bank: \$68K incremental

Take Root South Florida: \$21K new

Krasker Law: \$50K New

TOTAL Revenue Generated: \$139K

5. **Results.** Describe the quantifiable or measurable results of the campaign. Can this campaign be scaled to other markets?

IMPACT 5: The Housing Crisis - Restoring the Dream was an effective local, multi-platform marketing campaign. Each partner saw increased awareness about their business. They interacted with the community on a level that would not have been attainable without the power of WPTV NewsChannel 5 and IMPACT 5.

6. **Tell Us More.** What else is there to know?

We received such a positive outpouring from our community. Many telling us that they would not have known about the resources, programs and available funding were it not for IMPACT 5. This campaign was so successful that WPTV will soon launch another year-long IMPACT 5 initiative, this time focusing on Autism.