



Station Call Letters: KIVI

Campaign Name: Incredible Age Expo

Advertiser Name: CapEd Federal Credit Union, Albertson's Grocery Stores, St. Alphonsus Medical Group and AARP (title sponsors)

1. **Challenge.** The conversation with many of our advertisers was a desire to engage with the public in a more meaningful way - those individuals who are over the age of 50 (baby boomers) and have spare time and money to spend.
2. **Objective.** The goal was to develop a new, free admission expo show that focused on adults 50-65 utilizing the power of our television station, our 4 radio stations and digital properties. The title sponsors have name recognition, booth opportunities, and stage presence for 30-45 minutes on topics of interest to this age group. We had 142 booth sponsors distribute information and provide product and demonstrations.
3. **Multiple Platforms.** How did the campaign use each of the following platforms?
 - On-air: Two distinct television campaigns were developed for "save the date" messaging (which promoted additional booth vendors to contact us for participation) and a public invite to attend this one-day free expo. Commercials were personalized for each title sponsor. One half-hour program utilizing news stories and title sponsor interviews was created and aired twice in the week leading up to the expo.
 - Online: Homepage takeovers on all 5 websites, display advertising, video pre-rolls, content articles and a dedicated webpage to house all news stories, client contributions and advertising, and other elements and posts.
 - Mobile: Adhesion ads, display advertising, news stories and mobile video.
 - Social Media: Facebook posts, Facebook Lives from the expo, and content articles to bring more attention to the event.
4. **Revenue.** All revenue was New/NTR billing.
5. **Results.** Title sponsors declared this expo a success, thanking us for bringing this type of event to the market. 3 of 4 title sponsors renewed participation within a few days of the event, as did half of our booth vendors. This campaign is viable for any market size and is scalable.
6. **Tell Us More.** The value of a campaign utilizing all four radio stations and television is inspiring other conversations with clients on how we can create a bigger footprint in the community for our advertisers.