



Station Call Letters: WTKR-TV

Campaign Name: People Taking Action Humanitarian Awards

Advertiser Name: Southern Bank

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

- Southern Bank was new to the Norfolk market. They had a solid reputation in North Carolina, but were unknown to the residents in the Norfolk, VA region. They came into the market by purchasing a bank that had not only failed in our community, but was in the midst of litigation for several of the bank officers. Southern Bank wanted to distance themselves from the negative connotation so a positive campaign was the desired focus of their efforts. They had three goals in mind: the need to immediately put trust back into the bank, retain their core customers and grow their customer base.
- The idea was to partner with a broadcast news station that would help them develop and implement community outreach programs that touched everyone. They wanted to be a true partner with the station. News 3's People Taking Action campaign showcases the contributions of ordinary people in our community doing extraordinary things. Every week, News 3 showcases a person who has made a real difference in the community. Southern Bank's partnership with the station added two new components for the program. They donate \$300 per week to the person selected for the People Taking Action story and we were also able to extend the brand by hosting the Humanitarian Awards Banquet to further honor the top stories. This campaign ran April 1, 2016 through March 31, 2017.

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

- The overall objective was to focus on continuous community involvement through a sustainable program that would concentrate on positive stories in our market. Southern Bank would be able to build and grow their business image by aligning with the established Taking Action and Getting Results franchise of News 3. Along with building a positive image in their customer's mind, it would also create a positive impression to potential customers. Every week, the PTA recipient is given a \$300.00 VISA gift card from Southern Bank as part of the story. During the course of the year, we aired 48 stories during our 6pm newscast. The stories are housed on our website where viewers can continually watch and comment. We also solicit nominations on our website for future PTA stories.

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

- On-air: Every week, our news anchors go out and surprise honorees in conjunction with the people who nominated them. Their contributions are showcased and friends and family can express their appreciation to the honoree. Then, they are presented with a People Taking Action award, a lapel pin, and a \$300 gift card from Southern Bank. Every week, the story is posted on our website, WTKR.com. In May, News 3 produced the People Taking Action Humanitarian Awards Special: a 30-minute show highlighting twelve of the most clicked People Taking Action stories, one from each month from April 2016 through March 2017. Viewers are asked to vote for their favorite story on wtkr.com. The twelve honorees were invited to News 3's People Taking Action Humanitarian Awards Banquet in late June. At the banquet, everyone received a gift bag and an

award. The overall winner received \$1,000 donated to the charity of their choice from Southern Bank and a vacation from WTKR worth \$2,500.

- Online: Viewers are asked to nominate people using an on-line form on the website. All our PTA stories are posted on wtkr.com. The voting for our PTA Humanitarian Awards is hosted on the website.
- Mobile: All of the weekly stories, a voting link and highlights from the banquet are available on News 3's mobile app.
- Social Media: All of the weekly People Taking Action stories are posted on WTKR's Facebook page to more than 266,000 fans. They are also sent out on WTKR's Twitter feed.

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

- The People Taking Action Awards and Humanitarian Banquet brought new, incremental and digital revenue to the station totaling \$125,000 gross.

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

- This program has been a success for the station, the client, and the community. We air 48 People Taking Action stories a year. We give \$14,400 in gift cards to the recipients. When the winners go to Southern Bank to pick up the gift card, they leave the bank with a positive, which could lead to future business and word of mouth recommendations.
- The whole campaign helps drive web traffic to wtkr.com. Thousands of clicks are generated year-round while people watch and share their posted stories, vote for the yearly special and view the banquet video.
- We also have seen pay it forward moments with the program. There have been several times when other viewers have seen the stories and they step up and help. During a tropical storm in September 2016, a PTA recipient was acknowledged because he helped a neighbor who had lost his car to the flooding. Another viewer watched the story, called us and wanted to help.
- This program could easily be used in any market with a different name.

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

- This is such a great, heartwarming campaign. All the honorees are so gracious and humble; emotions run high during our segments. The honorees at the banquet were so respectful and appreciative of every honoree and their contributions. This is a genuine community outreach program for the station that not only helps establish the News 3 brand, but also drives web traffic and ratings. The entire station is committed to the People Taking Action brand. Southern Bank loves the program as it drives people to their branches and embeds them into the community. This was the perfect fit for a company that wanted to make their mark in the Norfolk, Virginia community. As a matter of fact, Southern Bank has been so happy with this program they duplicated it in another market in North Carolina using the name Southern Stars. They have also continued this partnership with us for another year.