



Station Call Letters: WTSP

Campaign Name: Care Plus WTSP-TV Local Partnership

Advertiser Name: Care Plus

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

This healthcare provider has historically been a heavy print and direct mail advertiser. They have made their living on attracting seniors by offering them free meals for coming to listen to a Care Plus speaker, and to potentially sign up for medical care. They have been reluctant to stray from print as the client feels the senior population responds well to this type of advertising.

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

The strategy was two-part: we had to show the client where the trends are in the senior segment and most importantly how to effectively reach them. The adult 65+ consumer is one of the fastest growing segments online and is growing exponentially as digital consumers...they are finally catching up to the youth of America in how they consume information. Now seniors are very knowledgeable and experienced on how the internet works and how to search for information. It also provides us and the client a great way to target and track our potential patients. We proposed the power of television in combination with the resources of the web to drive the same behaviors that print has in the past. TV creates the need and reinforces the brand, while the internet gives the customer the ability to seek out more details at any point in time in the comfort of their own surroundings.

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

- On-air: The execution had to be more than a simple commercial campaign. We created customized calls to action in the form of (:30) medical vignettes, (:60) informative medical minutes, 5-7 minute medical segments, banner ads and pre-roll video...all designed to separate Care Plus from other healthcare providers and reinforce the brand and call to action in a "non-salesy" way. All the creative pieces deliver useful information and are designed to drive consumers to the client's website and ultimately sign up for a seminar or medical plan.
- Online: The digital components all mirrored what the broadcast messages looked like...banner ads with the same calls to action, video pre-roll utilizing the creative we developed for on-air, all reinforcing the brand and theme of the campaign.

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

The campaign generated both new and incremental dollars to the station. In fact, the client has multiple brands that will be utilizing a similar partnership approach due to the success of the campaign, so this alone will bring new dollars to the station, while the campaign for Care Plus generated double what the spend had been.

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

Care Plus is having a record year...they have shifted most of their advertising dollars into Television and Digital at the expense of print and direct mail. We became an exclusive partner with Care Plus and their other brands and they are using the creative we developed exclusively for them in their

other Florida markets. They have not only shifted their media plans in Tampa to accommodate our TV and Digital Partnership, they are doing this in all their Florida markets under our direction and guidance.

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

Listening...without a direct relationship with the agency and client and the ability to listen to the needs of everyone involved was critical in the campaign's success. We have the ability thru Broadcast and Digital to help every one of our clients in more ways than one, once you start listening to the real needs of the client and they trust in you and the relationship they have with your station, many doors will open.