

ABC 4

REBRANDING AND REDESIGN

UNIVERSITY OF UTAH
SPRING 2013



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Research

Primary Research - Survey Results - Secondary Research

The Research team was determined to assess ABC4's current situation in Utah's market in order to discover ways to improve our ratings and deliver what our viewers want. By creating an online survey and sending it to over 300 participants, we gained new insights about the overall news market in Utah and used those results to create our recommendations.

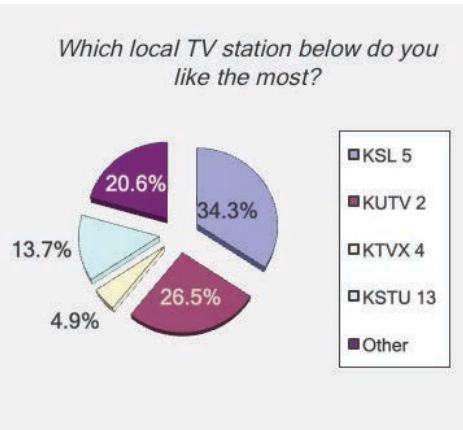
Primary Research

Survey Results

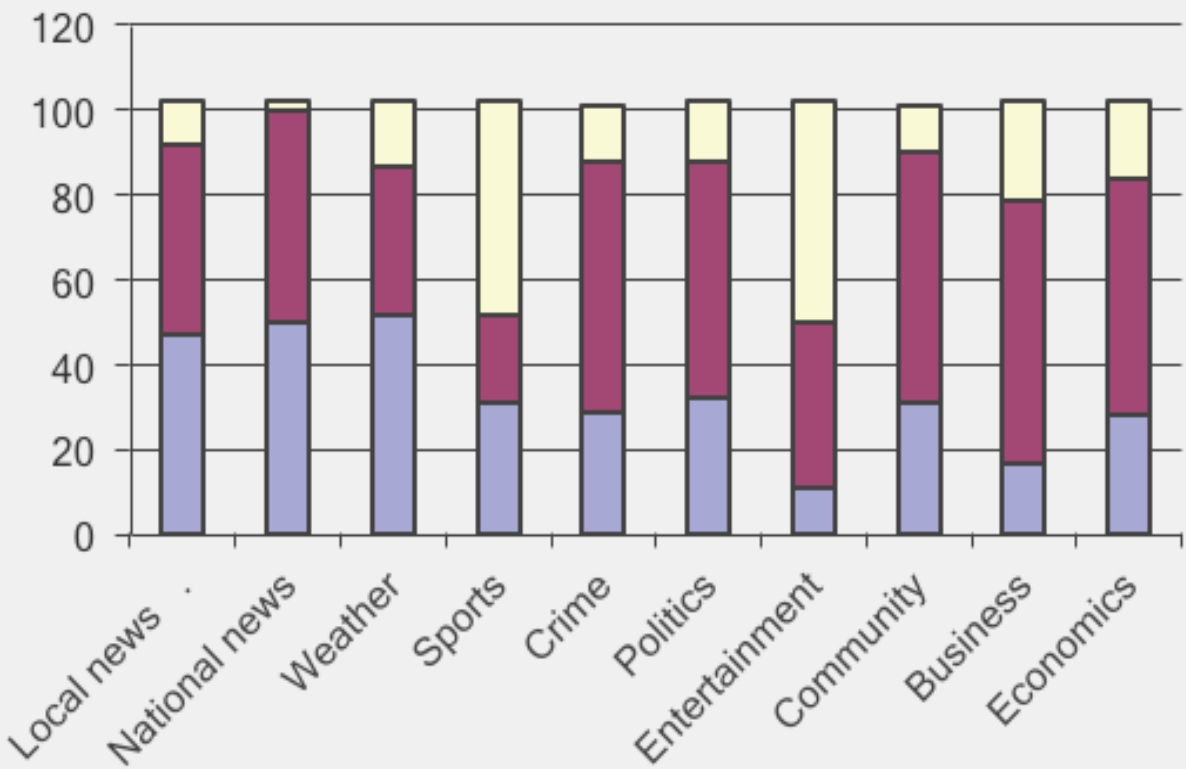
Survey results show that viewers in Utah are most interested in and most

likely to watch a news station that focuses on weather, local news, and national news that pertains to local lifestyles. Results also show the least important aspects to a newscast are entertainment, business and economic news.

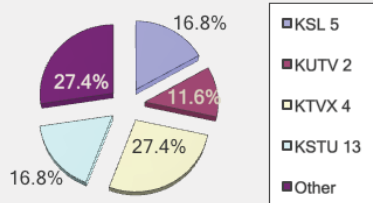
Based on these results we have discovered that KTVX Channel 4 is the least watched, trusted and liked by the majority of Utah viewers in almost all of the categories that were tested. This is a reason why KTVX is currently in last place amongst all major news stations in Utah.



How important is each type of news to you?



Which local TV station do you dislike the most?



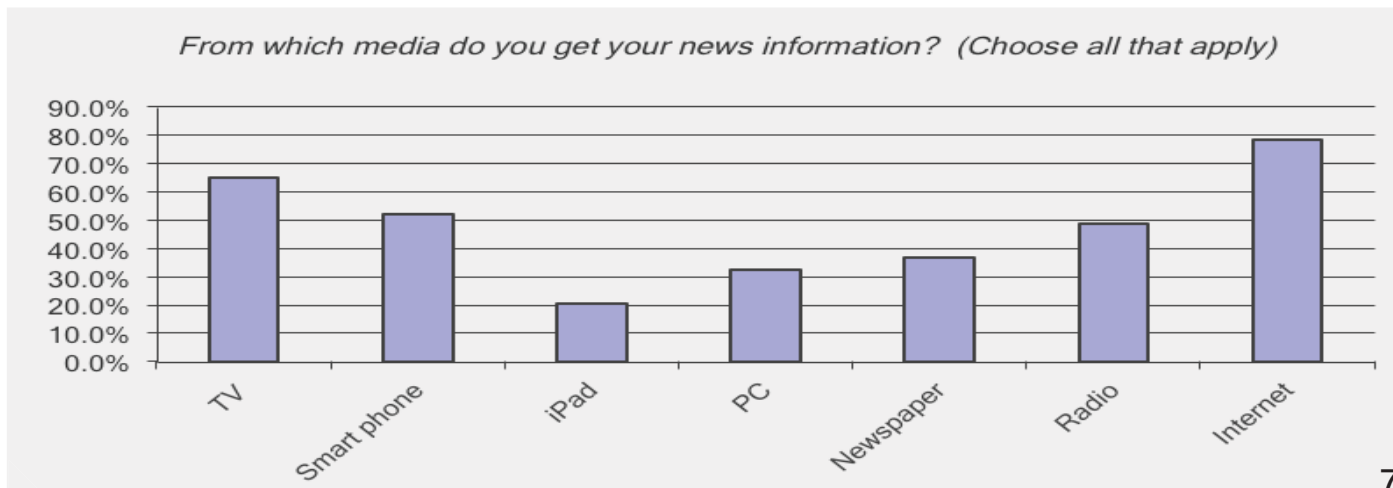
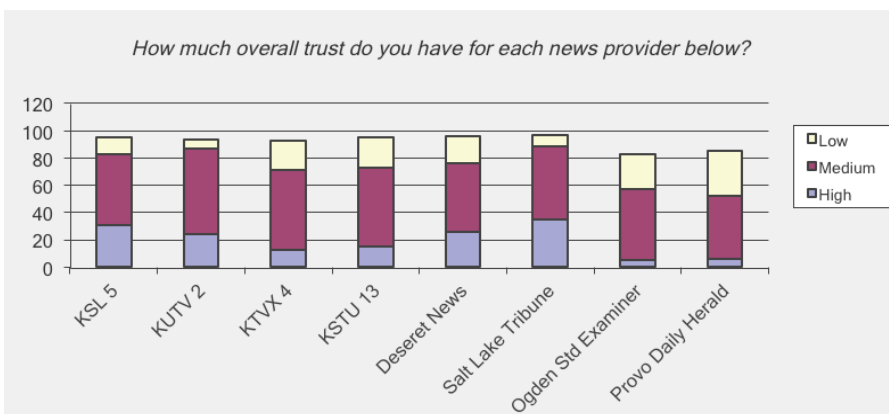
“KSL 5 is one of the most viewed channels for news, though many disliked it due to a biased opinion”.

When asked to rate how concerned respondents were with different television content, they showed a high level of concern for TV news content bias. Their concern for TV news bias was higher than all other content concerns except the existence of violence on TV. These concerns may affect the overall trust viewers have for news providers, which can be seen in the chart below.



Of those surveyed who watch KTVX, 23% said they have a low amount of trust in the news shown on KTVX, while 62% said they have a moderate level of trust and 14% said they have a high level of trust.

The Internet has become an important part of gaining access to the news. It is more common for respondents to get their news information from the Internet than on TV.



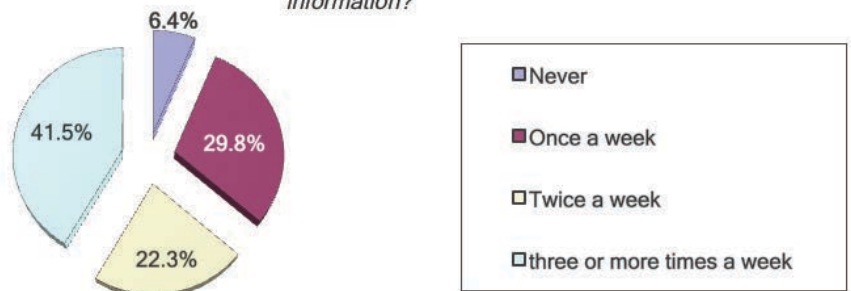
Over 90% of viewers say they research news stories on the Internet to gather more information after they have originally seen a news story on TV.

Almost 42% of these viewers look for this additional information online three or more times per week.

While the Internet is a large source for news, mobile news is the fastest growing category, surpassing newspaper and radio.

Younger viewers are also more likely to use digital media for news.

How often do you research a story on the Internet or other source for more information?



Secondary Research

News Media Trends

As mentioned previously, the research has shown a current trend of news consumers getting their news via social media, the Internet, and mobile apps instead of TV.

There is no indication of this trend declining in the near future.

Having people follow ABC4 on Facebook and Twitter leads to a higher chance of more viewers.

This is proven through our research showing the correlation of “likes” on Facebook to the rankings of news stations here in Utah, which will be discussed in more detail in the Media section.

Many trends for news stations have developed over the past five years. Through our research we have found several trends that are applicable to the Utah market.

First, there needs to be an attention-grabber for viewers about the upcoming news stories during breaks in the programming leading up to the daytime or nightly news.

These attention-grabbers can be posted on the Facebook and Twitter pages. Secondly, viewers are intrigued by quick segments that cover unique and interesting topics.

Viewers want the main point and quick facts. These segments will be more effective to drive viewers to our mobile and Internet sites for more detail and “fluff” of the story.

Trends and Changes in the Utah Market

Because more consumers are getting their news through social media and mobile apps, it is important for ABC4 to develop a clear, modern, and easy to use mobile app.

It is also important for ABC4 to update all social media sites with teasers and bits of information for stories and breaking news frequently to drive more people to the full and mobile sites.

- The research shows that the news programming needs to be community centered, highlighting community events, community news and members of the community.
- Our research also shows that people want to know about the weather. This is important because we will want to make sure our Pinpoint weather is easy to spot in all the media used.
- People also want to what is going on locally and nationally. National news needs to be delivered with a local angle so Utah viewers will know the how it will affect their community.





ACCOUNT SERVICES

and strategy

The Account Services team recommends a strategy with an overall theme of localization and community. Through improvements in various areas, ABC4 can show Utah they are part of the community and that they are the station for locals.

Community and Local

Community stories were ranked “very important” by our survey participants.

By focusing on creating more unique, precise, and interesting stories focused on Utah’s community, we can begin to show that ABC4 is the station dedicated to locals. It’s also important for ABC4 to find angles that will appeal to all areas of Utah, from large cities to remote towns.

Since ABC4 owns the rights to the slogan “4 Utah Buy Utah,” that can be used to create relationships with local businesses.

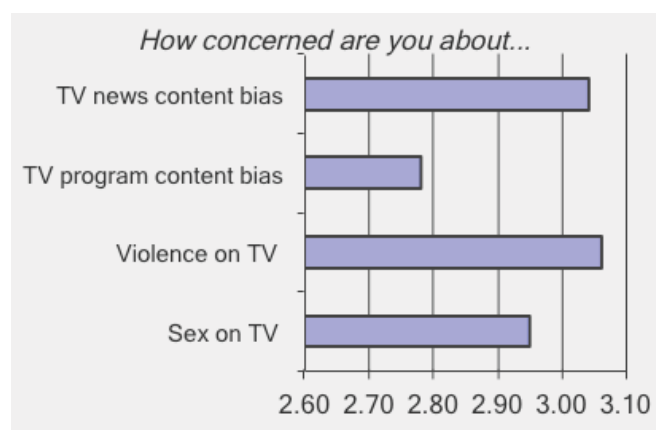
Creating Groupon-type offers or cross promoting with small businesses is a way ABC4 can make a presence in our community.

The ABC4 station, brand, and employees need to exude a local attitude at all times.

Trustworthy

Out of violence on TV, sex on TV, program content bias, and news content bias, people in our survey were second most concerned with TV news bias at 3.04 out of 5.

We need to focus on certain aspects of our news station to gain credibility. If we can get people to trust us in the following aspects, we will become more credible as a station.





- National news with a local angle, local news, weather, politics, and community were all ranked as very important by our survey participants. These areas need to be on point, constantly updated, and emphasized in our program in order for viewers to be trusting ABC4.

- Breaking News: One way that we can make our news station more trustworthy is by breaking news quicker. If viewers trust our station for breaking news, they're more likely to stay tuned to other stories and click on more links. Also, they'll feel more comfortable contacting ABC4

when they witness newsworthy events. We need to have an easy way for people to contact us whether it's through the web, phone calls, an app, email, or social media, and the public needs to know it's available.

- Remove any hidden agendas. Create "news you can rely on for straight facts."

Likeable

Our suggestion for ABC4 is to engage the viewer through your anchors and reporters. Show that they are united, bonded in a way. Engage your station in local community events where viewers are able to meet and

get to know your on-air personalities. Not only will this create likability but it will also create trust.

For the new anchor, introduce him/her into the market with positive cognition. Represent him/her as an active member and friend of the community, with said-experience in the industry (trust).

Promote this addition to your team as a positive change that will bring new and good things to the station and news segment.

The ABC4 station, brand, and employees need to exude a local attitude at all times.

Interactive and Engaged

ABC4's employees should have more interaction with the public by going to social events and service projects. This could be during employees' and anchors' spare time or an on-air section showing ABC4 helping out the community.

Having a reporter dedicated to finding new and unique things in Utah is another way to show ABC4 is interactive with communities all around Utah.

Viewers in different areas will feel supported by our station and enjoy watching and learning new things

about Utah. Showing what's "live and local" around the state, such as musicians, restaurants, artists, small businesses and more, can give ABC4 a presence in many communities around the state. KSL 5 is one of the most viewed channels for news, though many disliked it due to a biased opinion

Visual and Technology

The strategy in accordance to the visual and technology fields includes three important aspects: the ABC4 News website, Pinpoint weather, and transitions between news segments.

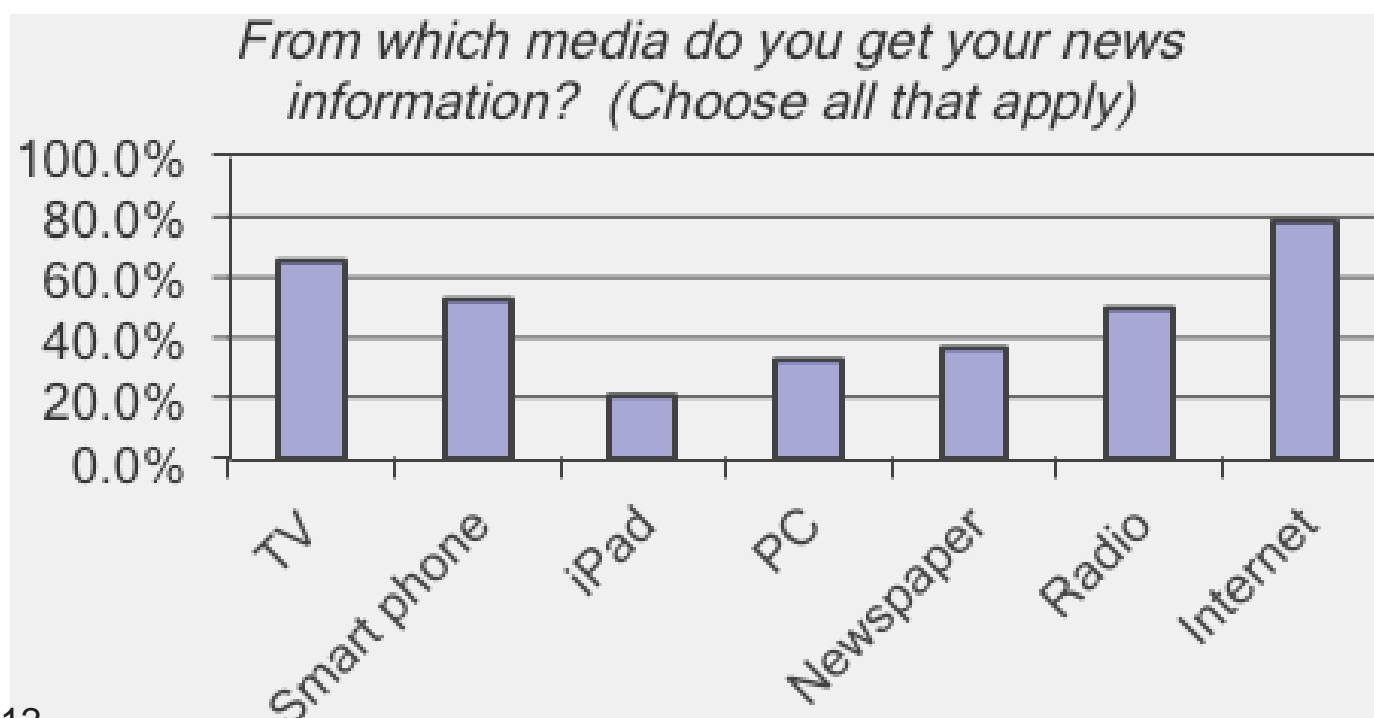
According to the survey, nearly 80% of the audience gets news from an online source. With increasing traffic, the website needs to be professional and simple to navigate. In some ways, the website needs to be more effective than the television program. Bigger stories can stand out more, and readers can get more details about stories online.

The Pinpoint weather needs to be accurate and precise for highly populated and remote areas around the state of Utah. Graphics need to be professional and high-tech. In this more visual area, we need to show our viewers they

can take ABC4 seriously and prove that with an accurate delivery.

Smooth transitions are a significant factor in keeping viewers tuned in to ABC4. Anchors need to have a pleasant and genuine rapport when switching between segments. Camera and technology operators need to work together to avoid glitches and create flow between different areas of the station and field.

When the news flows together more smoothly, viewers are more likely to stay on ABC4 longer.



Online Presence

In order to keep up with growing trends, our online presence needs to be strong. Our research shows that nearly 42% of people research a story online for more information three or more times per week. This is where our website comes in: our stories online need to have more details than what's said in our news program. If viewers and readers are visiting our website for more information, let's make sure we give that to them.

We need to hone in our efforts in the ever-growing social media market. ABC4 as a station and its anchors should be actively using various social media networks. By posting a story detail and a link for more information, we can use social media to drive our website traffic. We can engage our online communities by asking for comments and online submissions and hosting giveaways. By offering to share viewer responses on-air, we can turn our followers into viewers.

Marketing Strategies

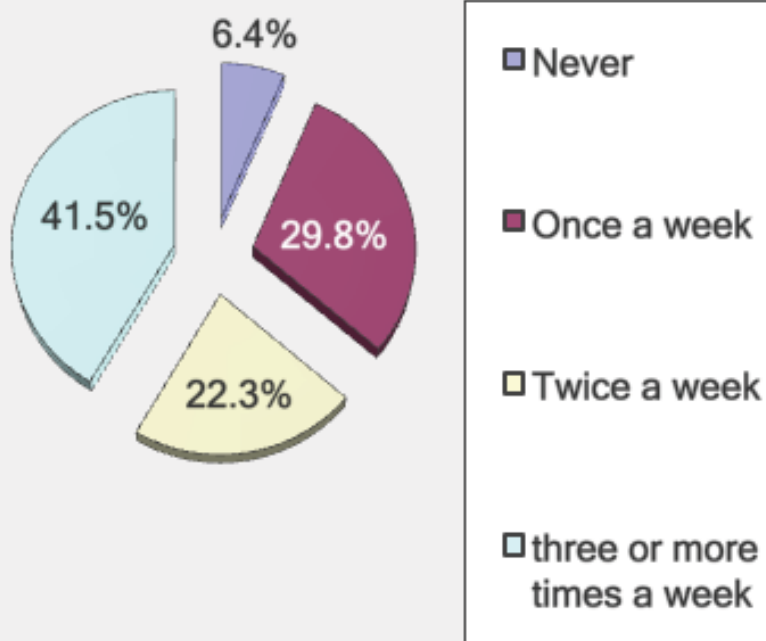
We recommend an integrated campaign that utilizes traditional and new media. More information on these elements can be found in the Media and Public Relations sections, pages x and y, respectively.

Traditional Media: outdoor, radio, newspaper, TRAX or bus wraps, magazine advertising, and airport advertising

New Media: social media including Facebook, Twitter, and Instagram, hashtags (#), and bloggers

Guerilla and Field Marketing: Event appearances, meet and greets with anchors, community engagement, "live and local" segments with artists, restaurants, businesses, musicians, and more, and small town coverage.

How often do you research a story on the Internet or other source for more information?





MEDIA PLAN

The Media team has researched ways to promote ABC4 as a community and local station through various media. Within the budget provided, we have outlined different options and recommendations to increase ABC4's viewership and community presence.

Budget

We have designed our media campaigns to fit a \$300,000 budget for the remainder of this year (May – December).

We have also included a “Wish List” budget that explains where we would allocate additional money if we were able to increase our funding.

It is important to note that we refer to May through August as “summer months” and September through December as “winter months,” as we focus on different types of media during these seasons.

Basic Timeline

Newspaper, billboards, and Facebook advertising will receive a constant budget during the remaining 8 months of this year.

Our field marketing campaign and moving transportation ads will make up a great deal of our budget during the summer months.

Airport advertising will begin during the winter months, and radio advertising will be amplified during sweeps and several winter months.

Facebook

Based on current research, it costs approximately \$1 for every Facebook “like” that your page receives through Facebook advertising.

It is proven that social media reach translates to a higher ROI.

It can be used to boost our field marketing efforts, and it also bolsters relationships and community engagement.

ABC4 currently has about 15,000 likes; we need at least 150,000 to be competitive in this market.

- Channel 2 has 216,000 “likes”
- Channel 5 has 148,000 “likes”
- Channel 13 has 113,000 “likes”

Paying for 150,000 likes is unnecessary and not possible within our budget. Our other media campaigns will drive social media attention and increase Facebook likes as well. We want to see steady increases in social media attention, so we will allocate \$5,000 per month to Facebook advertising. This will equate to \$40,000 for the rest of the year.

According to the research, \$40,000 should get us at least 40,000 additional Facebook likes.

We are suggesting that we use our field advertising to help drive our social media by having people “like” our Facebook page in order to get prizes, such as t-shirts, bumper stickers, or gift cards.

Twitter

Research on Twitter ROI is inconclusive. However, having a successful Twitter campaign has been shown to help keep followers informed, up to date, and engaged. The ABC4 Twitter should be utilized to keep Utahans up to date on breaking news, upcoming stories, and local events; "Re-Tweeting" will also help us build our SEO by creating backlinks. We have not allocated any of our budget towards Twitter.

We highly suggest bringing on as many social media hires or interns as needed to handle all of our Facebook and Twitter needs.

Website Redesign

As rebranding and redesigning a website can cost anywhere from \$50,000 to \$200,000 for the total project, or \$85 - \$125 per hour per designer, we have not allocated any budget towards the redesign.

Suggestions:

- A web design that is responsive to multiple screen sizes and devices. As phones advance, the website needs to be able to work easily on phones and tablets
- More white space and less clutter
- An easily accessible layout that highlights popular and local news stories
- High social media integration and user interaction throughout every page



Radio

An average 60-second radio spot in Salt Lake City costs between \$145 and \$175, depending on the time of day and station rating. It is important to note that we figured each spot would cost \$175, in order to allow for wiggle room in the budget. Ideally, we would like to be able to run 12 spots per week, as research tells us that is the most effective.

We focused our radio advertising budget during sweeps in May and July. During that time, we plan running 12 spots per week on 8 stations for one week during each of the sweeps months. Our residual radio budget will be spent running 6 to 8 spots per week on 4 stations for a total of two weeks, one during September and one during November. In total, we have budgeted \$27,648 for radio for the remainder of the year.

If we were allotted more funding, we would make a number of changes to our radio budget. We would suggest running 12 spots per week on 8 stations for a total of 4 weeks during sweeps, which would cost approximately \$134,400.

For every other month, we would suggest running 12 spots a week on 4 stations for 1 week each month. This would equate to \$8,400 per month, which is an additional \$50,400. In total, our "Wish List" budget for radio would be approximately \$184,800 for the remainder of the year.

Newspaper

We will target The Salt Lake Tribune and The Deseret News. Between the two newspapers, we have approximately 15 million in circulation per month.

We are suggesting that we utilize half page advertisements (approximately 60 column inches) to introduce ABC4's rebranding and new talent. Quarter page advertisements

(approximately 30 column inches) are great for promoting ABC4 sponsored events and important news coverage on lengthy stories.

We have budgeted to run 7 days of a quarter page ad and 7 days of a half page ad each month. The cost of running 7 quarter-page ads per month is \$2,023, and the cost of running 7 half-page ads per month is \$4,046. In total, we are allocating \$6,069 per month to newspaper advertising, or \$48,552 per year. Note that we will be running 7 ads in total per month, split between The Salt Lake Tribune and The Deseret News.

If we were to receive additional funding, we would suggest doubling this budget to include 14 days of advertisements per month in both sizes of advertisements. This would be approximately \$12,138 per month, or \$97,104 per year.

Airport Advertising

Airport advertising reaches both regional and local customers in Utah. Salt Lake City is the largest hub airport in the western states and Delta's second largest hub.

The demographics at the airport show a 50/50 split between business and leisure travelers, as well as a unique mix of hub and destination travelers. Of travelers who use Salt Lake International Airport, 30% have an income of \$100,000.

Furthermore, 79% are ages 28-64, which is our target demographic, and more than 70% have a college degree.

We suggest advertising on 8 64" plasma screens, located throughout the airport. This costs \$2,500 per month. We have only budgeted for airport advertising during the winter months because of budgeting needs; if we are to receive more funding, we would suggest running airport ads every month of the year.

Bus and TRAX Advertising

Transportation advertising is growing in popularity and has shown to be highly effective in reaching our target audience. Bus advertisements in Utah range from \$350 to \$1,000 per month, per bus.

We have budgeted for \$3,000 in bus advertisements per month for most months throughout the remainder of the year, assuming that we will spend approximately \$600 per bus for a full or semi-full bus wrap.

Because this is not a full advertising schedule for transportation advertising, we would suggest advertising on bus lines that are outside of the greater Salt Lake Valley. We want to ensure that we are reaching all Utahans, and this is a great effort towards that.

Ideally, if we expanded our budget, we would allocate between 15 and 50 transportation ads monthly. Running 15-25 bus ads per month would cost about \$9,000 per month.



Field Marketing

Field Marketing is an important aspect to introducing an audience to a new brand. Through scheduled appearances and booths at local Utah events, both large and small, and through interacting with the community, we are demonstrating our commitment to our brand and slogan: “ABC 4 Utah.”

During our field marketing campaign, we will promote the new and improved brand, introduce the anchors, and hand out free t-shirts and stickers. It should be noted that shirts should not be handed out without a “trade,” such as asking Utahans to “like” our Facebook page in return for a shirt.

Regarding cost, we have allocated for t-shirts and bumper stickers. T-shirts should cost approximately \$5 each, and we have allotted for 2,500 shirts every month. This will cost approximately \$12,500. Bumper stickers can be purchased for about 30 cents; we will purchase 2,500 for a total of \$750 per month. The total during the summer months for all field marketing efforts will be \$13,250.

During the winter months, we will be toning down our field marketing due to fewer outdoor events and budget constraints. If we do get more funding, we would like to delegate an additional \$15,000 per month to field marketing during the winter months. This would allow us more freedom to attend extra events, give away gift cards, and brainstorm new creative field marketing techniques.

Mockups and visual ideas for various media can be found in the Creative section of this book.



Budget Chart

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Traditional									
Newspaper	\$6,069	\$6,069	\$6,069	\$6,069	\$6,069	\$6,069	\$6,069	\$6,069	\$48,552
Radio	\$8,400	\$0	\$8,400	\$0	\$5,424	\$0	\$5,424	\$0	\$27,648
Totals	\$ 14,469	\$ 6,069	\$ 14,469	\$ 6,069	\$ 11,493	\$ 6,069	\$ 11,493	\$ 6,069	\$ 76,200
Non-traditional									
Guerilla	\$13,650	\$13,650	\$13,650	\$13,650	\$5,300	\$5,300	\$5,300	\$5,300	\$75,800
Airport	\$0	\$0	\$0	\$0	\$2,500	\$2,500	\$2,500	\$2,500	\$10,000
Totals	\$13,650	\$13,650	\$13,650	\$13,650	\$7,800	\$7,800	\$7,800	\$7,800	\$85,800
Social Media									
Facebook	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$40,000
Twitter	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Totals	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$40,000
Outdoor									
Billboard	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$8,000	\$15,000	\$8,000	\$80,000
Trax/Bus	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$0	\$3,000	\$0	\$18,000
Totals	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$8,000	\$18,000	\$8,000	\$98,000
Totals	\$51,119	\$42,719	\$51,119	\$42,719	\$42,293	\$26,869	\$42,293	\$26,869	\$300,000

"Whish List" Budget

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Traditional									
Newspaper	\$12,138	\$12,138	\$12,138	\$12,138	\$12,138	\$12,138	\$12,138	\$12,138	\$97,104
Radio	\$67,000	\$8,400	\$67,000	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$184,400
Totals	\$ 79,138	\$ 20,538	\$ 79,138	\$ 20,538	\$ 20,538	\$ 20,538	\$ 20,538	\$ 20,538	\$ 281,504
Non-traditional									
Guerilla	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$120,000
Airport	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$20,000
Totals	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$140,000
Social Media									
Facebook	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$40,000
Twitter	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Totals	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$40,000
Outdoor									
Billboard	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$160,000
Trax/Bus	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$72,000
Totals	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$232,000
Totals	\$130,638	\$72,038	\$130,638	\$72,038	\$72,038	\$72,038	\$72,038	\$72,038	\$693,504

WKLY GI			July*	Aug	Sep	Oct	Nov*	Dec	Jan	Feb*	Mar	Apr	May*	Jun
STATION PROMO			252,000											
Image spots	News promo	140,000												
Bumpers	Story promo	25,000												
Promos	Sequence promo	55,000												
Event Sponsorships	Event promo	20,000												
Event Coverage	Event coverage	12,000												
OOH			392,000											
Digital Billboards	Story Promos	45,000												
Bulletins	Team Promo	150,000												
Transit	Team Promo	75,000												
Airport	Image	122,000												
RADIO			660,657											
KNRS FM	Story Promos	92,497												
KUBL FM	Story Promos	74,674												
KSFI FM	Story Promos	80,418												
KXRK FM	Story Promos	71,794												
KZHT FM	Story Promos	69,786												
KUER FM	Story Promos	56,431												
KBZN FM	Story Promos	55,131												
KRSP FM	Story Promos	43,283												
KODJ FM	Story Promos	60,321												
KSOP FM	Story Promos	56,322												
PRINT			1,156,500											
NAC	Image	560,000												
NAC	Stories	250,000												
Ogd Std Ex	Image	45,000												
Ogd Std Ex	Stories	35,000												
Pro Dly Her	Image	56,000												
Pro Dly Her	Stories	48,000												
Log Her Jnl	Image	45,000												
Log Her Jnl	Stories	35,000												
SMALL TN PAPER	Local Stories	7,500												
Campus papers		45,000												
Performance Progs		20,000												
Arts Progs		10,000												
SOCIAL MEDIA			45,000											
Facebook	10 to 120,000													
Twitter	10 to 30,000													
Linkedin	10,000													
Yelp	15,000													
Blog (local)	20,000													
Youtube	30 to 100,000													
WEB MARKETING			157,400											
ABC4.COM	Station Promo	50,000												
Directories	Staff promo	1,000												
Articles/stories	Stories	1,200												
Press Releases	Stories	500												
Links	Community	1,500												
PPC	Community	5,000												
Banners	Community	5,000												
Videos	Community	1,500												
Web TV	Programing	20,000												
Emailing	Stories	3,500												
RSS	Breaking stories	1,200												
Blog (ABC)	Feedback/Involvement	20,000												
Newsletter	Community	5,000												
SEO	Statio Promo	30,000												
Podcasts	Education/Comm.	12,000												
CONTACT POINTS			108,000											
WEEKLY GI		2,771,557												
WEEKLY GRP		158												
WEEKLY REACH		62												
WEEKLY FREQ		2.6												
QUARTER GI		33,258,684												
QUARTER GRP		1900												
QUARTER REACH		86												
QUARTER FREQ		22.1												
ANNUAL GI		133,034,736												
ANNUAL GRP		7602												
ANNUAL REACH		93												
ANNUAL FREQ		81.7												

	Sweeps
	Web
	New Season
	Events

PUBLIC RELATIONS AND EVENTS

The Public Relations and Events team focused on finding ways to provide ABC4 with the best possible exposure by using non-paid media and events. By using these media, we will better increase our ROI and our overall reach as a station while further incorporating ABC4 into Utah's community. The PR team plans to build off of Utah's already strong culture, transition anchors into that culture, and create a favorable ROI through our proposed PR campaigns.

#Liveandlocal Campaign

This campaign is designed to build a local community and help grow the culture surrounding ABC4. Anchors will do segments featuring local music acts, Utah events, up-and-coming businesses, buzz-worthy Utahns in the community, popular artists, and more. Viewers will be able to use the hashtag #liveandlocal with their social media while at events, making the campaign interactive. The reach on this campaign can be huge, with attendance at events such as the Twilight Concert Series averaging over 50,000.

For us by us Mentality

By building a for-us-by-us attitude, ABC4 can establish their culture as the premiere and first station in Utah. ABC4 may use this mentality with the Live and Local campaign by inviting fellow Utahans to share their knowledge on buzz-worthy Utah culture.

This part of ABC4's PR efforts will also include paying special attention to local events and features all around Utah, including larger cities and small towns.

Events and Anchors

With Salt Lake City being a hub for professional sporting events, ABC4 anchors have the opportunity to create a presence in the community. The average attendance for REAL Salt Lake games in 2012 was 18,794.

This is a great opportunity to build face recognition and brand awareness for ABC4 anchors.

Meet and greet booths, autograph signings, or even introductions of the anchors during games can help build awareness of the ABC4 team. Other large events such as arts festivals, large business openings, and cultural festivals provide similar opportunities to make a personal appearance in the local community.



Weather

By creating a local weather social environment, locals from across the state can submit photos to ABC4 depicting the weather in their area. This can create a sense of belonging for those regions that might not get as much attention as the Wasatch Front. By keeping viewers from more remote areas involved throughout the daily broadcast, we can gain valuable trust and interaction.





CREATIVE TEAM

“ IT TAKES A COMMUNITY TO BUILD A BRAND. ”

Sean Moffitt

The Creative team has worked to deliver advertising concepts effectively by laying out an attractive foundation before the campaign launch. The messages conveyed through story pieces should be present in the visual advertising elements in a simple, clever, and fresh way. Through our advertising message, we will show Utahans that ABC4 is an integral part of local culture and community.

Our creative team worked together to develop ABC4's advertising campaign initiative.

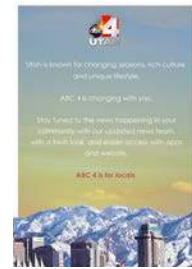
Upon some research, our results confirmed a weak viewership and an aging demographic demonstrated that a major change is needed.

To show viewers that ABC4 is moving toward becoming a more trustworthy news station and a part of the local community, our proposed advertising campaign will illustrate these goals through a few different concepts.

ABC 4 You

Our first ad campaign concept is “ABC 4 You,” using the number four as a play on the word for. To show our target audience that the station is focused on the local community, this campaign conveys the idea that ABC4 is the new authority for news important to locals. Since every Utahan leads a different lifestyle, this campaign has the flexibility to reach many demographics, depending on the location of the ad. We feel that this campaign will include many different people in each target demographic and show them that ABC4 is a local station that cares about the public’s interests, livelihoods, and culture.

We developed multiple pieces for this incredibly versatile.



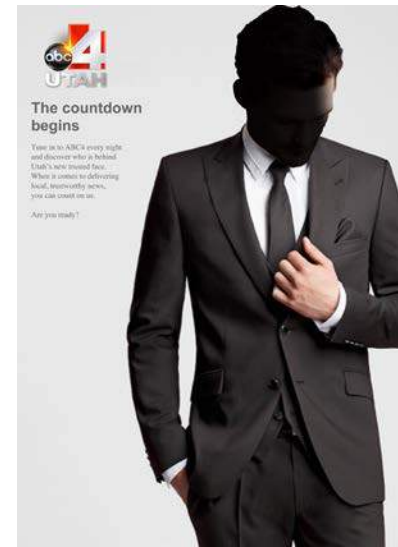
Teaser Campaign

While the goal of all of the advertising campaigns is to persuade viewers to tune in based on ABC4’s values of locally oriented news and trustworthiness, the purpose of the incognito campaign is to increase viewership by building anticipation about the changes happening at ABC4.

Our branding changes present a unique opportunity for ABC4 to gain both viewers and confidence. Re-introducing our anchors will allow viewers to feel comfortable listening to and trusting the news that we give. An anchor doesn’t just take the desk; he or she becomes a spokesperson for the community.

The incognito campaign is designed to be the first introduction to the new brand. There are twelve different advertisements to be released in phases for this campaign. The ads are designed for magazine and/or newspaper placement with a collaborating television spot.

We believe that this campaign will increase the viewership by creating excitement about discovering our new brand identity. It will also retain viewers by further establishing a relationship between the audience and our anchors. Therefore the campaign also furthers the goals of establishing ABC4’s trustworthiness and place in the Utah community.



Retro Campaign

ABC4’s past is equally as important as its future. As the first TV station in Utah, ABC4 has shown they can stand the test of time.

Using a “retro” campaign would both honor the history of the station and provide a nostalgic and unique advertising approach.

Combining the original ABC logo from when the station launched with vintage inspired print ads and archival footage for a commercial, this “retro” campaign would be sure to stand out from the mass of current advertising.

#LIVEANDLOCAL

#liveandlocal campaign was designed to build a local community and help grow the culture

surrounding ABC4. Anchors will do segments featuring local music acts, Utah events, up-and-coming businesses, buzz-worthy Utahns in the community, popular artists, and more. Viewers will be able to use the hashtag #liveandlocal with their social media while at events, making the campaign interactive.



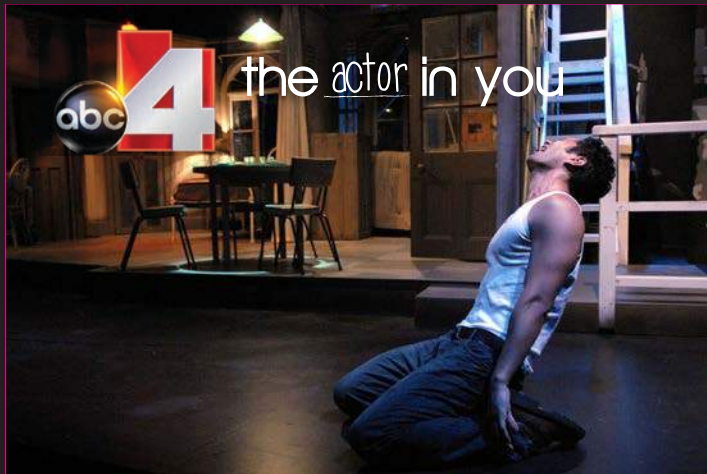


the _____ in you



ABC 4 YOU

ABC 4 is a local TV. Station and its major concern is local news and stories. We are changing with you. With a fresh look, apps and website.



ABC 4 the actor in you

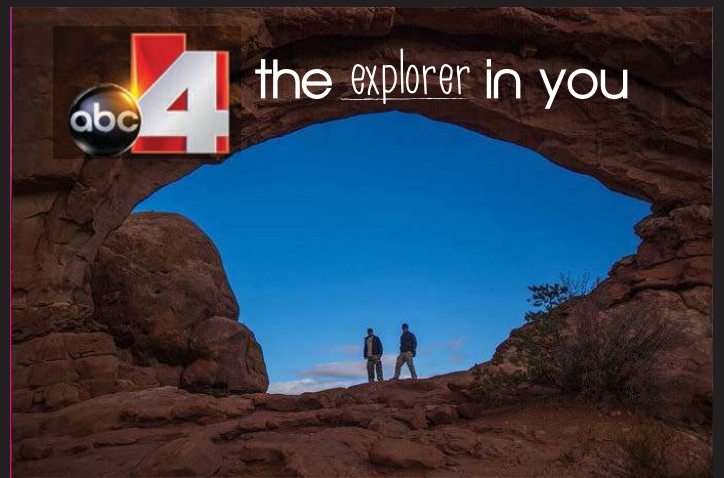


ABC 4 the artist in you

ABC 4 the biker in you



ABC 4 the explorer in you





ABC 4 the family in you

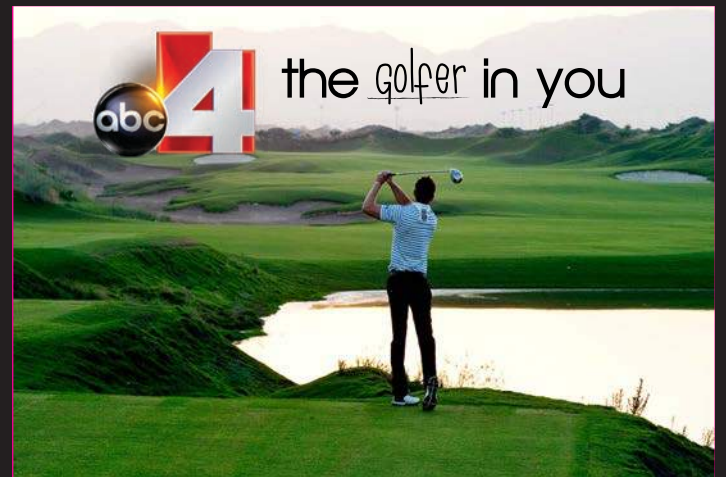


ABC 4 the fisherman in you

ABC 4 the fun in you

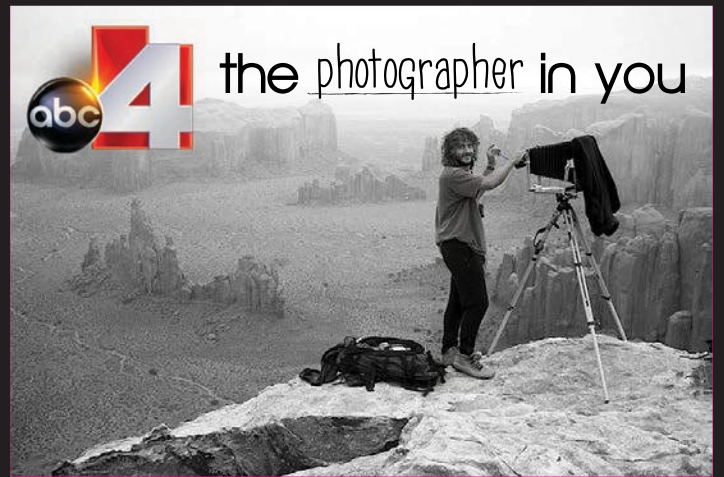


ABC 4 the golfer in you





ABC 4 the musician in you



ABC 4 the photographer in you

ABC 4 the skier in you





Utah is known for changing seasons, rich culture
and unique lifestyle.

ABC 4 is changing with you.

Stay tuned to the news happening in your
community with our updated news team,
with a fresh look, and easier access with apps
and website.

ABC 4 is for locals.



ARE
YOU
READY?



A man is sitting on a black wooden stool. He is wearing a grey blazer over a plaid shirt and a dark vest. He is also wearing plaid trousers and black lace-up boots. The background is plain white.

**IT WAS
TIME FOR
A CHANGE**





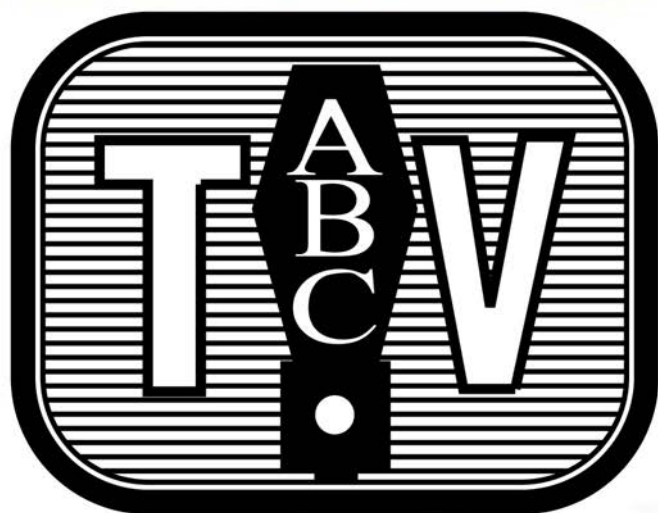
The countdown begins

Tune in to ABC4 every night and discover who is behind Utah's new trusted face. When it comes to delivering local, trustworthy news, you can count on us.

Are you ready?



Teaser Campaign Advertorial



UTAH'S FIRST TV STATION

First in Utah, first for you.

*First in
Utah.
First for
you.*



network television



#LIVEAND LOCAL



#LIVEANDLOCAL on instagram and twitter

#LIVE AND LOCAL

#LIVEANDLOCAL on instagram and twitter

CONCERTS • RESTAURANTS • COMMUNITY EVENTS



#LIVE AND LOCAL



IMAGINE DRAGONS

ABC 4 is launching a new entertainment resource spotlighting local businesses, talents and events in your city.

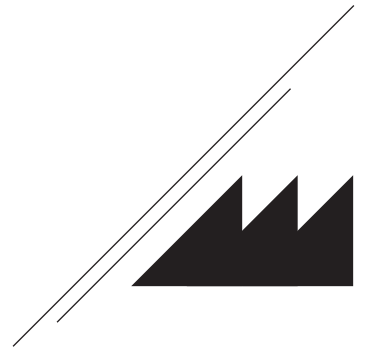
#LIVEANDLOCAL on instagram and twitter



#liveandlocal campaign mockups



WEB DESIGN



We believe that the actual web design for the site of ABC4 is really confusing. Starting with the advertising banner on the top, and the multiple links on the navigation bar. Images are usually repeated and there's an overflow of information. It lacks link to social media, and it's not a friendly site to navigate.



New Home-page redesign

First thing we changed was the top banner. We got rid of the advertisement there and we included the weather, that is something the users want to see right away.

We added all the social media icons to the top right above the search bar. The navigation bar is also more simple and just links to the things people want to read.

We created a featured section with the for more important news in the state. These are accompanied with high resolution images.

Below that we find three pictured stories from around the world and below, three pictured local stories.

To the right, an advertisement, a newsletter subscription and the top stories



News story redesign

We kept the same top navigation bar throughout the whole webpage.

Below the navigation bar we placed a banner ad, and then the story, with link to Facebook, Twitter and a comment section.

To the right, the most popular news, and advertisement and a tweeter newsfeed that shows the latest tweets from ABC 4



Restaurant review design #liveandlocal

The restaurant review links to the fact that ABC 4 is a local station, below the top advertising banner we can find the review, with our rating and link to social media.

To the right a section to leave comments, Twitter news-feed that links everything under the hashtag #liveandlocal and below that an Instagram newfeed that also links everything under #liveandlocal

