



Station Call Letters: KXLY-TV

Campaign Name: Raise The Flag

Advertiser Name: Lloyd Herman Attorney & Associates

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

This client had not been on broadcast for SEVERAL years ... I had sold a small annual commercial package on our secondary station that he had success with in 2013. When we introduced Raise The Flag in 2014, I thought this would be a perfect opportunity for him to get on our main channel and position himself as a leader in the community as the number one personal injury lawyer in a POSTIVE manner and not come across as an "ambulance chaser." Raise The Flag was a new franchise at our station that showed support of our nation, traditions and primarily supporting our local schools. This was another opportunity to showcase this attorney in a non-traditional way, yet still promoting his business by adding additional credibility to his years of service in the legal industry.

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

We wanted to start a sponsored daily segment in our morning news that would be win-win. First, win for our viewers. Our viewers in the Northwest support our schools and our American traditions such as the pledge. By showcasing young children reciting this daily, it puts a smile on our viewer's face and brands KXLY to this promotion. Secondarily, if we could monetize this promotion, it would also tie an advertiser and give that client instant credibility while promoting their own services and/or products.

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

- **On-air:** Each morning in the 6-7 a.m. newscast, we play the :60 RAISE THE FLAG promotion. The first :30 shows the sponsor tie in along with the classroom pledge and the final :30 has a commercial spot.
- **Online:** A portion of the buy is allocated to the internet. On our website we have a dedicated page that catalogs each daily pledge by date and classroom. This way "Johnny" and "Suzie's" parents can also let their friends and relatives watch their child even if they missed it live or they don't live in our DMA. The catalog of classrooms can be found easily weeks later, it's archived for reference, too. The sponsor's contact info is on this site as well as their commercial spots. Viewers can easily see who is supporting this wonderful, feel-good promotion.
- **Mobile:** On our mobile app, there is drop down menu titled RAISE THE FLAG that you can easily tap and find your child's classroom. No matter how you receive KXLY's news, this multi-platform proposal showcases our very proud promotion, RAISE THE FLAG! Very easy to find and navigate from your hand-held device.

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

For this client example, it was an incremental lift in spend of \$21,000. However, we sponsor this by each day of the week and overall, this campaign brought our station more than \$90,000 in one year! The station was thrilled to generate this ongoing cash flow to a daily segment that our viewers look

forward to each and every morning. And besides, it's just plain adorable to see these children in the early morning!

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

Absolutely! If you live in a market that is proud of our American heritage and supports our flag and schools, then this promotion is for YOU! Viewers love seeing children try their hardest to be patriotic and take our flag seriously and be thankful for our freedom. This is a dying ritual that is being seen less and less in our public schools. We have had so many viewers thank us for airing this daily promotion each morning. Our clients love it because it's tying them into a credible promotion. AND, the station is adding to the bottom line by having it sponsored daily. Win-win on every single level.

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

One other component not mentioned above was how we tied in the social element too. This truly was a multi-platform proposal that hit every medium on the head. We run daily reminders in our morning news feed on Facebook to stay tuned this morning for RASIE THE FLAG. In turn, it generates so many positive comments and lets our 100,000+ followers see how dedicated this station is to our American flag, our schools and our freedom.

This promotion is easy. We film approximately 3-5 elementary schools in one to two days each quarter. We keep this very organized. School Districts were on board from the beginning because it also promotes their school in a positive manner. With all the prerecorded pledges, we create the first sponsored :30 all at one time and upload these spots at the beginning of each month for traffic and for online. The online spots go live at the end of each week. We piggyback the customizable second :30 with their normal traffic. Once you have a template and system in place, this is easy to create each quarter and upload each month.

We have never had a negative response with airing the pledge from the classrooms. All children have signed media releases that they fill out at the beginning of the school year for ALL media...standard school policy. If a child does not have this release on file, they are not part of the pledge.

We've made the system very easy, so we can continue recreating this every quarter and uploading the new classrooms each month and keeping the online videos fresh at the end of each week as well.

We got the seed planted for this promotion from a TV campaign that we saw at the NAB SMTE conference a few years back. We loved the concept and grew it into this awesome multi-platform campaign and news promotion.