



Station Call Letters: WDIV

Campaign Name: Vote 4 the Best

Advertiser Name: Wallside Windows

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

Wallside Windows already had an established advertising presence in the Metro Detroit market. The WDIV Account Executive needed to show how sponsorship of the Vote 4 the Best campaign would increase their reach in the community and their target audience. Wallside wanted to be able to talk with businesses about commercial windows and the AE needed to present a plan on how this campaign allows them to talk to small and medium-sized businesses through emails and mailers.

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

1) The Vote 4 the Best campaign was created to support local businesses, both big and small, in a fun way, allowing the public to vote for their favorite places in Metro Detroit.

2) Community Engagement - The general public votes, as well as business owners. This gets Wallside's brand out to a varied audience.

3) Targeted advertising - Vote 4 the Best allows Wallside to reach people they already cover in traditional media while introducing non-traditional media consumers to their name because of the viral nature of this campaign. So, they reach a commercial audience, as well as a residential audience.

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

- On-air: Daily campaign using :15 television spots letting people know to vote for their favorite businesses. We also get the word out via Local 4 newscasts, contest integration, our live, on-air summer specials and our weekday talk and entertainment show "Live in the D." Wallside Windows is credited in every segment as the sponsor of Vote 4 the Best.

- Online/Mobile: The contest page where people vote lives on Local 4's website at [www.ClickOnDetroit.com/4thebest](http://www.ClickOnDetroit.com/4thebest). Because our site is responsive, users get the same platform on mobile. Front and center in the header graphic is the Wallside Windows logo. We also create specific digital banner ads, as well as Vote 4 the Best promos in pre-roll. And there are digital ads and stories in our multiple newsletters.

We do stories that give users tips about a business that is on the Vote 4 the Best list. In every story we thank Wallside Windows for being a longtime sponsor and include a link back to their website. At the end of each story, we state that they started out as a small business and, over the years, grew into one of the largest window companies, celebrating their 73<sup>rd</sup> year in Michigan. This is an inspirational message for the businesses participating in Vote 4 the Best, giving them something to aspire to, and helps brand Wallside Windows as part of the community.

- In the Community: To further the outreach of the campaign and to highlight the Wallside sponsorship, we've created a viral advertising tool rarely used by other television stations. We send adhesive clings to businesses to display in their store windows featuring the Vote 4 the Best logo and the Wallside Windows logo on it. This way, the sponsor's name is seen in many businesses in the community by people who might not even be participating in Vote 4

the Best. We also send out a letter explaining how the contest works and it includes the Wallside Windows' logo and highlights their longtime sponsorship.

- Social Media: The stories we post about Vote 4 the Best also get posted on Local 4's Facebook page. We send posts to the sponsor who then shares it on their social media gaining even more reach.

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

This campaign brought in over six figures in new digital business dollars.

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

With 173 categories and over 5,000 nominations, our Vote 4 the Best campaign generated over 45,000 participants, more than 2,300 competing businesses, and hundreds of thousands of votes in a 7-week period. This campaign can easily be scaled and adapted for other markets.

Wallside Windows continues to be happy with this campaign as we are delivering on our online advertising objectives by driving people to their website while having huge visibility and SOV on the #1 TV website in the market. Their organic reach through the campaign continues to grow as more and more businesses sign up out of desire to be the "Best" in their respective categories. Each category tends to have intense rivalries between the top contenders and those businesses often wage a war in the form of a marketing/advertising campaign either paid, grass roots or on social. So, in essence, their desire to be voted the best drives Wallside's brand awareness even further in the market.

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

At the end of the voting period, the results of the campaign become a guide to the best places around town. This continues the campaign even once voting is over and gets the Wallside brand out all year long. It also gets the names of local businesses known in the community because when people go to the site to vote they can scroll through different categories and see businesses they might not know about.

This is an all-around good community campaign. Voters like it because they enjoy voting for their favorite places. Local businesses like it because it elevates their brand and it's basically free advertising for them. And many are featured, once the voting is over, on our newscasts and on our daytime entertainment show. Wallside likes it because their branding gets out on multiple platforms.

Wallside Windows' sponsorship was a good fit because they started out as a small business and grew into one of the largest window companies in Michigan. They can relate.