



Station Call Letters: KVHP/NVHP

Campaign Name: "Love the Locals"

Advertiser Name: KVHP Local Initiative, "Love the Locals"

1. **Objective:** *Describe the objective(s) of the campaign:*

Even though the Lake Charles area has been growing at a fast rate, and most recently Southwest Louisiana was chosen as "one of the most economically diverse areas in the nation," our local businesses were taking a back seat to all the new big box stores and corporate businesses. Our challenge was to educate and increase awareness of the benefits of buying local and keeping our money here in Southwest Louisiana. Quite frankly, local business needed a boost, and what better way to create awareness than with a television campaign!

We invited a group of local businesses together and presented our plan to partner with us on a television campaign that included online, web and digital, and mobile. Our goal: To promote consumer shopping locally at locally owned businesses along with locally owned franchise businesses, and to encourage shoppers to spend your money where you live, work and play so that the money stays in our community. Hence "Love the Locals" was created.

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

On-air: Educating our local business as THE source for credible and reliable information. By partnering with our locally owned television stations in our "Love the Locals" campaign, local business gets an association with a powerful, locally owned, trusted *and* credible leader in the community - Fox 29 / CW. It is an annual marketing campaign that grows brand presence for local business resulting in strong brand loyalty and more revenue.

"Love the Locals" partners received: 2 separate :30 commercials that included production to air 58 times each month.

In addition, each business shared up to 10 bonus :30 commercials *minimum* per month on both stations (20 total) in the available unused airtime amongst the Love the Locals partners (available in non-political windows).

Internet: Each client receives 30 *guaranteed* :15 second promo announcements, directing viewers to go to the website for more info monthly to air on both FOX29 and CW Lake Charles (60 total). The client has the first :10 seconds of the promo announcement, then it's tagged with "for more information, go to watchfox29.com and click on "Love the Locals" that air on both stations and on their page on the website.

Online: "Love the Locals" clients also get 1 :60 to :90 video to educate customers that includes photos, map, other information. Each client also receives a listing in the "Love the Locals" directory in their business category:

Splash page with: your business information, photos of your products, educational video on your business, map of your location, a link to your business website and printable coupons you wish to offer.

- Banner Ad to run throughout www.watchfox29.com

- 300x250 Leaderboard

Mobile:

We include mobile redirect that enables clients' own URL for mobile! Code is placed on the primary website URL & it automatically redirects to the responsive designed website for mobile, iPad and laptops.

KVHP has an *exclusive* partnership in our market with BUZZMARK that allows us to double the impact of the client's television commercials. Viewers download an app on cell phones with a 'buzz' that offers coupons, prizes and special offers from local clients. It combines the power of television and mobile. Consumers can interact with the client's brand even after the commercial has aired - Buzzmark App powered by FOX29 and CW.

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

"Love the Locals" dollars were new *local direct* clients to the station. Last year we had 25 clients in the program- For 2015 there are 25 who renewed and an additional 8 new local businesses on annual contracts - an average of \$35,000 to \$40,000 each month in additional new business and it continues to grow each month.

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

Absolutely this will work, especially in small to mid-size markets as it is a plan to encourage shopping locally. We made "Love the Locals" removable stickers for each business to put on the entrance so people KNOW when they come in, they are supporting local business. And we truly "partner" with the clients as we give back inventory to each Love the Locals client each month.

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

Love the Locals gives our local businesses unique on-line exposure, combined with an exceptional on-air promotion and that results in an outstanding marketing opportunity and it works- as a result, every client who came for our first meeting and signed up renewed for 2015.

"Love the Locals" has increased sales for on air, on the web and on mobile.