



Station Call Letters: WBTW

Campaign Name: Carolina Chevy Dealers High School Blitz

Advertiser Name: Carolina Chevy

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

This advertiser had been a partner of our competitor's high school football coverage but we saw an opportunity to give them more exposure and make it bigger and better for the Chevy Dealer LMA.

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

Comprehensive on-air/on-line/on-location sponsorship opportunity tied to high school football coverage on WBTW News 13.

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

- On-air: Promotional campaign, billboards, in-program elements, as well as multiple :30's within the program.
- Online: Carolina Chevy Dealers fixed tile ad on all pages of wbtw.com with direct link to landing page listing all area dealers. There is also a comprehensive High School Football Blitz page on the website that is updated continuously throughout the season. Carolina Chevy Dealers get prominent exposure on this page as well.
- Mobile: Banner ads on the mobile page that is clickable to local dealer sites. Also a sponsored Carolina Chevy Dealers High School Blitz app that provides coverage and real time score updates throughout the season.

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

New revenue in excess of \$30,000.

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

Dealers gained attention throughout the season as supporting something very important to their respective communities. Response was such that the dealers made it a priority to renew for season two immediately.

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

This campaign gave the dealers exposure both as a group and individually through multi-platform opportunities. Each dealer was also able to award a Player of the Week plaque live during our Thursday night News at 6. Many elements of the program allowed the Chevy LMA to gain in-program exposure, which is difficult to come by and even more difficult to quantify.