



Station Call Letters: WVEC

Campaign Name: Pyramid Roofing Lead Generation Campaign

Advertiser Name: Pyramid Roofing

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

- The objective of this campaign was to increase leads, hence sales, for Pyramid Roofing's original and new location.

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

- The challenge this advertiser faced was how to grow his business in a down market and stand out among all of his competitors. Dan of Pyramid Roofing also needed to build business for his newly added Virginia Beach location after many years in the Williamsburg, VA area. The markets are approximately 50 miles apart and Pyramid Roofing lacked brand recognition in the VB area.
- Additionally, Dan had "Milestone Electric envy." Milestone is based in Dallas, TX. Dan and the owner of Milestone Electric belong to the same home improvement networking organization. Milestone Electric has been hugely successful using broadcast TV on our sister station WFAA. Last September, we shared a tactical plan that mimicked Milestone Electric's. He signed on with WVEC that day.

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

- **On Air-** Our campaign is based on a high-frequency schedule airing on Monday, Tuesday, and Wednesday in programming that reaches his target audience of homeowners with a higher household income. Starting in January, we added in a jingle and created different monthly offers that coordinate with the seasons. Dan now frequently hears people singing his jingle and complaining that they can't get it out of their head - a good thing for Pyramid!
- **Online-** Pyramid Roofing added a Hurricane Guide sponsorship to his campaign in May. This sponsorship allowed Dan exposure in our online hurricane segment. In addition, Dan signed up for a storm program focused on homepage takeovers that will go into effect when we have oncoming storms approaching. Severe Weather is prevalent in our region with hurricanes, nor'easters and snow, so having this plan "in the can" makes perfect sense for Pyramid.

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

- Pyramid Roofing started in November 2013 at a \$5K per month to "test the waters". In March, we met with Dan and strongly recommended he double his budget to exponentially grow his leads. He increased to \$10K per month starting in April. He has spent \$65K with WVEC through July and we expect that number to double by end of year. The business is exclusive to WVEC.

5. **Results:** Describe the quantifiable or measurable results of the campaign

- From January 1<sup>st</sup> through July 16<sup>th</sup>, Dan has generated 177 leads that can be directly attributed to WVEC. The 177 leads have generated over \$165K in new revenue. Dan knows this number will grow as his team is able to "run out" all of these current leads. Early this year we explained to Dan that the multi-platform campaign he runs with us will lift leads from all sources. Dan shared this week that between Jan 1- July 15, 2013 he had 1483 total

leads with no television. From Jan 1-July 15, 2014 he had 1927 leads which is a 29.9% increase year-to-year. To support the growth, Dan has hired 9 additional employees and added 4 new trucks to his fleet which is now up to 19 trucks.

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

- The Pyramid Roofing campaign may not be “sexy” or the best example of creativity, but the results are clear and backed up by Dan’s testimonial. We have taken science and art and blended them perfectly to generate a 29.9% increase in leads for Pyramid Roofing. There is a high level of trust and communication between Dan, his AE Linda Moore and the entire WVEC team as exhibited by his sharing of specific business information.
- We have even found ways to impact Pyramid Roofing’s customers in a positive way while getting great PR for the station. Dan included a story about his visit to our studios in his quarterly newsletter to his customer and prospect base. That parlayed into a contest where we invited four of his customers to tour the studio, meet and greet our news team and watch the noon news live. See attached info for more details and notes from Dan’s customers on the experience. We are excited at the growth that we know is ahead for Pyramid Roofing!



**A Visit to WVEC ABC 13**



*From the Desk of Dan Worstell*

PyramidRoofing.com

Williamsburg:  
757.258.3595

Peninsula:  
757.247.9600

Southside:  
757.923.0999

Virginia Beach:  
757.351.2555

Earlier in this newsletter, we mentioned our new TV commercials, which are running on WVEC ABC 13 in Norfolk.

This is one of our first experiences with broadcast television advertising, and so far, it has been a terrific partnership. So when I was personally invited to visit the studio last month, I jumped at the chance.

And what a memorable experience it was! From the moment I walked into their studios, they made me feel like a welcome guest. Even as the news was being filmed, the crew was laughing, joking, calling me by name, and just making me feel like I was part of the team. Craig Moeller even invited me to stand in front of the weather camera and chat about hurricane preparedness! (See picture on page 1.)

By the end of the morning, I felt not like a starstruck fan, but like a friend. And their studio? Well, it felt like a big, happy family.

That's what Pyramid Roofing feels like too. We are more than just "those guys that fix your roof." We are truly nice guys – and gals. We get along together, know each other's birthdays, and look out for each other. And we, too, love our fans – that is to say, the many happy clients who make up Pyramid Roofing's large and growing group of family and friends.

If you want to learn more about the Pyramid family, do check out our regular feature, "What's Doing at Pyramid Roofing" (page 3). And if, like me, you've always wanted to get a peek at the inner workings of a TV studio, don't miss our Word Search Puzzle this month (page 3) – we are offering two lucky winners their very own visit to WVEC ABC 13! Now that's what I call a "newsworthy" prize.



*Local roofer Dan Worstell added to the Daybreak team!*

*DW*

**Win a backstage visit to WVEC Channel 13!**

**Pyramid Word Search Contest**

Have you ever wondered what goes on behind the scenes at a TV news station? This month, two lucky winners – each with a guest – can get a backstage tour of the news station at WVEC Channel 13, in Norfolk. Winners will be able to visit and have photo opportunities with the 13 News Daybreak Team.

To enter, mail completed puzzle to:  
Pyramid Roofing  
1001 48th Street  
Newport News, VA 23607

Or fax to: 757-258-5068

Or scan and email to: danw@pyramidroofing.com

Completed Word Search entries must be submitted by June 30, 2014.

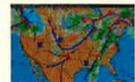
Beginning this month, all winners of the Pyramid Word Search contest will be notified by email - so make sure you include your email address with your entry!

Your Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Spring Into WVEC!**



CRAIG	DAYBREAK	DOPPLER
JEFF	JULIE	LASALLE
REGINA	SANDRA	WVEC

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V O G C O B A W A M F Z H J N  
E Y W S D Y Y R E I, P P O D I