



Station Call Letters: KGET

Campaign Name: Not In My Town- Anti Bully Campaign

Advertiser Name: Fallgatter Rhodes Insurance, Bakersfield Association of Retarded Citizens, McKee Electric & Flooring Liquidators

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

This campaign was a new idea to the advertisers to run a campaign not focusing on price point or call to action. This campaign was to only focus on local advertisers (and a nonprofit) standing up for a controversial cause marketing campaign.

2. **Objective.** The objective was to build awareness in our local community about bullying and the effect that it has on our kids and even adults.

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

- On-air: Each advertiser purchased a set schedule to air on our KGET, CW, and Telemundo stations. With the :30 sharing 4 sponsors, this allowed the advertisers to receive a much larger schedule and make a more prominent impact in our community.
- Online: A dedicated page was placed on our station's website to provide support and information regarding bullying and places to reach out to for help.
- Mobile: Same as online.

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

This campaign brought approximately \$10k incremental dollars monthly.

5. **Results.** Each advertiser noticed the impact this campaign has had on their business. Cause marketing is a way to show the community you are not there just to take, but to give and show support in ways that many businesses won't. People would call or stop them on the street and thank them for making them realize that they needed to address this issue with their kids and families.

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

Including the Bakersfield Association of Retarded Citizens made this campaign even more successful. These citizens are often bullied or ignored and this campaign helped them feel like they are making a difference in the community where they live and work.