

ADDED VALUE



## HOLIDAY GREASE GRINCH CAMPAIGN

BUDGET APPROVED

MEDIA PLAN & CREATIVE

CLIENT	HRPDC / askHRgreen.or	g									
PROJECT											
JOB#	#1947										
COMMITTEE	FOG										
CAMPAIGN	Holiday - Grease Grinch										
BUDGET	MEDIA: \$14,000	CREATIVE: \$4,636									
FLIGHT DATES	DIGITAL: 11.19—12.24.2	2018; RADIO: Week of 11.19—	1.25 + 12.17—12.23	The radio will rur	for two weeks (11.19	and 12.17), and the di	gital will run for a total o	f five weeks (11.19 – 12	24)		
TARGET DEMO	A25-54										
AD VENDOR(S)											

			PURC	HASED		
PAID MEDIA CHANNEL	AD LOCATION/TYPE	NUMBER OF SPOTS	REACH %	FREQUENCY	IMPRESSIONS	ACTIONS
TOTAL RADIO EXPOSURE (A25- 54, targeted demographics)		115	30.30%	3.4	695,000	
54, targeted demographics)		115	30.30%	3.4	095,000	
TOTAL RADIO EXPOSURE (A18+)			26.90%	3.4	1,171,000	
WNOR-FM (Active Rock)		57				
WWDE-FM (Adult Contemporary. Will be playing 100% holiday music during this flight)		58				
RADIO SUMMARY		115	26.90%	3.4	1,171,000	
WTKR's AD SERVER NETWORK	Retargeted and Behavioral Targeted Display				70,000	
WTKR.com - Mobile App	Digital Ads				15,000	
WTKR-Weather Channel	Display Static Ad				20,000	
WTKR.com	Native Content Ad					
Pre-roll	YouTube Video				30,300	
SOCIAL NETWORKS (Purchased based on actions, not impressions. Results are actual imps delivered)	Facebook/Instagram					900
Digital Advanced TV (stats represent 100% video completions, not CTR)	FEP TV (Full Episode Program)				35,250	
	Betweet day of Betweet					
Pilotonline Targeted Display	Retargeted and Behavioral Targeted Display				17,500	
Pilotonline Targeted Mobile	Retargeted and Behavioral Targeted Display				52,500	
ONLINE / DIGITAL SUMMARY					240,550	900

	ACHI	EVED			
IMPRESSIONS	CLICKS/ACTIONS	CLICK THROUGH RATE (CTR)	VIDEO COMPLETIONS	SIZE(S)	MEDIA BUY
				:60	
				.00	
				:60	
					\$7,000.00
				320x50, 300x50,	
		#DIV/0!		300x250, 728x90	
				320x50,	
		#DIV/0!		300x250	
		#DIV/0!			
		#DIV/0!			
		#DIV/0!			
				1200x628	
		#DIV/0!		pixels visual	
		#DIV/0!		+copy for ad	
		#DIV/0!			
				320x50,	
				300x50, 300x250,	
				728x90 320x50,	
				300x250, 320x100	
				320x100	
				SUBTOTAL: Media Buy	\$7,000.00





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PROJECT  Added Value for Stations  Added Value for Digital  ADDED VALUE SUMMARY  TOTAL VALUE OF SCHEDULE  BUDGET  MEDIA  PROJECT MANAGEMENT + CREATIVE TO  TOTAL BUDGET  TOTAL VALUE (MEDIA BUDGET + CREATIVE TO  TOTAL IMPRESSIONS  COST PER THOUSAND IMPRESSIONS (car  RETURN ON INVESTMENT (total value + campa  ANALYTICS  SESSI  Google  VALUE ADDED  WNOR:  "A Passion for FOG" – Chef Kevin, a Michelin rated cheful and the province of the value of the val	TOTAL  ATIVE BUDGET + ADI  ampaign total spend - total in	115  DDED VALUE)  Il impressions x 1000, including adde		1,411,550			Average 0.0%	SUBTOTAL: Added Value	\$7,150.00 \$7,150.00 \$7,000.00 \$14,150.00 \$14,000.00 \$14,000.00 \$14,000.00
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WNOR:  A Passion for FOG" – Chef Kevin, a Michelin rated ct at Passion Restaurant in Chesapeake, will be the s watch-to-win video. In the video, he will demonstrakitchen in Passion and/or the kitchen at his home i food/grease disposal. Listeners must watch the vit through for the keyword to enter to win a \$100 gift (and can include a HR Green swag bag). HR Gree info will be included in video and contest will be procured.									
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(and can include a HR Green swag bag). HR Gree info will be included in video and contest will be pro	video all the way								
	een logo and website								
liners/promos, social media and station website.	romoted via on-air								
WWDE. During both flight weeks, WWDE will be play ADDED VALUE PROMOTION:	ying 100% holiday music.								
Mhat's the easiest way to go keep your drain grease t We can do a giveaway on one station in November o Still working out the details of what the prize will inclu- Promotion to include (all to feature educational tips at- On air promotional mentions – 30 total per week		n2 Enter to Win a prepared turks	dio hiatus week to exten	d the promotion.					
:15 Live Liners – 15 per week . Includes Jock C :15 pre-recorded promo's – 15 per week Two social media posts per week promoting giw Dedicated contest posting on station website. Inclusion in station e-newsletter	e free this holiday season? or December. The Give-a clude. Can be themed as n about FOG and drive the li-	e-a-way could actually be on a ra needed to best fit askHRgreen's	give-a-way):						