



how TV is
CRUSHING IT
with promotions

INTRODUCTION

why TV needs to run promotions

As the former Business Development Manager at KSDK-TV in St. Louis, Missouri, I managed sales promotions for the station, including contests, ecommerce offers, and quizzes.

Promotions have drastically changed as they moved online - these are not the promotions you're used to running. But now, online promotions are more important than ever before.

Online promotions drive viewership. They collect email addresses and customer data for your station. They drive measurable results for your advertisers.

In fact, advertisers are finally following TV's lead and recognizing just how valuable promotions can be. According to recent data from Borrell Associates, advertisers spent 88% more on promotions in 2012 than they had a decade earlier and online promotions are projected to be a nearly 83 BILLION dollar industry by 2017.

TV is especially well-positioned to run successful promotions. You have a way to get people's attention and bring them back on a regular basis, you have exciting content and on-air personalities with dedicated fan bases, and you have a robust social presence.

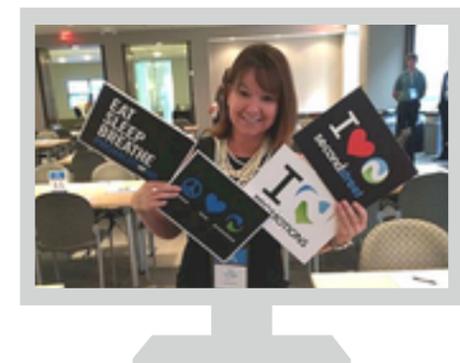
People are already looking for ways to interact with your station, and promotions are a great way for your advertisers of all sizes and budgets to get involved.

In this playbook, we're going to talk more about why TV is poised to generate major revenue running promotions, as well as provide a specific blueprint for how to execute them using the resources you already have.

Liz Huff

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TV GUIDE

playbook programming



PLANNING



CONTESTS



QUIZZES



BALLOTS

planning

CALENDAR TEMPLATE | SAMPLE CALENDAR |
NETWORK TIE-INS

WHY?

you need to plan for success

When it comes to planning, there's no downside. It takes some effort up front, but you'll make more money in the long run.

Having a promotions calendar helps your team stay focused, and knowing when initiatives are happening allows you to get a head start. This is valuable, because if you reach your advertisers early – before they've settled their marketing budget for the quarter – you'll have more room to negotiate.

Planning ahead also makes it possible for you to secure multi-promotion contracts with advertisers, because you will know in advance all of the promotions that will be taking place over the course of the year. This saves your sales reps from having to return to the same advertisers again and again over the course of the year. Plus, advertisers will benefit from the increased exposure over time.

Above all, planning ahead allows you to be more intentional with your promotions – to run a relevant sweepstakes each month, say, or to add in an extra initiative during a slow period to help keep revenue up – and saves you from having to scramble or pull something together at the last minute.

CALENDAR TEMPLATE

download the template now



Before you read any further, visit secondstreetlab.com/calendar and download the Promotions Calendar Template.

You can fill in this template with notes and ideas as you read through the rest of the playbook. As you're reading, be sure to look for tie-ins to your other initiatives and programming.

Plus, when you download the Promotions Calendar Template you will also receive a Month-by-Month Planning Template designed to help you keep track of the details for each promotion you include on your year-long calendar.

download the template now at
secondstreetlab.com/calendar

SAMPLE CALENDAR

Q1

Use this sample calendar to inspire your planning, but don't forget about network-specific programming that may not be represented here. For more resources visit secondstreetlab.com/plan.

January

- Healthy Eating Trivia Quiz
- Football Playoffs & Big Game
- Big Game Trivia Quiz
- Dream Wedding Giveaway
- Football Fan Favorite Ballot

February

- Watch & Win Code Word
- Date Night Sweepstakes
- Auto Racing Contest
- Movie Awards Trivia Quiz
- Music & Movie Awards
- Spa Card

March

- Basketball Bracket
- Dining Card
- Fans' Choice Awards
- Cutest Pets Photo Contest
- Which MLB Player Are You? Quiz
- Basketball Quiz Bundle

SAMPLE CALENDAR

Q2

This quarter includes holidays like Mother's Day, Cinco de Mayo, and Father's Day. Be sure to consider other local initiatives along with the promotion ideas you see below.

April

- Golf Pick'em
- Spring Break Giveaway
- Golf Quiz
- Golf Card

May

- Watch & Win Code Word
- Graduation Giveaway
- Who's Your TV Mom? Quiz
- Mexican Theme Week

June

- Who's Your TV Dad? Quiz
- Summer Fun Sweepstakes
- Barbecue Theme Week
- Summer Staycation Ballot
- Father & Son Photo Contest

SAMPLE CALENDAR

Q3

This quarter includes Independence Day, as well as the back-to-school season. Be sure to consider other local initiatives along with the promotion ideas you see below.

July

- Staycation Sweepstakes
- Dining Card
- American History Trivia Quiz
- Watch & Win Code Word

August

- Cutest Kids Photo Contest
- Olympics Ballot
- High School Football Pick'em
- Which TV High School Should You Attend? Quiz
- Back to School Sweepstakes
- Olympic Quiz Bundle

September

- Fall Premiere TV Giveaway
- College Football Fans' Choice
- Pro & College Football
- Sports Bar Theme Week
- TV Awards Pick'em
- Which TV Show Are You? Quiz
- Football Quiz Bundle

SAMPLE CALENDAR

Q4

This quarter includes holidays like Halloween, Thanksgiving, and Christmas & Hanukkah. Be sure to consider other local initiatives along with the promotion ideas you see below.

October

- Fall into Prizes Giveaway
- Which Halloween Candy Are You? Quiz
- Cutest Trick-or-Treater
- Ski Card

November

- Grocery Giveaway
- Best of Holiday Shopping Ballot
- Cyber Monday Store
- Which Thanksgiving Food Are You? Quiz
- Spa Card

December

- Best of News Ballot
- Stocking Stuffer Theme Week
- Scared of Santa Photos
- Holiday Quiz Bundle
- Golf Card

NETWORK TIE-INS

promotions to run alongside network-specific programming

As a TV station, you are broadcasting coverage of sporting events, awards, and other network-specific and syndicated programming that is exclusive to your station in your market.

Since broadcasts like NFL coverage and awards shows only run on one network, It's a missed opportunity not to run a promotions around these initiatives.

On the facing page are lists of programming for each network. If you are an affiliate in one of these networks, you should absolutely be running promotions related to these broadcasts.

ABC

- Pro Football
- Movie Awards (Oscars)

CBS

- Pro Football
- Music Awards (Grammys)
- College Basketball

FOX

- Pro Football
- Auto Racing
- TV Awards (Emmys)

NBC

- Auto Racing
- PGA Golf
- Olympics
- Pro Football

CONTESTS

sports contests

AUTO RACING | BASKETBALL | FOOTBALL | GOLF

HOW TO EXECUTE

sports contests

Build an Integrated Campaign

Create an integrated campaign that will provide lots of exposure for sponsors. Use all the tools you have, like spots, on-air mentions, your website, social media, text, and email.

Sell Sponsorships

You can either choose to sell to one title sponsor in exchange for a large investment, or maximize your revenue potential from smaller advertisers by securing multiple sponsors.

Have Awesome Prizes

The better the prize, the more players you will have. Look for luxury items that viewers would like but wouldn't buy for themselves, like high-end electronics or a dream vacation.

Promote Heavily

Since sports contests are major initiatives, heavy promotion is key. On-air promotion is especially valuable because it creates awareness and keeps your contest fresh in the minds of your audience. Plus, all the promotion adds even more value to your sponsors.

timeline

PLAN: 3 months before launch. Talk to your sales team, create your sales pitch, and establish your promotions plan.

SELL: 2 months before launch. Get those feet on the street.

PROMOTE: 1 month before launch. Be sure to use all of your assets, including video.

advertisers to target

- Local Race Tracks
- Car Dealerships
- Mechanics
- Detailing & Car Wash
- Oil Change Places
- Banks
- Insurance Providers
- Local Utilities
- Pubs & Bars
- Fast Food Chains
- Liquor Stores
- Grocery Stores
- Movie Theaters
- Gyms & Fitness Centers
- Clothing Stores
- Outdoor Stores
- Pawn Shops
- Big Box Retailers
- Hardware Stores
- Sports Stores
- Trophy Stores
- Home Audio Stores
- Bike Shops
- Home Services
- Doctors
- Chiropractors

AUTO RACING

what it is

For each race, players pick the drivers that they think will finish 1st through 10th. Drivers are then awarded points depending how they finish.



why it's a good fit for TV

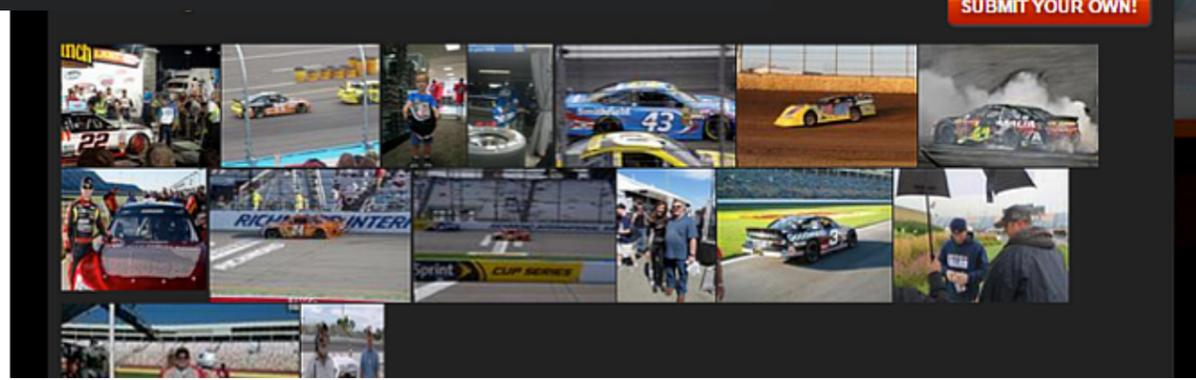
At 37 weeks, auto racing is the longest-running national sport in the US. Since 60% of the over 75 million auto racing fans are men, an auto racing contest targets a hard-to-reach male audience. If you're airing the races, having your sports department cover them, and publishing online racing content, not running a contest would be a missed opportunity.

AUTO RACING CHALLENGE

KFDX in Wichita Falls, Texas | DMA 145



The contest drove \$23,240 in revenue from a single sponsor.



the goal

KFDX hoped to drive revenue and engagement for 37 weeks with their Auto Racing Challenge.

the solution

Texas Motor Speedway was the exclusive sponsor of the Auto Racing Challenge.

The promotional package included on-air promos throughout the entire 37-week racing season, and auto racing page leaderboard, a fixed position leaderboard, and big box ads on the contest page.

In addition to a cash investment, Texas Motor Speedway provided weekly tickets as prizes, as well as a grand prize of 2 season ticket packages.

the results

KFDX's auto racing contest had 1,726 players in a small market, and generated \$23,240 in revenue for the station from a single sponsor.

BASKETBALL

what it is

Players pick which team they think will win each game of the college basketball tournament before to the start of the 1st round.



why it's a good fit for TV

Sports audiences are valuable to advertisers, so although the college basketball tournament lasts only 3 weeks, it can pack a huge promotional punch. Even if you're not airing the actual games, your sports department will be covering them nonstop, which allows for fun promotional tie-ins with your bracket.

BRACKET BUSTER

KFMB in San Diego, California | DMA 28



YOU ARE PLAYING
UPFRONT

Be sure to fill out your entire bracket before the first game. Come back as often as you like to check your progress.

PLAY BY ROUND

LOGIN / SIGN UP

WELCOME

MY PICKS

TALK TRASH

GROUPS

LEADERS

WINNERS

UPFRONT PLAY

The station drove \$58,000 in revenue with a campaign including 3 contests.

Oggi's
SPORTS | BREWHOUSE | PIZZA

Visit Oggi's to watch ALL of the March Madness games!



WANT TO PLAY ON YOUR MOBILE? We'll let you a link to play!

GET LINK



the goal

KFMB wanted to capture the buzz around the college basketball tournament, so they launched a campaign featuring 3 contests – a traditional bracket, a custom bracket, and a sweepstakes.

the solution

The biggest contest in the campaign, the CBS 8 Bracketbuster Challenge, had one exclusive sponsor – Oggi's Pizza. Since the sponsor wanted more foot traffic, prizes included gift cards to their 7 locations. Plus, when the station promoted the contest, they encouraged people to watch the games at an Oggi's.

The bracket also featured a VIP Picker for players to compare themselves to.

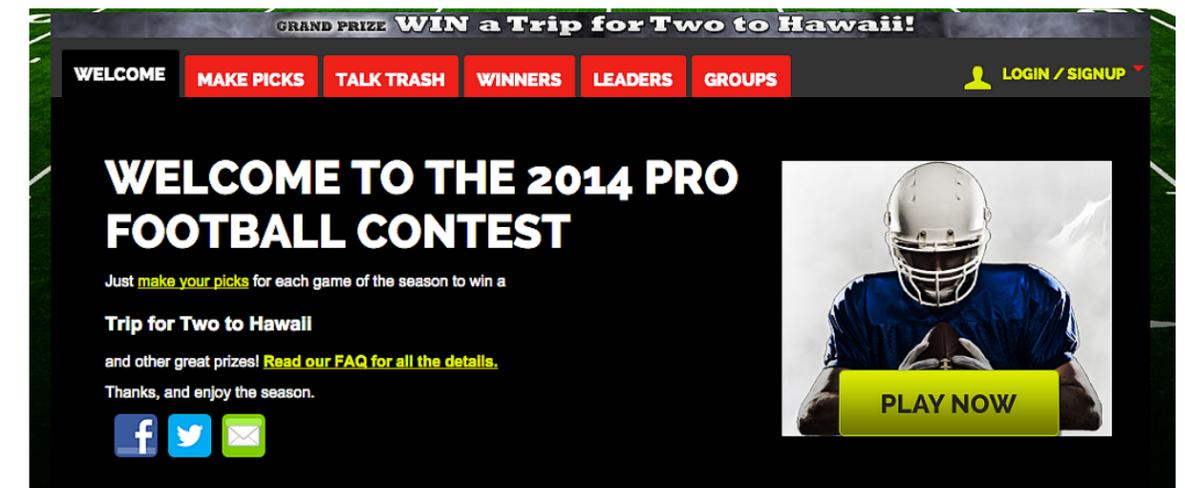
the results

The entire promotional campaign of 3 contests brought in \$58,000 for KFMB and proved there are multiple ways to capitalize on the college basketball frenzy.

PRO FOOTBALL

what it is

Players pick which team they think will win each game and answer a tiebreaker question. Players can also participate in a survivor pool, where they chose a team they think won't lose.

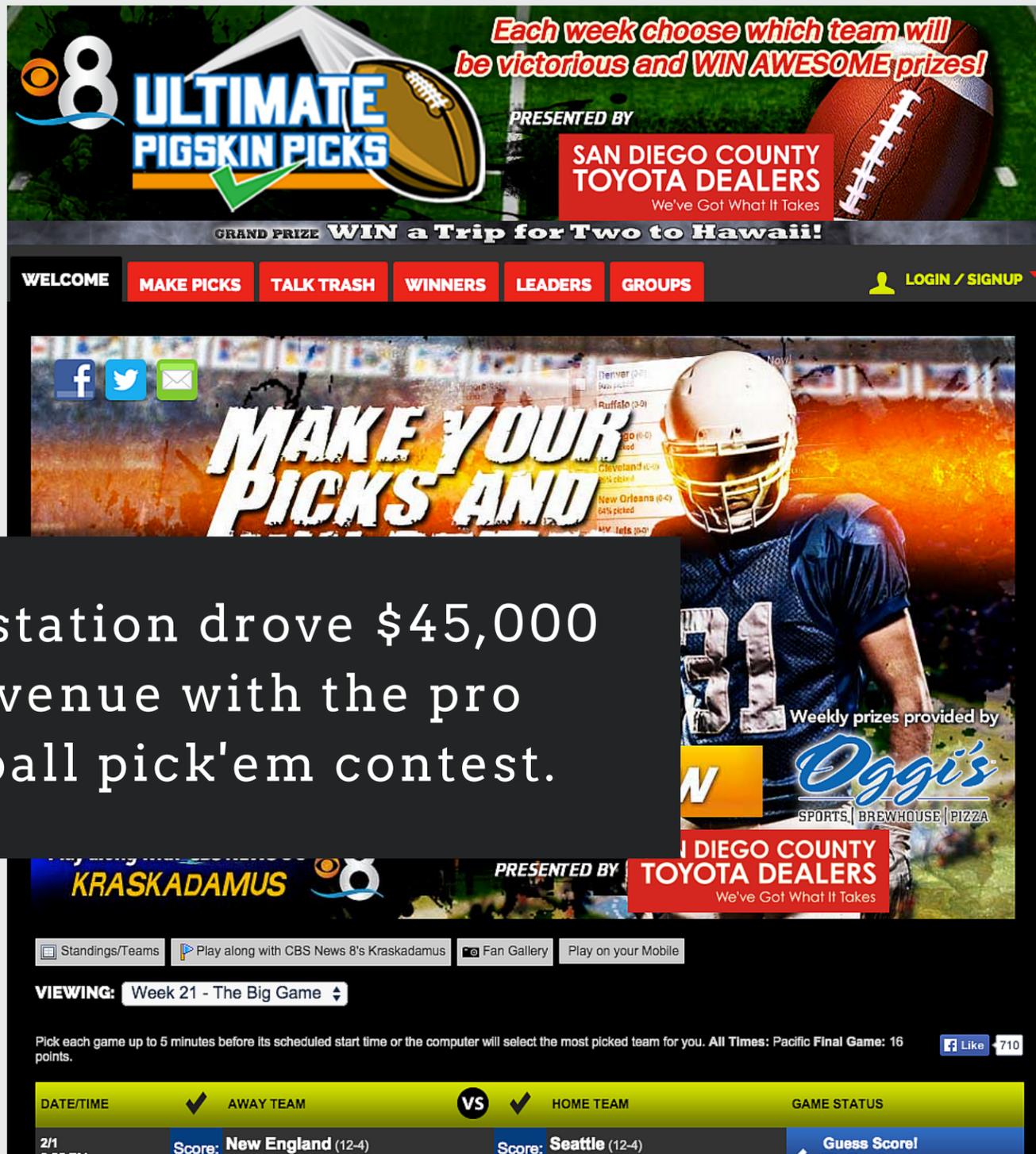


why it's a good fit for TV

Football fans are incredibly passionate about their sport, which means that the opportunity around football promotions is immense. Pro football also runs across several networks each week, meaning that your station likely broadcasts at least some of the games. Plus, your on-air talent can serve as VIP Pickers for players to compete against.

PIGSKIN PICKS

KFMB in San Diego, California | DMA 28



The station drove \$45,000 in revenue with the pro football pick'em contest.

the goal

KFMB knows that sports promotions can have a big impact, so when an advertiser wanted to be involved in a pro football campaign, a pick'em that tied in with the games the station broadcasts seemed like the perfect fit.

the solution

The Ultimate Pigskin Picks contest featured Cricket Wireless as a title sponsor and BJ's Restaurant & Brewhouse as a prize sponsor.

To promote the contest, KFMB sent out invitation emails to all past players and their entire promotions database, as well as weekly reminder emails and winner announcements to registered players. Furthermore, the station included the title sponsor, Cricket Wireless, in all of their on air promotion.

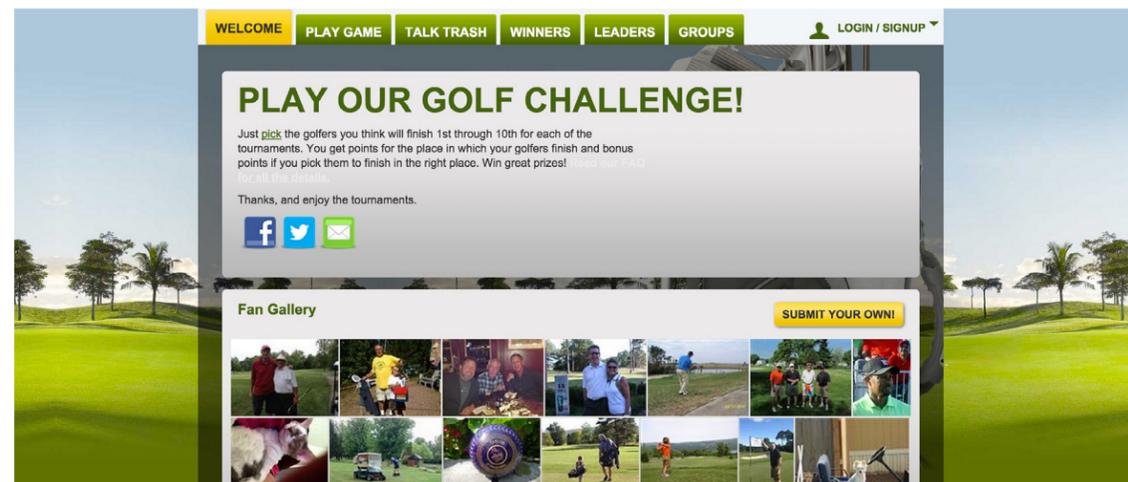
the results

The pick'em brought in \$45,000 for KFMB.

GOLF

what it is

For each event, players pick the golfers that they think will finish 1st through 10th. Golfers are then awarded points based on how they finish.



why it's a good fit for TV

Golfers are affluent, educated, well-connected, and align perfectly with TV audiences. When it comes to contests, the long seven-month season means plenty of opportunity to entice players back to your site week after week, which in turn means plenty of opportunity to sell valuable sponsorships to a wide variety of advertisers.

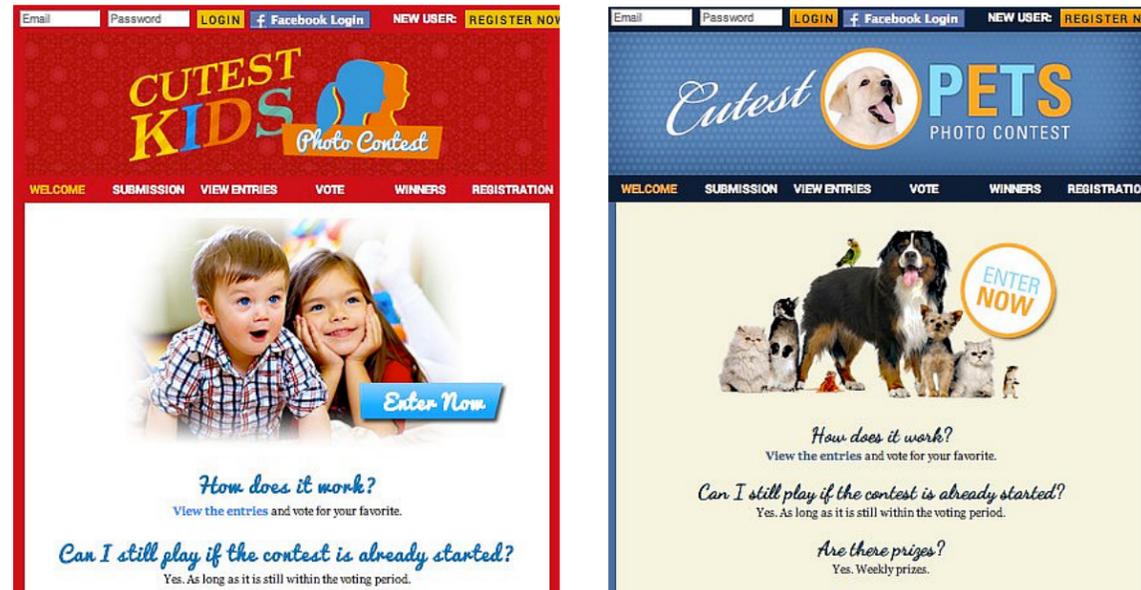
photo contests

CUTEST PETS | FATHER & SON | CUTEST KIDS |
SCARED OF SANTA

PHOTO CONTESTS

what they are

People can upload photos during the submission round of the contest, and then invite family and friends to vote for their favorites during the voting round.



why they're a good fit for TV

Photo contests can generate user-submitted content for you to use on-air and online. Featuring these fun photos during the morning news or advertiser-friendly programming is a great way to engage your audience and feature a sponsor.

HOW TO EXECUTE

photo contests

how to sell

- Since photo contests reach a targeted niche audience, approach advertisers who will be interested in reaching that audience. Cutest Kids & Pets contests are especially good at reaching a desirable female demographic.
- Target small and mid-sized businesses like children's retailers, day cares, toy stores, and pediatricians, or veterinarians, doggie day cares, and pet stores.
- Focus on the fact that photo contests are a multi-week initiative, meaning lots of exposure and site traffic as people campaign for votes.

how to promote

- Feature entries in morning news and weekend programming. This is a great incentive for people to upload photos, plus additional exposure for the advertiser.
- Send emails before the submission and voting periods.
- Run promos in relevant daytime & weekend programming.
- Tag the advertiser in all promotion online and on-air.

SANTA'S FAVORITE PET

KIRO in Seattle, Washington | DMA 14



KIRO 7 Eyewitness News added 4 new photos.

Like Page

December 22, 2014 at 4:21pm

Vote now to pick Santa's Favorite Pet! One random voter will win \$250! >>
<http://kiro.tv/SantasFavoritePetContest>



This highly targeted photo contest received more than 1,200 submissions.

the goal

The station hoped to increase engagement on their Facebook Page and appeal to a targeted niche audience.

the solution

The contest ran for the entire month of December.

People uploaded photos of their pet dressed up for the holidays during the submission period, and then voted for their favorite during the subsequent voting period.

The owner of the winning pet received a \$1,000 cash card, and the runner up received \$500. Plus, a \$250 prize was awarded to a random voter.

the results

The contest received 1,215 submissions and votes from 4,499 registered users.

Rocket the goat won with 871 votes!

code word contests

WATCH & WIN

CODE WORD

what they are

With a watch & win, people need to watch your program in order to get the code word that will allow them to enter the contest. Since a new code word is announced each day, the more people watch, the more chances they have to win.



why they're a good fit for TV

Watch & win sweepstakes are always an incredibly effective way to drive viewership and online traffic for TV stations, but they can be especially helpful during ratings periods when viewers are at a premium.

HOW TO EXECUTE

code word contests

how to sell

- A code word contest is a huge promotion that will get a lot of exposure for your advertiser, so you want to target advertisers interested in reaching a market-wide audience, like car dealers, travel companies, and hospitals.
- Since the barrier to entry is high, offer a valuable prize, such as a weekend trip, new home entertainment system or VIP event tickets.
- The value to the advertiser is the immense amount of promotion they will receive over a short period of time.

how to promote

- Create buzz by pre-promoting across all programming one week before the contest, and continue to promote across all programming once the contest begins.
- Post to your social media pages, plus have your talent post about the contest on their social media pages.
- Engage your advertiser to promote by having them send people to watch from their business or Facebook Page.

ALOHA SWEEPSTAKES

KUSI in San Diego, California | DMA 28



HYATT® YOU'RE *more*
THAN WELCOME
HYATT RESORTS IN HAWAII

WORD OF THE DAY
"HAWAII"

Go To www.kusi.com
[facebook/kusitv](https://www.facebook.com/kusitv)
[facebook/goodmorningsandiego](https://www.facebook.com/goodmorningsandiego)
Or Postcard To: 4575 Viewridge Avenue, SD 92123

Code word contest received
tens of thousands of entries.



WINNER!

the goal

KUSI ran a watch & win contest with a goal to increase the ratings of their morning show and newscasts.

the solution

Their Aloha Sweepstakes was sponsored by Alaska Airlines and Hyatt Hotels in Hawaii, and 10 winners received 3-night stays at the Hyatt Regency Waikiki Beach Resort & Spa, air travel on Alaska Airlines, and surf lessons. Each day, the station announced 4 different code words during their morning show and their 6, 10, and 11PM newscasts.

To enter the contest, people needed to put the code word into an online entry form on the station's website.

the results

The contest received tens of thousands of entries, the sponsors were thrilled with the exposure, and the station enjoyed great ratings during the promotion.

sweepstakes

DREAM WEDDING | DATE NIGHT | SPRING BREAK |
GRADUATION | SUMMER FUN | STAYCATION |
BACK TO SCHOOL | FALL PREMIERE | FALL INTO
PRIZES | GROCERY GIVEAWAY

SPONSORED MODEL

what it is

Sponsored sweepstakes are primarily intended as a revenue source and database builder for your company. With this model, an advertiser makes a cash investment in exchange for inclusion on the branding and promotion.



why they're a good fit for TV

Sweepstakes are simple, so you can run lots over the year. Plus, you can give advertisers a unique promotional experience and drive viewership by announcing winners on air.

HOW TO EXECUTE

sponsored sweepstakes

how to sell

- Explain to advertisers that the low barrier to entry means that your sweepstakes will attract a high volume of entries.
- It's all about the prize with a sweepstakes, so encourage your advertiser to contribute something valuable enough that will entice people to enter.
- If you add an email opt-in for your advertiser, you can charge more for the promotion.
- Themed sweepstakes like "Summer Fun" or "Man Cave Giveaway" are also an opportunity to sell multiple sponsorships to a variety of advertisers, each of whom contribute one element of a large prize package.

how to promote

- Send a dedicated email the day the contest launches - you will see up to 70% of entries come from email.
- Post links and images to social media.
- Look for opportunities to mention the sweepstakes on air in related content. If you're talking about the football game, you should tag your man cave giveaway.

FOOD FOR FRIENDS

WPSD in Paducah, Kentucky |
DMA 81



The contest generated \$10,000 for WPSD & nearly 5,000 opt-ins for the sponsor.

Date/Times

All times are in Central Time. Completed Current Future

Submission Period

Tue, Oct 07 2014 12:00 AM - Fri, Nov 21 2014 11:59 PM

the goal

WPSD planned Food for Friends to drive revenue and boost engagement during the November sweeps.

the solution

The contest, which was sponsored by local used car dealership Perkins Motor Plex, gave people a chance to win \$250 worth of groceries for them and a friend, plus a \$250 donation to a food pantry of their choice.

the results

Perkins Motor Plex paid \$10,000 for the 6 week promotion, as well as put up the money for the gift cards, which totaled \$7,500.

The contest had 7,235 entries, and collected 4,598 opt-ins for the sponsor (a 57% opt-in rate).

Perkins loved the promotion and have already committed to next year! The community had an overwhelmingly positive response as well.

ADVERTISER MODEL

what it is

Custom sweepstakes are all about the advertiser, and should be designed after a needs analysis conversation to help them achieve a specific goal. From branding to promotion, all of the focus should be entirely on the advertiser.



why it's a good fit for TV

TV stations are able to connect advertisers with the exact audiences they are looking to reach, thanks to your coverage in the market and your upscale viewers.

HOW TO EXECUTE

advertiser sweepstakes

how to sell

- With this model, it's all about the needs analysis conversation. Find out your advertiser's specific goals, and then focus on how you can deliver results (i.e. foot traffic, email & social database growth, and new leads).
- Include things like email opt-ins and survey questions on the registration form to collect customer data. This will give you the opportunity to take back actionable leads to the advertiser after the promotion.

how to promote

- Create a promotional package designed to help the advertiser meet their specific goal, whether this be spots in targeted programming, specific inventory on your website, or targeted emails to a segment of your database.
- Post links and images to social media, on both your pages and the advertiser's pages.
- Track results, and optimize the promotional schedule as you go.

HEAR CLEARLY

WPSD in Paducah, Kentucky |
DMA 81



There was a 60% email opt-in rate, and 15% of people agreed to be contacted by phone.

download in the AppStore.

Together, Halo and TruLink™ deliver the most personalized hearing experience ever, and are designed to:

- Stream calls from your iPhone directly to your hearing aids using Bluetooth® 4.0 wireless technology.
- Use your iPhone remotely to control your hearing aids.
- Deliver pristine sound and exceptional listening clarity.
- Help you hear comfortably in noise.
- Eliminate buzzing and whistling.
- Stream FaceTime®, music and more directly to your

the goal

Audiology & Hearing Center wanted to grow their Facebook Likes and build an email database so they could more effectively market an upcoming event.

the solution

WPSD created a contest to give away a hearing aid. The registration form was designed to identify qualified leads, and included 5 survey questions. The form also included an optional Facebook Like button and a pre-checked email opt-in.

the results

The survey results were incredibly valuable. 45% of entrants plan to purchase a hearing aid in the next year (that's 164 qualified leads!), 26% would be interested in a Lunch & Learn, and 15% would like to be contacted.

Plus, 60% of entrants opted in to emails. Based on the interest from the survey, the advertiser is using their email list to invite people to Lunch & Learns.

The contest generated \$5,000 for WPSD-TV.

QUIZZES

QUIZZES

what they are

You have probably seen quizzes all over the BuzzFeed homepage or making the rounds in your Facebook News Feed. In personality quizzes, people answer questions about themselves, and trivia quizzes are designed to test someone's knowledge about a particular topic.



why they're a good fit for TV

While they might at first seem like they're just for fun, quizzes represent an opportunity to gain insight into your audience, collect data for your advertisers, and drive revenue. Quizzes are incredibly shareable and connect sponsors with a highly engaged, targeted audience.



HOW TO EXECUTE

quizzes

how to sell

- Identify your target audience. Who will want to take this quiz? It's important to know the target audience, because then you can more easily craft an effective prospect list of advertisers looking to reach that audience.
- Create your prospect list. Which advertisers would find the quiz content or quiz audience to align with their goals?
- Build a sponsorship package. It is especially important to be creative when promoting a quiz, so be sure to use all of your assets when building a quiz sponsorship package.

how to promote

- With quizzes, the importance of social promotion cannot be overstated. Post to all of your accounts!
- Have your talent take the quiz and share their results both on air as a fun segment or bump and on social media.
- Quizzes appeal to a huge audience, so promote everywhere you can - on air, online, in newsletters, on mobile, and via email. Have fun with it!

IDEAS

personality quizzes

- What Kind of Big Game Viewer Are You?
- Which College Mascot Are You?
 - Which [Baseball, Football, Basketball] Player Are You?
- What Is Your Golf Game Like?
 - Which Olympic Sport Should You Play?
- What Gift Should You Give Your Sweetheart?
- What Kind of Halloween Candy Are You?
- What Thanksgiving Dish Are You?
- Which Holiday Movie Are You?
- Which TV [Mom, Dad] Are you?
 - Which TV High School Should You Attend?
- What Kind of Bride Are You?
- What's Your Music Personality?

trivia quizzes

- Big Game Trivia
 - Olympics Trivia
- Holiday Movie Quotes Trivia
 - American History Trivia
- [Movie, Music, TV] Awards Trivia
 - [Seinfeld, Syndicated Program] Trivia

QUIZ BUNDLES

how bundling can save time for you & your advertiser

the idea

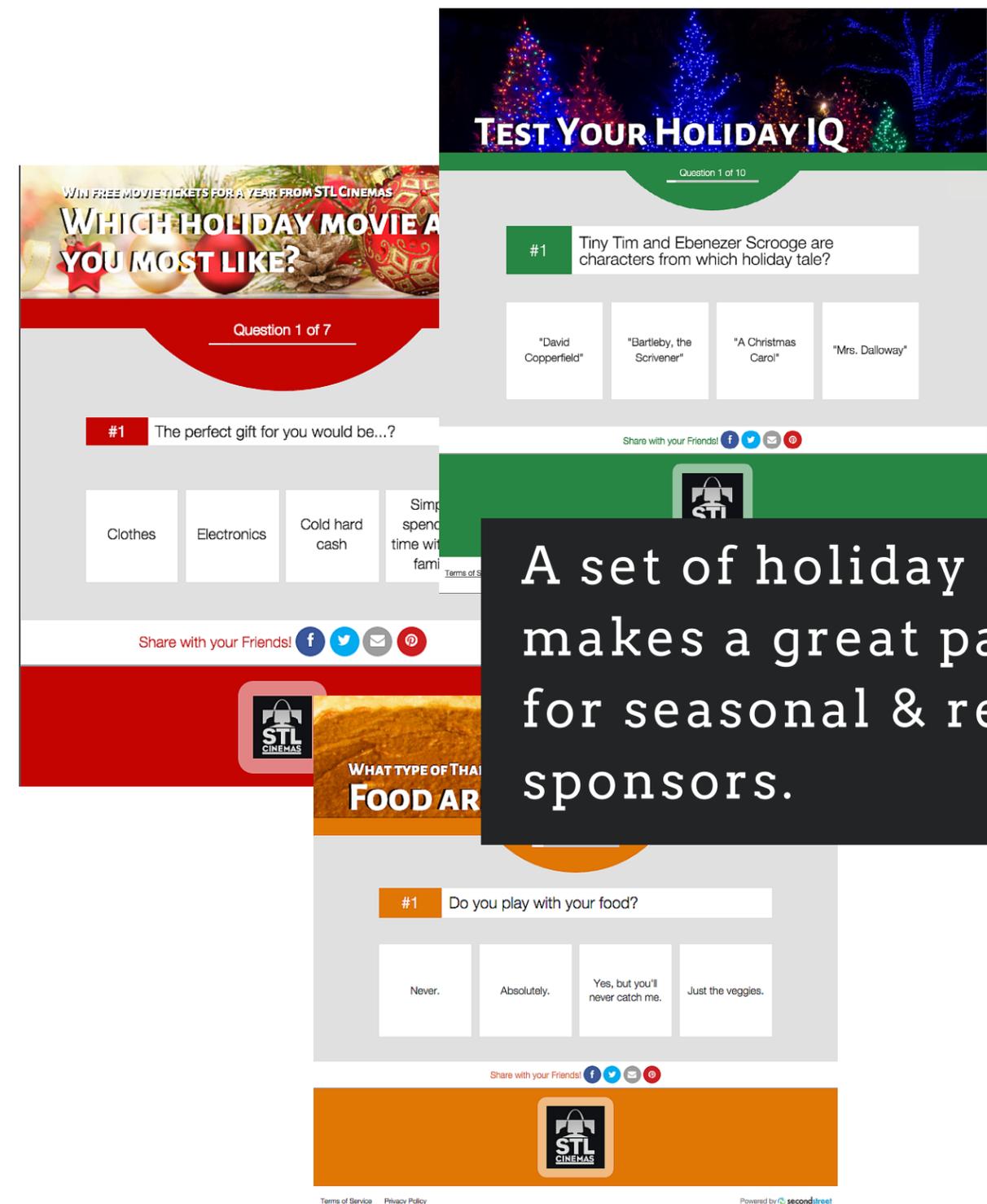
Creating sets of quizzes can be a great way to complement your promotions strategy. Develop multiple quizzes themed around a season or specific topic. Releasing a new weekly quiz will encourage return visits by your audience and can earn you even more money in sponsorships.

how to sell to advertisers

- Instead of seeking out multiple weekly sponsors, consider selling your entire quiz bundle to one major sponsor.
- Not only will this save your media company time, it's a big time saver for the advertiser.
- Advertisers appreciate the chance to have a featured spot week-after-week without having to track down different opportunities for themselves.
- As an added bonus, work with the advertiser to create themes and quizzes that relate to them. Whenever possible, work the sponsor into the questions themselves.

QUIZ BUNDLES

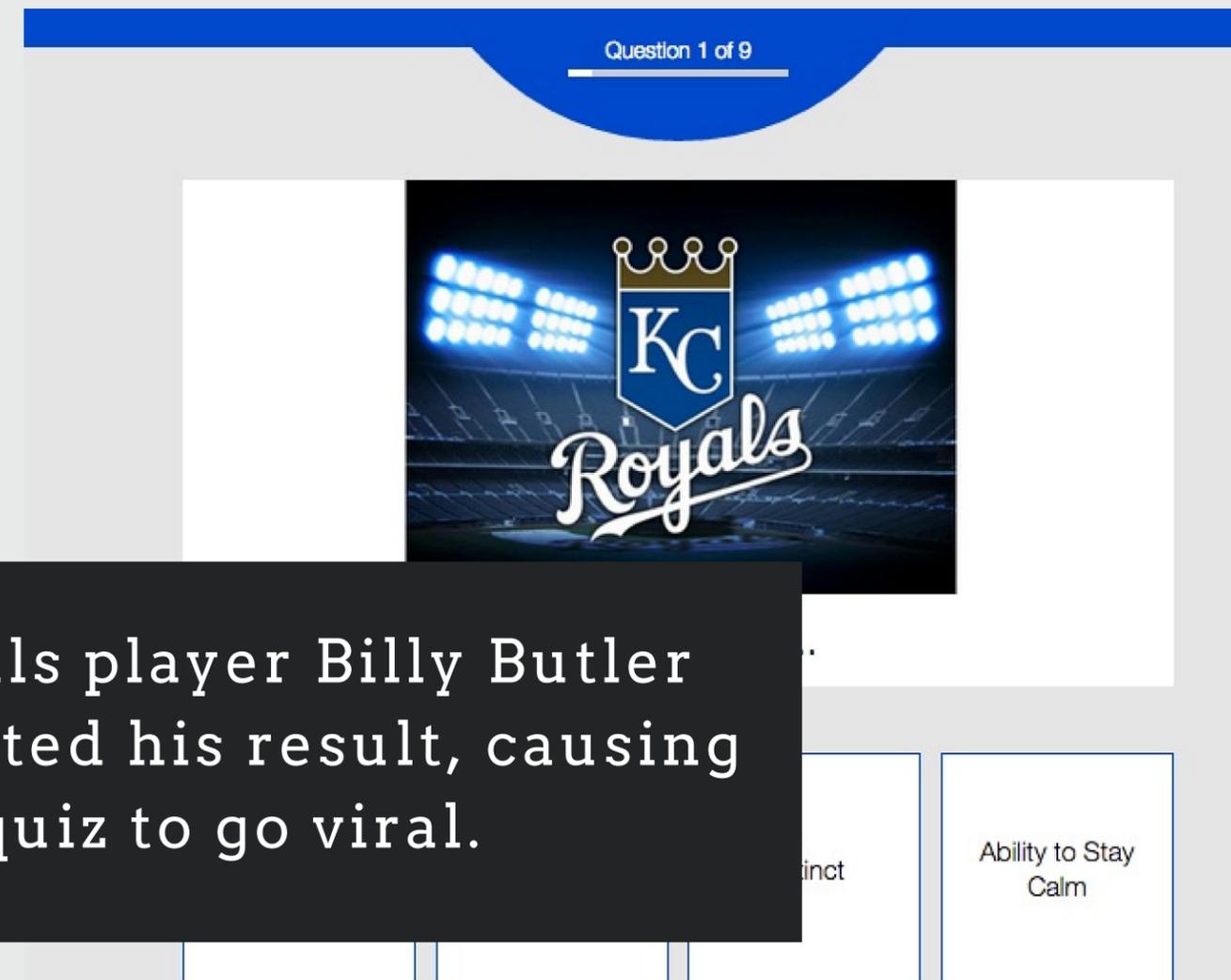
holiday quiz bundle sample



A set of holiday quizzes makes a great package for seasonal & retail sponsors.

WHICH ROYALS PLAYER ARE YOU?

WDAF in Kansas City, Missouri | DMA 31



Royals player Billy Butler tweeted his result, causing the quiz to go viral.

t h e g o a l

In 2014, the Kansas City Royals went to the World Series for the first time in over 30 years, and WDAF saw an chance to capitalize on the excitement and engage a huge audience with a Royals-themed personality quiz.

t h e s o l u t i o n

To promote the quiz, WDAF shared it on social media. In addition, they promoted with mentions in the their newscasts. The morning anchor team took the quiz live on air and chatted about the results, and WDAF's talent shared their quiz results on their own Facebook Pages.

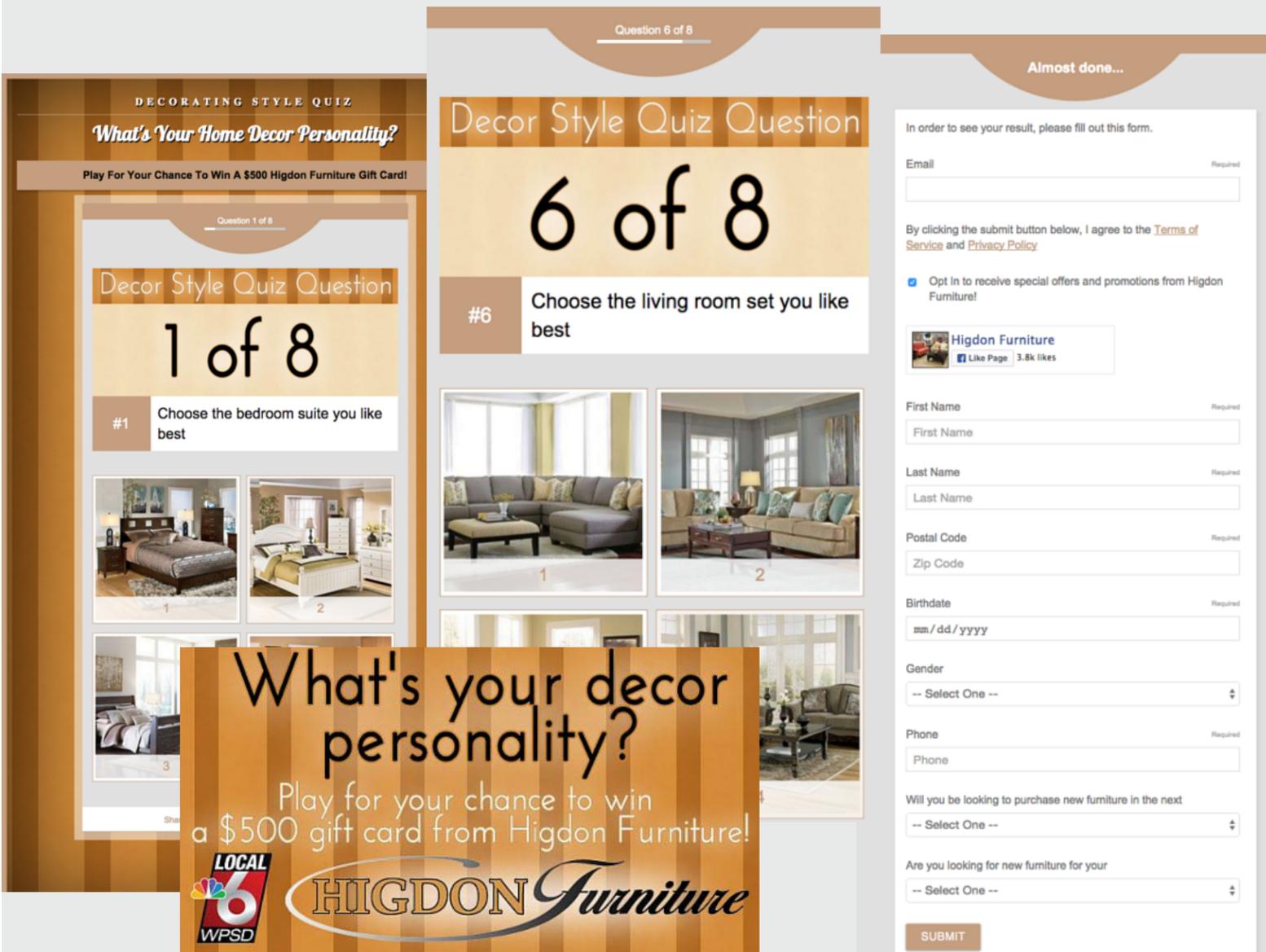
Eventually, the quiz got the attention of Royals player Billy Butler. When he took it and got himself, he tweeted his result out to nearly 95,000 Twitter followers. While the quiz had been generating lots of engagement since it launched, Billy's tweet caused a huge spike in entries.

t h e r e s u l t s

The quiz was taken 47,554 times in less than a month, and 40,000 times during the first week.

WHAT'S YOUR DECOR PERSONALITY?

WPSD in Paducah, Kentucky | DMA 81



the goal

Higdon Furniture wanted to build up their email database while also highlighting many of their products and driving foot traffic to their store. WPSD wanted to present Higdon with a fun promotion that would deliver on those goals.

the solution

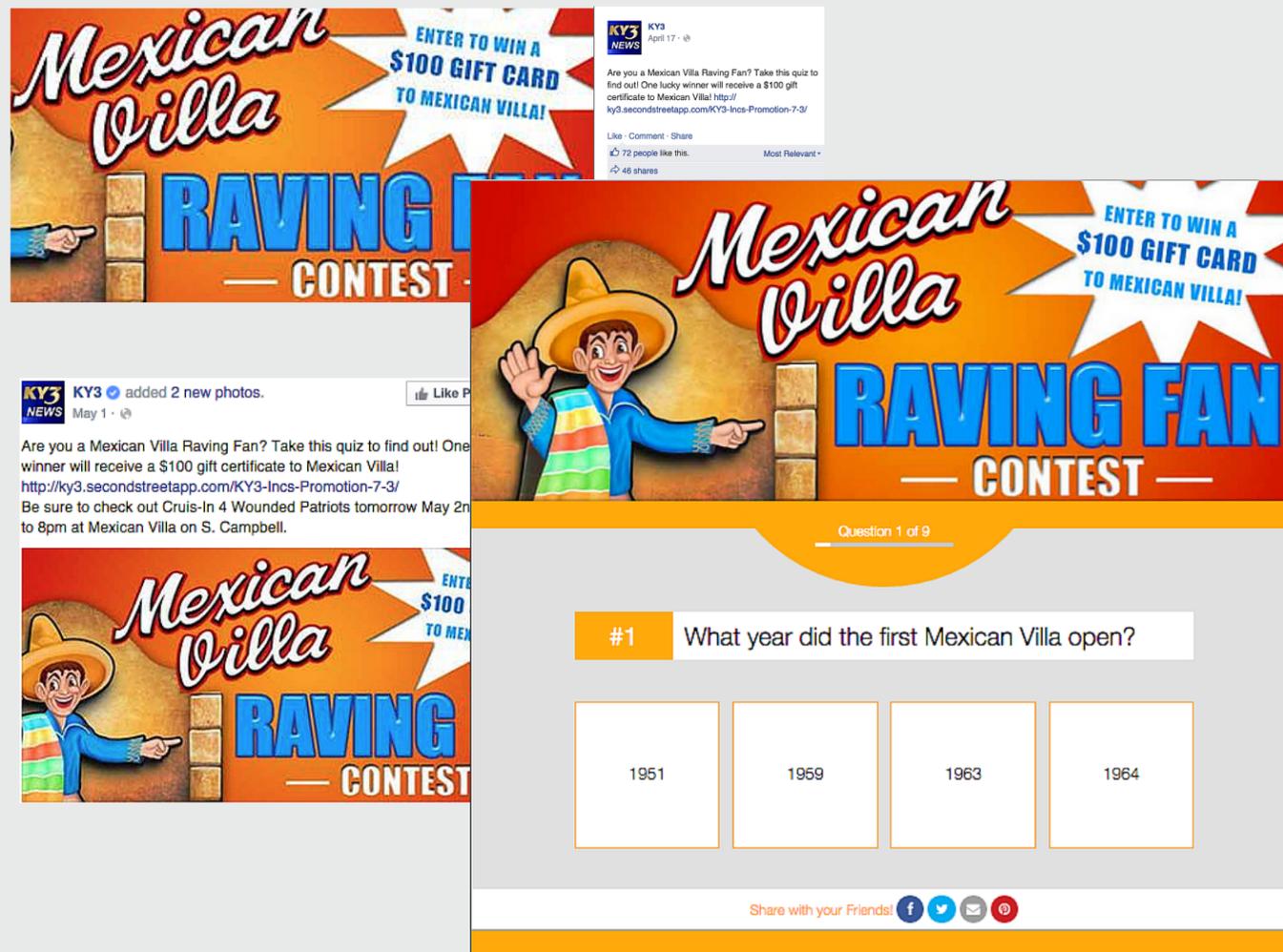
The WPSD team came up with a new and unique solution that combined the engagement and share-ability of a quiz with the excitement and simplicity of a sweepstakes. They asked Higdon which four categories of furniture they sell the most in their store and turned those into outcomes for the personality quiz. After the participant answered the questions, and before they saw their quiz outcome, they were prompted to fill out a survey. This survey served as a registration form for a sweepstakes as well as a source to collect valuable data for the advertiser.

the results

The quiz was taken 1,800 times and 74% of users opted-in for the advertiser.

MEXICAN VILLA - RAVING FAN CONTEST

KY3-TV in Springfield, Missouri | DMA 73



t h e g o a l

After a major remodel, the Mexican Villa Restaurant wanted to build buzz around the re-grand opening of its 64 year old business. They wanted an engaging promotion that would increase awareness of the restaurant and drive foot traffic.

t h e s o l u t i o n

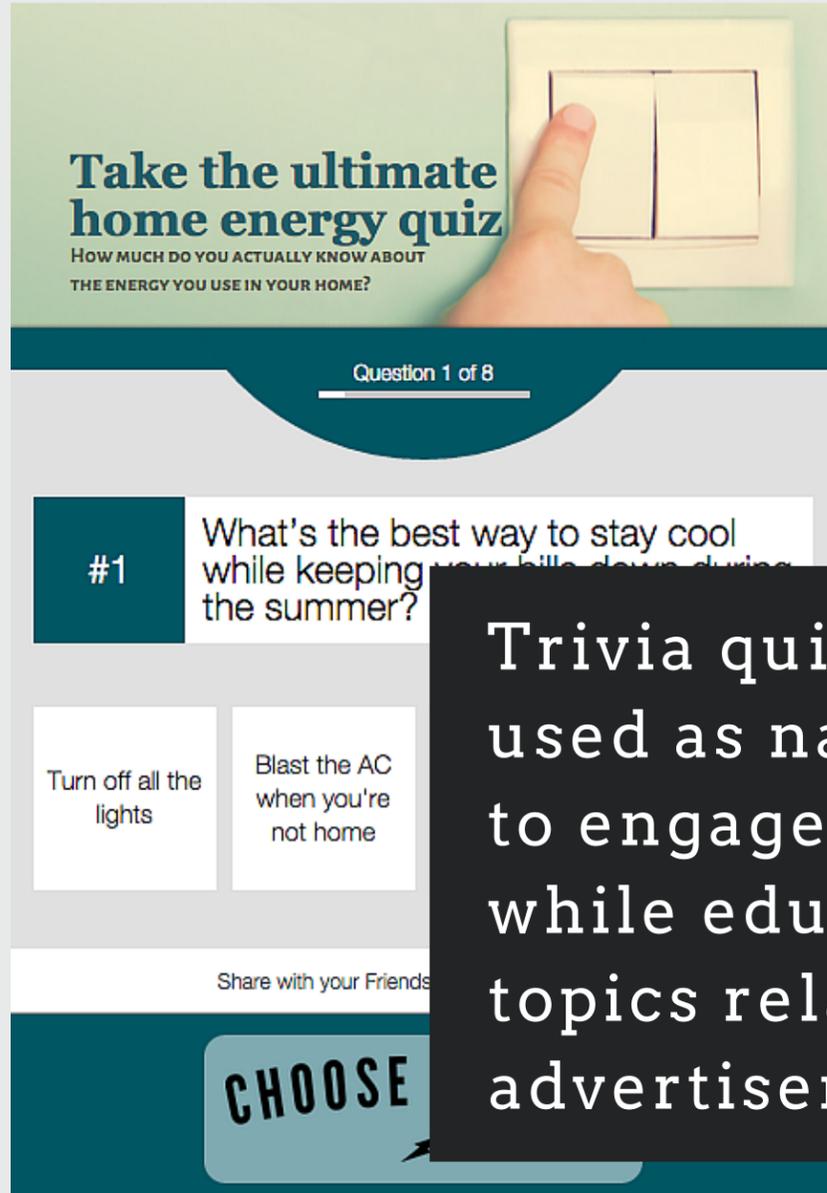
The KY3-TV team worked with the Mexican Villa Restaurant and put together the "Mexican Villa Raving Fan Contest." This contest centered around a trivia quiz with a random winner being rewarded with a \$100 gift card to the restaurant. Wanting to spotlight the restaurant's heritage, the quiz questions focused on the history of the restaurant itself asking about specific menu prices and famous dates. They also designed some of the questions so that users would have to go to the restaurant to determine the correct answer. At the end of the quiz, KY3-TV helped the Mexican Villa Restaurant develop two very strategic survey questions for data collection.

t h e r e s u l t s

There were 1,700 entrants with over 70% of users choosing to opt-in. \$1,500 in revenue was earned for KY3-TV and future promotions were set up with Mexican Villa as a result of this quiz.

WHAT'S YOUR HOME ENERGY IQ?

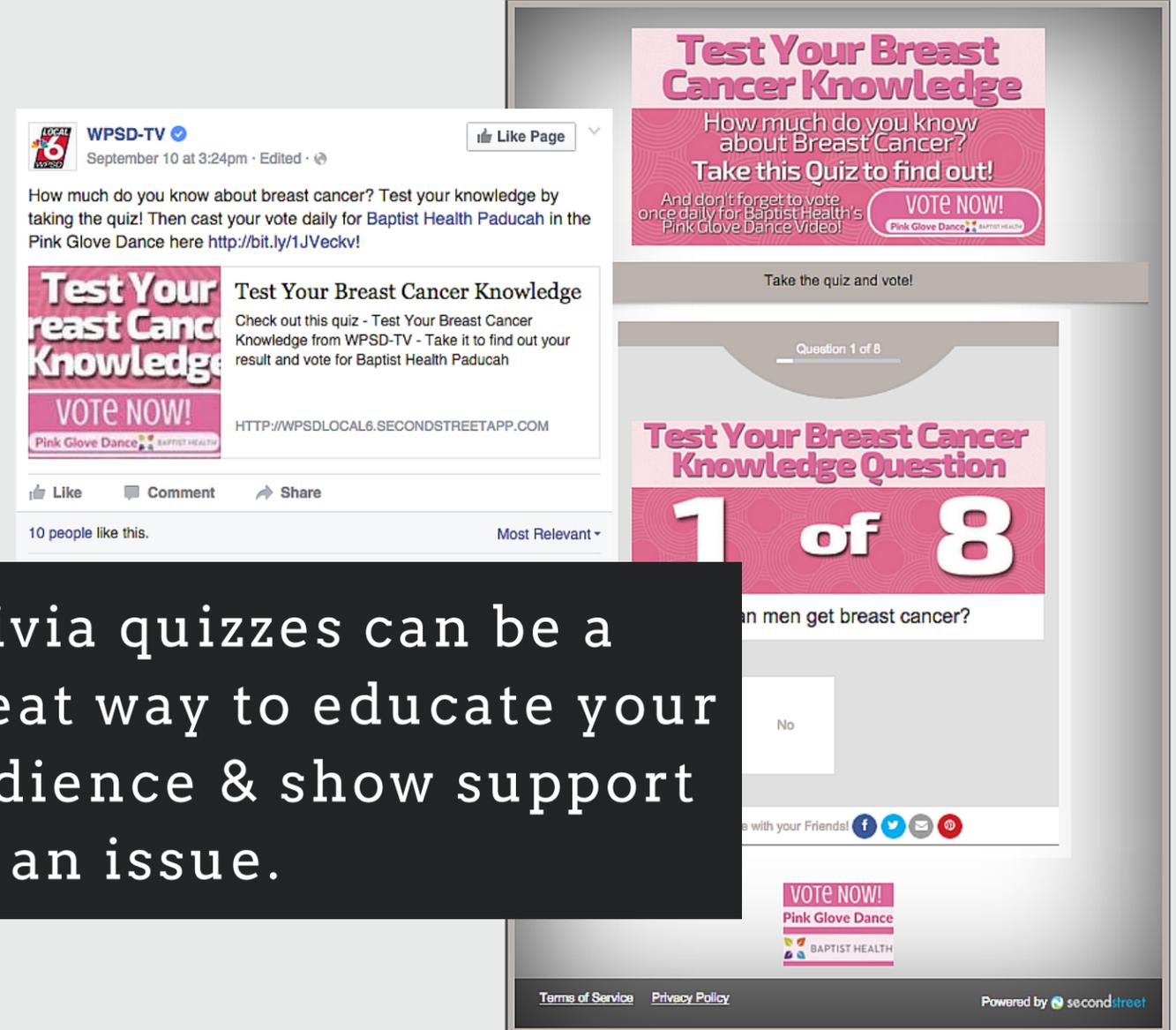
Philadelphia Inquirer in Philadelphia, Pennsylvania | DMA 4



Trivia quizzes can be used as native advertising to engage your audience while educating them on topics related to advertisers.

TEST YOUR BREAST CANCER KNOWLEDGE

WPSD in Paducah, Kentucky | DMA 82



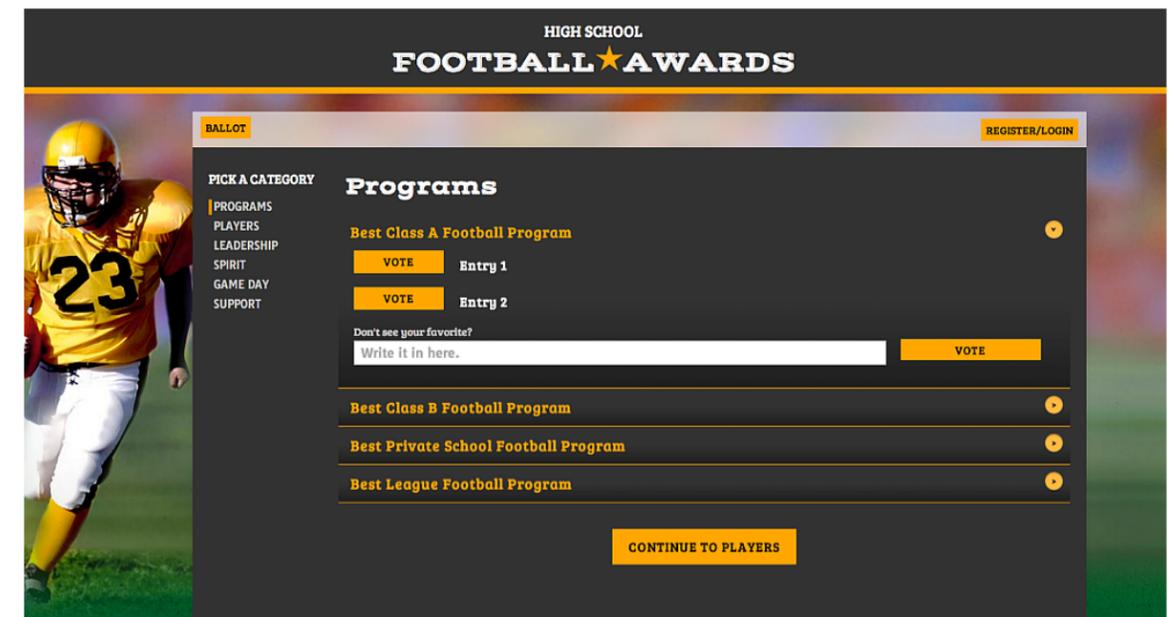
Trivia quizzes can be a great way to educate your audience & show support on an issue.

BALLOTS

BALLOTS

what they are

Ballots are an opportunity for your audience to vote in a variety of categories about niche topics, like Family Favorites and Best of Holiday Shopping.



why they're a good fit for TV

Ballots are highly interactive and social, so they have the power to drive significant traffic on air and online, as well as create user-generated content for your site. You can choose ballot themes that complement content you already run.

HOW TO EXECUTE

ballots

how to sell

- Once you have chosen a ballot theme, go after advertisers who would be interested in reaching that target audience.
- Sell one exclusive title sponsorship, so the advertiser gets lots of great branding and exposure.
- Complement this sponsorship revenue by selling upgraded listings and online ads to smaller advertisers listed on the ballot.

how to promote

- Ballots are full of content, so mention yours on air in newscasts and in advertiser-friendly programming.
- Don't forget to put online ads on your website, your mobile site, and any other relevant sites.
- Find someone on air with related interests who can post about the ballot on their social media.
- Send a dedicated email when the ballot launches, and then several reminder emails featuring the sponsor and encouraging people to vote.

IDEAS

ballot themes & category ideas

- **Fans' Choice Awards**

Best Player by Position, Best Student Section, Best Coach, Best Tailgate Spot, Favorite Cheer, Best Band, Best Place to Celebrate a Victory

- **Best of Golf**

Best Golf Course, Best Place to Get Clubs, Best Place for Golf Apparel, Toughest Hole, Best 19th Hole, Best Place to Watch Golf, Best Mini Golf

- **Summer Staycation**

Best Bed & Breakfast, Best Place to Take the Kids on a Rainy Day, Best Free Activity, Best Summer Event, Best Community Pool, Best Museum for Kids

- **Patriotic**

Best Parade, Best Place to Watch the Fireworks, Best Picnic Spot, Best Hotdog in the City, Best Place to Get Apple Pie

- **Olympics**

Best Opening Ceremony, Best Surprise Victory, Favorite Summer/Winter Games, Best Spot to Watch, Best Team Uniform, Best Sport to Watch

- **Pizza**

Best Delivery, Best Takeout, Best Sit-Down, Best Thin Crust, Best Thick Crust, Best Chain, Best Local Spot, Best Place to Take the Team, Favorite Topping

- **Best of Holiday Shopping**

Best Black Friday Sale, Best Children's Clothing, Best Toys, Best Home Decor, Best Specialty Food, Best Outlet Mall, Best Place for Last-Minute Gifts

- **Best of News**

Best News Story, Best Feel-Good Story, Best Sports Story, Best Pet Story, Best Weather Photo, Favorite On-Air Memory

for more information about how
TV can succeed with promotions,
visit

secondstreetlab.com

