



Station Call Letters: WWBT

Campaign Name: Recycled Rides

Advertiser Name: Conner Brothers Collision Centers

1. **Objective.** Describe the objective(s) of the campaign: A local auto repair company, Conner Brothers Collision Centers, wanted to build trust in their automotive repair business while also giving back to the community.
2. **Challenge.** What was the challenge that motivated the sale to this advertiser? Conner Brothers Collision had never tried TV. This medium was new to them.
3. **Multiple Platforms.** How did the campaign use each of the following platforms?
 - **On-air:** Television was used to solicit entries, communicate the “feel good” program and feature the lucky, needy families who needed a car.
 - **Online:** NBC12.com hosted a special Recycled Rides section that archives on-air video of giving away refurbished cars to needy families.
 - **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? This is a \$35k a year campaign. Initially it brought in an additional \$10k per year from this advertiser. Conner Brothers is very pleased and the station expects this to be a recurring source of revenue.
5. **Results.** Describe the quantifiable or measurable results of the campaign. The campaign brings in about 60 entries per quarter. It has worked so well that many people simply give their old cars to Conner Brothers to refurbish and give away to needy families. And most importantly, the auto repair business has increased since they started this campaign.
6. **Tell Us More.** What else is there to know? The program is very successful. It started out giving away 2 cars per year. Now they give away one car per quarter. Recycled Rides is another program that has been sold across the broadcast group. It has been sold to the auto repair category and local auto dealerships have also sponsored this great idea.