



Station Call Letters: WPTV

Campaign Name: Surviving the Storm

Advertiser Name: Florida Power & Light

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

Florida Power & Light (FPL) has been a long-time client of WPTV, we have a great relationship with the broadcast buyer but we have had challenges over the years in securing digital dollars due to an outside digital agency (KSM). We learned details about the digital agency strategy for FPL and uncovered areas where we had an advantage. FPL desired premium placements & sponsorships the digital agency could not secure. The DSM, LSM & I met with FPL to find out the Q2/Q3 strategic messaging surrounding hurricane season. We then took that messaging and customized a proposal. I presented a \$45k sponsorship tailored to their messaging using an integrated broadcast and digital approach. The agency was impressed with integrated content approach and strategic nature of the sponsorship as well as our ability to customize the opportunity to their exact needs.

FPL loved the concept, it fit perfectly into their existing strategy and messaging. The agency came back to us wanting to customize a bit further, adding 25% more spend to Preroll while also increasing the broadcast schedule supporting the sponsorship. We restructured some elements and submitted a revised proposal at a \$58k budget. FPL bought all of the elements we presented, preferring to commit more spend to Preroll and content marketing rather than display ads and an added spot schedule (65% Digital & 35% TV).

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

The campaign objective is to educate and inform our viewing audience of how to prepare for and stay safe during severe weather. It has been over a decade since south Florida has experienced a high impact storm and many fear the market and newer residents are not taking storm preparedness seriously, which creates a significant danger to our viewers. Our goal was to create a multiplatform campaign that educated the public in an easily accessible format on air and online. We wanted all of our viewers to have helpful resources from the best possible sources all in one convenient site to help protect their family and property in the event of a storm. We feel as the dominant news station in the market we have a responsibility to educate the public in storm preparedness in the hopes of saving lives.

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

- On-air: On the broadcast side the proposal incorporated a paid FPL spot schedule. We built in sponsorship BB's for our local Storm preparedness show "Surviving the Storm" hosted by our weather team and airing on Saturday Evening at the start of hurricane season. The sponsorship also includes two daily on-air Tropic Watch updates by Steve Weagle our top meteorologist that run for the entirety of hurricane season (June - Nov.). The updates are :10 updates focused on monitor any potential storm activity in tropics for our viewers, followed by a :05 FPL sponsorship BB tag. We find this to be an integral element that reminds our viewers daily to always be aware of storm potential and to be prepared far in advance of a major storm heading towards South Florida.
- Online: Sponsorship focused on WPTV platforms: content marketing surrounding storm preparedness, high impact advertising in the form of home page takeovers monthly on our

site, Pre-Roll airing on both the desktop and mobile platforms, social media posts on Facebook to our loyal viewers giving them helpful tips for storm preparedness and what to do in the event of a storm.

- **Mobile:** Client provided mobile ad sizes for all of the creative submitted so that those accessing the information on a mobile device (typical in the event of an emergency) would have the same content and experience. This campaign was fully integrated with all of our mobile platforms including the Storm Shield App.

Elements included: social media posts on Facebook, pre roll video through the mobile site & apps, display banners and other downloadable content all of which is accessible on mobile.

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

The campaign generated an additional \$58,000 (65% Digital & 35% TV) dollars above and beyond the existing spend on the station. Creating this concept has allowed the relationship with this agency to deepen beyond the buyer to the strategic planner and has helped create a partnership that ensures we are receiving top share and the first call on every buy. The client is booked for 2016 Q1- Q3 at \$402,475 dollars, Q4 is yet to be booked and the client is already up 74% year over year (2015 revenue \$231,366) due to the development of a trusted partnership.

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

Quantifiable Results: The campaign is delivering excellent results for CTR, Time on site for storm related pages and frequent use of the storm content.

Scalability: The concept I presented was reformatted into an RFP and sent to all the other Florida markets to create similar concepts across the entire Florida Power & Light service area. WFTX was also able to add incremental TV & digital dollars through this concept (est. 25k). We have been told by the agency that our execution of this campaign has far exceeded every other market.

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

Since we worked so closely with FPL's agency C-Com group to create this great concept they have since requested two additional RFP's for other campaign concepts they are pitching to FPL, (Energy Efficiency Look Live concept & In the Know with FPL's energy Expert) they now rely on WPTV as a trusted partner to help strategize on creative ways to build the FPL brand in our market.

The recent requests incorporated digital RFP's, prior to this partnership we were never asked to submit or present any digital concepts to the agency. We have built a trusted advisor relationship with the client and the agency in both the traditional broadcast sense as well as gaining credibility with more innovative digital platforms through the thoughtful and strategic execution of this integrated campaign.