



Station Call Letters: WXIA

Advertiser Name: CURE Childhood Cancer

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

Client never used TV due to lack of funding as a nonprofit organization. They realized they needed to increase donations to save lives and that TV could be that medium to create awareness. They found the funds needed to share their voice on TV in Atlanta, with us.

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

A Non-profit trying to increase donations to fund research to find a cure for childhood cancer.

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

- On-air: The station produced :30 and :15 sec spots, utilizing both local celebrities who were supporters of the cause. As well as children who were the voice behind the disease.
- Online: We utilized very engaging "call to action" online creative. All their ads consisted of very visible click here to "DONATE" buttons. Homepage banner takeovers and ROS banner ads on our station website were a big part of the campaign.
- Mobile: We did not utilize mobile in this campaign, but will in 2014.

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

Yes. About \$75,000 for the year. For a nonprofit, that is a pretty big number.

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

Since the inception of our partnership in 2011, CURE has seen an increase in donations of over 400%. Since 2013, in one year, they have seen a 74% increase in donations.

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

As a station, we see an enormous amount of nonprofit organizations come to us and ask for our help to share their voice for their particular cause. It's difficult to help them all. However, after discussions with CURE, they quickly realized they needed the funds to create a campaign with us that would make a difference and, in the end, save lives.