



Station Call Letters: KARE

Campaign Name: Mayo Clinic Sports Medicine Sports Desk

Advertiser Name: Mayo Clinic

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

The Mayo Clinic opened a new Sports Medicine Clinic in 2015 near the Target Center in downtown Minneapolis. While the Mayo Clinic is an established brand, this new sports medicine facility was a new concept in a new market. They wanted to quickly build a brand in the marketplace, but did not want to go the route of running a traditional media campaign with television commercials. They were looking for major branding opportunities. The Mayo Clinic Sports Medicine Sports Desk offered an opportunity to highlight the grand opening of the Mayo Clinic Sports Medicine Center in high profile sports on KARE 11 TV. At KARE we had never offered the opportunity for naming rights within a KARE newscast. The client needed measurable new clients at the new arm of Mayo Clinic, Sports Medicine Center.

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

The plan we proposed to Mayo offered naming rights to the sports desk on KARE 11 during our Monday-Sunday 6pm and 10pm newscasts that would reach the majority of the marketplace by highlighting Mayo Clinic Sports Medicine Center. It was not only the reach, but the frequency of the partnership that fit their objectives. The client wanted high frequency along with high profile, which is not easy to find as a marketer. It also did not include typical 30-second creative which they did not have yet, so it fit their objectives perfectly with the assets they did have. Along with the naming rights we also ran co-branded promotional spots that reinforced the brand, and they had 100% share of voice ownership of the KARE11.com sports section. Lastly, this partnership also aligned Mayo Clinic Sports Medicine Center with KARE as a trustworthy/reputable place in the community in our top rated 10pm and 6pm newscasts.

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

- On-air: The Mayo Clinic received naming rights to the KARE 11 Sports Desk. This is a level of integration the station had never allowed before. The open to the sports cast reads "Now, KARE 11 Sports from the Mayo Clinic Sports Medicine Sports Desk". The client's logo was also up on the screen during the sports cast in the bottom of the screen ticker with a sales message. The station also ran :10 promotional spots throughout KARE 11 programming highlighting the relationship.
- Online: The client received 100% SOV of all commercial inventory in the KARE11.com sports section including pre-roll video.
- Mobile: 100% SOV included mobile

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

The client had measured success with new patients month-to-month and called the partnership a success as it was high profile in the marketplace for an entire year to launch the new clinic. According to their Marketing Director "It was the perfect partnership to launch the new Mayo Clinic Sports Medicine Sports Center." The partnership was also a significant win for the station, bringing in

over \$500,000 in revenue with more than \$350,000 that did not use any of the station's commercial inventory.

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

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

The station really went outside its normal comfort zone in creating this partnership. Allowing this level of integration was a big step, but it really made sense in the instance. The partnership was a huge success from everyone's perspective. It was critical in helping the Mayo Clinic launch their new sports medicine clinic, and it created significant, non-spot, incremental revenue for the station. There was a lot of buzz around this campaign.