



Station Call Letters: WKYC

Campaign Name: Driving Success

Advertiser Name: The Collection Auto Group

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

The client came to Cleveland 10 years ago and feels that this region is a remarkable place to own and operate a business. He realized that there is a very negative perception in the region and he wanted to help change that image.

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

The Collection Auto Group president, Bernie Moreno, realizes the importance of a thriving business environment in our community not just for the success of his own business, but for all those in Northeast Ohio. The goal of the "Driving Success" campaign is to recognize businesses and organizations that are doing great work in Northeast Ohio, to promote the positive change happening in our region. Another important goal of the campaign is to encourage young entrepreneurs and continue to develop talent in our region. Finally, it is important that this campaign generate a positive brand association for the client and that the campaign generates a lot of exposure both on-air and online.

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

- On-air: Each night in the 7pm news a :45 local business feature runs followed by the client's :15 message. Commercial spots also run in various dayparts to help promote the nightly feature and encourage viewers to visit the campaign's Facebook page and nominate businesses to be featured.
- Online: The campaign has its own Facebook and twitter page which are an integral part of the campaign's success. The social media platforms allow us to reach more people with the stories and engage people in the campaign. The Facebook page is also promoted with paid ads on Facebook, encouraging people to like the page. There is also a dedicated page on wkyc.com that showcases the business features, The Collection Auto Group :15 commercial spots run as pre-roll to the videos and they also receive fixed banner ads on this page.
- Mobile: Users interact with the Facebook and Twitter pages on their mobile devices and Facebook ads are served on both desktop and mobile devices.

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

This campaign will generate \$270,000 for WKYC-TV in 2014.

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

The client has been thrilled with the response from the campaign, it has accomplished his key missions of promoting a positive environment in our region and encouraging young entrepreneurs. These stories have indirectly contributed to positive sales for the luxury auto dealer as well. Business leaders in the community have taken notice of this campaign and appreciate everything he is doing in this community and in response have turned to him when they are looking for a new vehicle.