



Station Call Letters: KHNL

Campaign Name: Mortgage Minute

Advertiser Name: Pacific Rim Mortgage

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

This client had never tried TV before. They had primarily advertised in radio in both commercial and long format. The new experience with TV has been extremely positive for this company.

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

A local mortgage company wanted to educate local consumers about getting a mortgage and/or refinancing. The KHNL team came up with a long format/1-minute commercial hosted by the client. The campaign educates consumers and brands the local advertiser as a knowledgeable expert in the field.

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

- On-air: 1-minute tv spots educated the public on a variety of mortgage issues. They air in the same time period weekly so one can count on the weekly update at a certain time period.
- Online: HawaiiNewsNow.com hosts a special section where all segments are archived and repurposed.
- Mobile: A database is collected of the mobile phone numbers of prospects interested in the client's product and services.

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

Yes! The Mortgage Minute brought \$64,800 of new business to the station and an additional \$15,000 in production dollars. In June of this year, we deepened the partnership with a robust online component that added another \$45,600 to the Mortgage Minute in new-online revenue.

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

The Mortgage Minute has been extremely successful for our client Pacific Rim Mortgage by furthering her position in the market as the leader in mortgage information and real estate planning. Not only does she receive additional leads via the call-in number used on the Mortgage Minute, she is recognized around town from her consistent presence on our morning news.

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

In June, we launched a Mortgage Minute online microsite on hawaiinewsnow.com (representing an additional \$45,600 to the station in online revenue) that serves as a digital resource of the Mortgage Minute tips, providing a library of past topics, social media components, and "ask Jodie a question" form. The Mortgage Minute tips going forward will be tagged so that viewers will be directed to the microsite for further information. And just as important, several other group stations have taken this same idea and sold it locally. They have even modified the educational "minute" aspect of the campaign. Mom Minute, Medical Minute, Legal Minute all were sold and created from KHNL's Mortgage Minute.