



Station Call Letters: KIVI-TV

Campaign Name: "See Us In Your Prius"

Advertiser Name: Southern Idaho Toyota Dealers

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

The agency involved was seeking promotional driven by their (potential) willingness to provide a car for possible giveaway should the right idea surface. In our case, we leveraged television, co-owned radio and digital to create a six-week promotion that capitalized on all of our assets in what was a "one group takes all" opportunity.

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

The challenge was to conjure up a promotion to raise the visibility of the Toyota Prius in the marketplace, and showcase the benefits of the car's efficiency and low price point. By leveraging already-planned radio remote broadcasts to feature the car (which was also a traffic builder for these non-competing remotes), using the reach of television to solicit interest and, through updates, showing real contestants in the promos, it achieved the desired results of raising the profile of the brand, and the specific vehicle.

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

- On-air: Radio and television pushed, through live and produced elements, consumer participation in the contest. Radio featured the car at live events, remotes, etc. during a six-week period in June/July '14.
- Online: The contest element required participants to take a "selfie" with the wrapped vehicle anytime they saw it out in public (while parked, not in traffic). These photos, which served as the contest entries, were featured in a gallery and in television promotion, and it was from these that 50 finalists were drawn at random for a final event where the car was given away.
- Mobile: The "selfie" idea lent itself to mobile, since participants were asked to take a smartphone photo of themselves with the vehicle.

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

The campaign was used to leverage a SIGNIFICANT increase in revenue share from the Toyota dealer group through 3rd and 4th quarters '14. In addition, radio was able to involve a local convenience store who provided \$1,000 worth of fuel to the winner, and placed a large buy (the c-store involved had spent NO money in the previous four years, so 100% of that was new money).

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

The campaign could easily be scaled to other markets. Since radio had so many remote broadcasts already on the calendar, the car was an added draw to traffic, and provided an easy mechanism for "out in public visibility." While we have no direct data regarding increased vehicle sales, we do know that the dealer group and the agency were very happy with the promotion, enough that the group agreed to an unrelated promotion in Q4 which leveraged increased share of revenue for television in Q1 '15.