



Station Call Letters: KLKN

Campaign Name: Farm to Fork

Advertiser Name: A-FAN (Alliance for the Future of Agriculture in Nebraska)

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

A-FAN had invested money in broadcast TV in the past but needed something more targeted and wide-reaching to receive additional funds.

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

The goal was to connect agriculture producers, agribusiness people and others within the food production system to the consumers purchasing their products.

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

- On-air: Television was used to deliver the overall feel-good message by showcasing area producers in a low-key conversational manner.
- Online: Online housed the long-form messages and provided a place consumers could connect to A-FAN to learn more about Nebraska's #1 industry.
- Mobile: Mobile was not included in this campaign.

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

Farm to Fork brought in incremental dollars to KLKN; new revenue to our D2 station, Live Well Network Lincoln, and new revenue to klkntv.com. In addition, by having A-FAN as a partner in Farm to Fork helped us leverage new money from non-traditional ag-related businesses.

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

The purpose of the campaign was educational and designed to bridge the gap between producers and consumers, which it did. It fulfilled A-FAN's mission which is to further the growth of agriculture through outreach, promotional and informational efforts. This campaign provided all three aspects through the use of information based, long-form messages in key news time on KLKN; in 30-second commercials that ran in different times throughout the day on KLKN and Live Well Network and by creating a landing page on klkntv.com for Farm to Fork which became the source for more information and links to participant sites.

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

Agriculture is big business in Nebraska and Farm to Fork helped show our viewers - our client's potential customers - that at KLKN we care and support the efforts of all ag-based businesses in the state, but particularly the producers who put food on our table.