



Station Call Letters: KSHB

Campaign Name: Fill The Fridge

Advertiser Name: Price Chopper, Harvesters

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

Price Chopper was thrilled to get involved with this first-ever community initiative. Obviously, being a grocery leader in KC and this being a food drive made sense to them. Also the association with KSHB and 41 Action News and Harvesters was very important to them. It was a "no brainer" to partner once again in 2013, now making this an annual campaign for KSHB!

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

In September 2012, KSHB recognized a major need in our community and built this advertiser-supported campaign around it. The need was to provide underprivileged families and children with perishable food. Partnering with Harvesters, a non-profit food pantry, and Price Chopper, a local grocer, KSHB did the first ever perishable food drive. We branded the campaign "Fill The Fridge" and provided underprivileged with milk, eggs, lunch meat, cheese, etc. The inaugural campaign was so successful that we kicked it off again in 2013, most recently in May, and will again this coming September!

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

- On-air: On-air included 50x Promos promoting the campaign during Hunger Awareness Weeks (5/20-5/24 & will happen again 9/2-9/6). When available, 41 Action News (KSHB) sent reporters for live shots during news shows in 41 Action Midday & 41 Action News at 4p, 5p & 6p. On KC Live, FTF also received 1x guest segment, Live shot from Price Chopper, and 2x live mentions.
- Online: Price Chopper was promised 5 High-Impact Pencil Pushdown ads on KSHB.com, 100,000x :15 second video pre-roll impressions on KSHB.com & Scripps Targeted Media Network. In addition, Price Chopper was promised 150,000 digital banner ads on KSHB.com. Each creative revealed that 1 in 4 Kansas City area children are at risk of going hungry, with an urgency to "CLICK HERE FOR DETAILS" to find where residents could find a Price Chopper to donate.
- Mobile: On mobile, Price Chopper was promised 200,000x KSHB Mobile impressions.

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

Yes, this campaign generated \$36,000 of incremental revenue to the station. We expect this to be an annual event moving forward.

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

In September of 2012, Fill the Fridge allowed for 62x promos on-air, brought in 15,091 lbs. of food, \$23,992 donated, and 130,981 meals for underprivileged in KC. In May 2013, FTF Price Chopper received 50x on-air promos (163x total promos, KSHB promotions) brought in 19,090 lbs. of food, \$13,724 donated, and 83,298 meals for KC. Online, 495,428 impressions were delivered with 3,342 clicks, for a campaign CTR of 0.67%. The Pre-Roll received the most clicks, with a CTR of 3.13%! (The national average is 0.02%).

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

This is a perfect example of different departments (News, Promotions, Sales, Digital) with the station working together to make an incredibly positive impact in our community and at the same time, generating strong incremental sponsorship dollars to help support the initiative.