



Social Media Success: How a Series of Promos Became the #1 Search Term Online

As an NBC affiliate, KING 5 faced a dilemma. The Olympics would bring tremendous sampling from nearly 85% of the DMA, but the ad buy for the Games and the elections would leave limited or no on-air promo availability.

So, how do you promote local news without inventory?

Through innovation.

By scouring available research and supplying outside data, Lisa was able to discover a critical opportunity. Instead of treating the three week period between the Olympic closing ceremonies and Labor Day as fallow, Lisa envisioned it as place to build a bridge. The strategy was simple: capitalize on the sampling and goodwill of the Olympics by engaging viewers in a rich and interactive environment and then build a social habit that would carry into the political season.

The Creative Services Director knew mornings were a strength for the station and the anchor team had a strong social media presence. Together, they devised a plan to deliberately drive viewers online using the morning anchors.

Lisa interviewed all of the talent and crafted a series of spots designed to tell deeply personal and authentic stories that also reflected the ethos and brand values of KING 5 news. The trick was reflecting those stories back to the viewer in an emotional, yet surprising way.

It worked. The campaign generated instant buzz. *True Stories* became the #1 search term on KING5.com, a site that routinely generates 14 million page hits a month. The promos consistently ranked in the top 10 of video plays among *news* content and generated 40,000 unique visits across all campaign content. Viewers enthusiastically and positively engaged with the material on Facebook, Twitter, Pinterest, and Instagram.

True Stories deserve happy endings. Morning ratings are up on both KING and its sister station, KONG.

2013 Emmy Award - News Promo Campaign

2013 PromaxBDA North America Finalist - General Image Campaign Using Multiple Media

2013 PromaxBDA Gold Award - Campaign Design: All Media