

PRESENTED TO: Rising Through The Ranks | PRESENTED BY: Cortney Matern | DATE: 7/13/17



Doing the Most Good

ONLINE RED KETTLE SUPPORT CAMPAIGN

Online Red Kettle Overview

Client Objectives

- Increase new donations to the online Red Kettles
- Increase donations from NEW donors
- Increase donations from consistent donors
- Create a new donor database

Katz Radio Group Strategies

- Leverage local radio's power to build personal, emotional connections with listeners via a DJ endorsement campaign/Battle of the DJs
- Engage the target demo through compelling, buzz-worthy messaging and promotions
- Integrate multiple platforms to reach the target demo through touch points that deliver emotional and rational messaging, wherever they go 24/7



Online Red Kettle Overview

Target

Adults 35+, HHI \$75K+

Timing

November 26-December 31, 2012

Markets / Stations

Los Angeles / KTWV/KNX

Denver / KOSI

Seattle / KOMO

Phoenix / KTAR

Portland / KXL

Sacramento / KYMX

San Diego / KYXY

San Francisco / KOIT/KCBS AM

Honolulu / KINE

Anchorage / KMXS

The Battle of the DJs

Radio listeners are extremely loyal to their favorite personalities. They trust what the personality says and feel that they have a one-on-one relationship. This emotional connection between a station personality and their listeners was the core of the campaign.

Katz worked with The Salvation Army and The Richards Group to select two personalities in each market to serve as the brand ambassadors for the campaign. These personalities were pre-vetted. Each endorser had a personal story/reason for wanting to be a part of this campaign, and engaged in a Red Kettle Battle with the competing DJ on the station.

The endorsement messages were live (or recorded to sound live) :60's units. The core messaging consisted of loosely scripted copy designed to sound like banter/conversation between the DJs and allowed for individual endorsers to convey their honest feelings and experiences. Additional content rotated into the messaging to promote awareness, education and action...

Join me, Jane RadioAnnouncer as I fight to Do the Most Good!

Enhancing the Endorsements

“Adversations” = Advertising conversations designed to sound like a real conversation

- Katz used pre-recorded (to sound live) interviews between station personalities and Major Hood a key Salvation Army representative
- The DJs recorded questions to ask of Major Hood relating to the importance of the Online Red Kettle Campaign.
- We had Major Hood come into one of the radio studios to record the answers to the questions
- Then we edited the questions and answers into a series of :60 second units that sounded like a live interview with Major Hood and each of our local DJs these aired throughout the campaign, allowing for continuity and message reinforcement

Enhancing the Endorsements

Powerful Drops in the Bucket

Katz created a series of short-form spots airing in high frequency in conjunction with the endorsement messages

These short, catchy, :10-:15 spots opened with the sound of a bell ringing followed by a short, time-of-day-contextual and empowering message

Messages were recorded by the local station endorsers to reinforce the “join me” thrust of the campaign

Units aired in high frequencies to increase media efficiencies and create high impact, memorable messaging

AM Example: {sound of bell ringing} It's 8:45 am. Instead of buying a cup of coffee, why not try that office coffee and donate the money into MY online red kettle? It's a drop in the bucket for you, but it fills my kettle, more than that other guy.. Just go to my page and fill the Red Kettle.

Real People, Real Stories

The historical success of the Salvation Army's fundraising is rooted in the fact that almost everyone has an inherent desire to Do Good and give back. Telling real stories of what real people do to help their community gave local radio listeners the opportunity to join the conversation with their favorite station personality and convey their own reasons for Doing the Most Good.

Katz created a custom URL where local radio listeners submitted their personal stories. These stories were forwarded to local radio stations for inclusion in the on-air messaging. Endorsers would briefly tell a listener's story while continually encouraging others to submit their own.

This also included a custom short code, giving consumers the opportunity to participate via mobile/text messaging.

As a reward for telling their story, 50 local radio listeners were randomly selected to win a \$100 gift certificate to restaurants.com.

Campaign Elements

On Air

:60's Endorsement messages (15x per wk)

5x per endorser, 1x in a duelling spot with both endorsers**

Endorser's personal story

Real people listener stories

"Join me" call-to-action messages / fundraising progress updates

:60's Adversations with Major Hood

Short form ***Drops in the Bucket*** (20x per wk)

Branding/awareness messages

Promotional call-to-action messages

Campaign Elements

Digital

- Inclusion of on-air elements on the station streams
- Banner ads on station websites with hyperlinks to onlineredkettle.org
- Stand-out rich media featured on station websites utilizing Corner peels
- Exposure on DJ personality pages and social media pages
- Email blasts to stations' local listener databases
- Text blasts to a targeted database with a click-to-donate link
- Custom URL feature Real Stories from Real People
- Public Affairs interview with Major Hood

Marketing Summary

Marketing Tactic	11/26	12/3	12/10	12/17	12/24
Endorsement driven on-air (60-second commercial or adversation)	15X	15X	15X	15X	15X
15-second "Fill My Red Kettle commercials	10X	10X	10X	10X	10X
15-second "share your story" commercials with custom URL	10X	10X	10X	10X	10X
E-mail blast to station database	1X				1X
Text Campaign to station database	x	1x	X	1x	x
Stand-out on line feature (corner Peel, take-over, floater) on Website	10% SOV	10% SOV	10% SOV	10% SOV	10% SOV
Online Radio streaming	25X	25X	25X	25X	25X
Banner Ads (5% SOV)	5% SOV	5% SOV	5% SOV	5% SOV	5% SOV
Share Your Story Contesting with targeted database text campaign	On-going share your story to win contest with texting feature and donate link				
Social Media Marketing	On DJ's facebook page, twitter, pinterest, etc				
Public Affairs Interview	One Interview to run between 11/26 and 12/31 during Public Affairs Programming*				

Campaign Costs and Results

- Overall Campaign Cost = \$564,000
- Each DJ successfully met campaign fundraising goals to equate to a total of \$690,000 in donations to the Online Red Kettle Program, yielding an 18% lift
- The Salvation Army saw a 27% rise in new donors
- The Salvation Army was able to garner a database of donor information using the online registration data
- The campaign enlisted 24 new high profile brand ambassadors for the duration of the campaign