



Station Call Letters: WWBT

Campaign Name: Marvelous Milestones

Advertiser Name: Lakewood Manor

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

Rather than produce the typical “here is our facility” commercial, Lakewood Manor wanted to do something that celebrated life. The local sales team brainstormed and came up with the Marvelous Milestones concept.

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

A local continuing care retirement center called Lakewood Manor wanted to increase awareness of its facility. The ultimate goal of the campaign was to increase the continuing care facility’s enrollment but do so in a “feel good” way.

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

- On-air: Television is used to celebrate life’s special moments. The schedule highlights various milestones weekly, such as graduations, births, retirements, anniversaries and the list goes on.
- Online: NBC12.com host a special Marvelous Milestones section. By clicking on <http://sendit.nbc12.com/assignment/317> you will see more than 130 photos and special life moments.
- Mobile: A database is collected of the mobile phone numbers of prospects interested in the client’s product and service.

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

The client was a general advertiser spending very little with the station. The campaign investment is \$36,000. The station cites a \$25k incremental increase in ad spend because of this campaign.

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

The retirement center says they secure at least 5 new residents per quarter as it relates to this campaign. Just one new resident would pay for the entire campaign for the year and they are at least getting 20 from the program annually.

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

Marvelous Milestones was initiated by the WWBT sales team in Richmond. The idea was initially developed for the continuing care retirement community Lakewood Manor. Many of our group’s stations have sold the idea to the retirement home category while others have modified it slightly to widen its appeal to other ad categories like real estate and home building.