



Station Call Letters: WKRG

Advertiser Name: Command Hearing Center

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

This advertiser had never used television and is a lead-driven business that had largely depended on print/direct mail to generate leads. Ultimately, the cost per lead was too great to continue to justify the expense of print/direct mail and the advertiser was open to hearing how television could provide a better and more cost-efficient solution.

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

Increase awareness of Command Hearing Center in Mobile and the surrounding areas while also being able to deliver leads that resulted in a lower cost per sale than previously used print and direct mail marketing.

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

- On-air: We recommended a strategy of using :15 bookend spots to deliver the advertiser's message while using programming that delivered our largest audiences A55+ on both WKRG and EKRK/MeTV.
- Online: Reinforced the messaging to target audience by utilizing various digital elements including a SEM campaign on Google/Bing and Yahoo and also clickable Banner Display ads on WKRG.com.

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

This has resulted in total \$33675 new local direct dollars to the television station March through September this year thus far.

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

The client has been very happy with the results on WKRG. They are expanding their efforts to include other television stations and also expand their locations to other markets all while keeping us/our own AE as point person.

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

Our AE, Jessica Turner, did an outstanding job of targeting and closing this piece of business in the manner that is correct in every fashion. She prospected them from a direct mail piece, set up the appointment through use of a valid business reason demonstrating the disparagement of the CPM and reach involved in print/direct mail versus television. Conducted a thorough CNA and presented in thoughtful fashion a complete marketing campaign that included script development and commercial production which has yielded significant ROI for the client and continued and further developing relationship with WKRG. A real HOME RUN on all aspects!