



AVIATION TRIAD

NEWS
**2**
WFMY

Partners



Targets



Students

College Graduates
Engineering and Aerospace Schools
High School



Influencers

Parents
Teachers
Counselors



Job Seekers

Unemployed Looking for change
Returning Military
Engineering and Aerospace Interest



Decision Makers

Business Leaders
Young Professionals

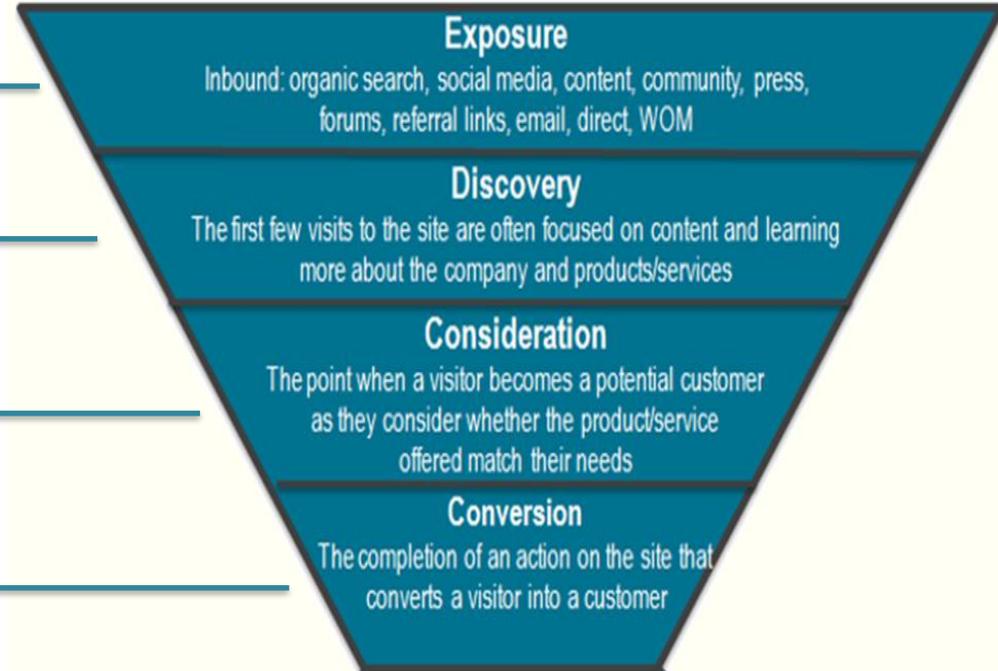
- Facebook Ads
- Broadcast TV
- Digital Banner Ads
- YouTube Pre-Roll

- PPC
- Broadcast TV
- Digital Banner Ads
- Brand Building/Blogs

- Facebook Ads
- PPC
- Brand Building/Blog

- PPC
- Facebook Ads

Strategy



On-air Elements – 2017 Branding Summary

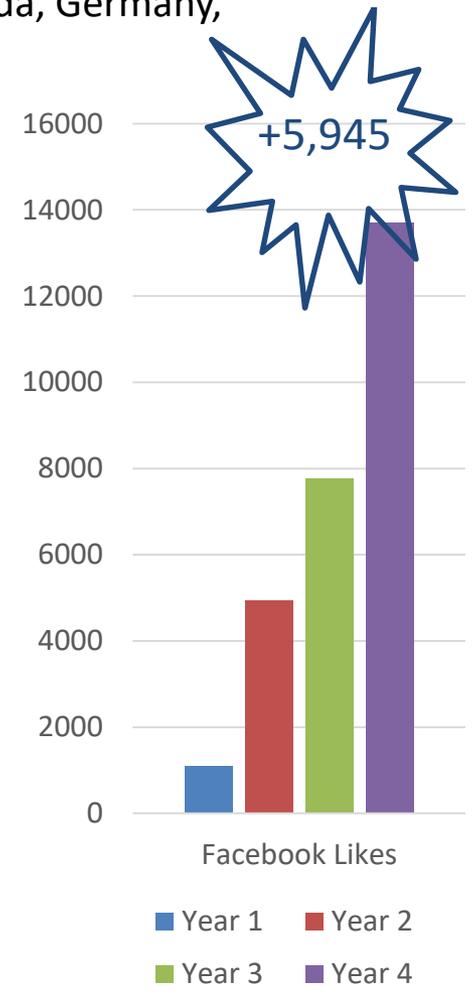
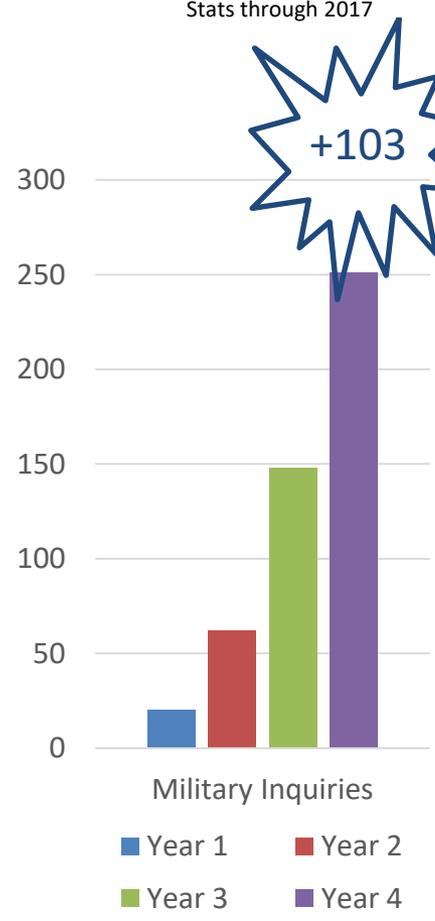
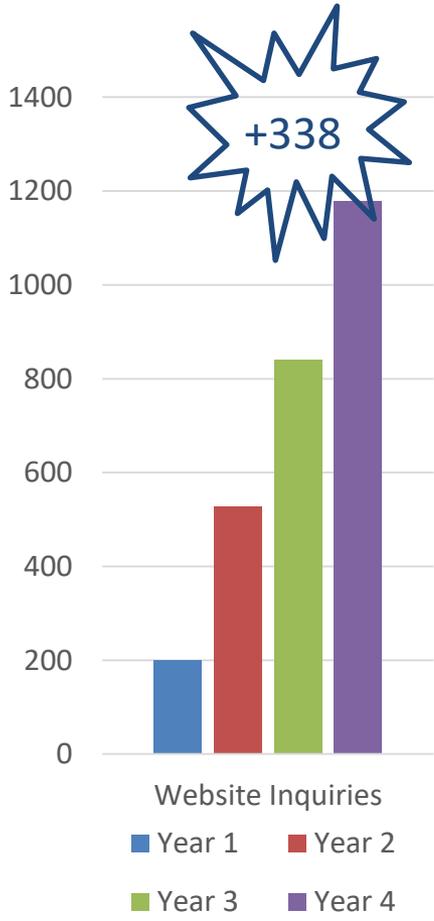


- ✈ 1,531 TV commercials (07, 15, 30, and 60 sec) have aired on WFMY News2
- ✈ 1 Million+ Triad Adults 18+ have been reached (81%) with 48 million+ impressions
- ✈ 182 bonus spots have run on WFMY 24 Hour Weather Channel
- ✈ 244 “Aviation Update” 1:00 vignettes (Education & Industry partners)
- ✈ Commercials in Wyndham/Friday Football Fever/ACC & NCAA Basketball/NFL/Panthers
- ✈ 944 WFMY Weather Garden :07 Branding spots



Campaign Results

Website visitors coming from all 50 states
 Countries abroad (UK, India, China, Brazil, Russia, Canada, Germany, Italy, etc.)
 Stats through 2017



Base Campaign Deliverables

	<u>Project</u>	<u>Platform</u>	<u>Time Frame</u>	<u>Description</u>
1	Aviation Thrives Here, So Can You!		2018	Branding Initiative targeting multiple audiences
a	Base Schedule	WFMY, WFMY Weather	January - December	General Market; focus on targeted programming
b	ACC Tournament	WFMY	March	Broad demographic (Students, Influencers, Job Seekers, Decision Makers)
c	Triad Major Sports: Wyndham, W-S Open	WFMY	August	Influencers, Decision Makers
d	Friday Football Fever	WFMY	August - November	Students, Influencers (Parents)
e	Online	wfmynews2.com	January - December	General Market; engaged consumers
f	:07 Weather Garden Sponsorship	WFMY	January - December	General Market Branding
2	Digital Connection	AviationTriad.com		Interactive "Hub" to engage audiences with aviation opportunities
a	Website (hosting/management), mobile		January - December	Educational / Informational resource utilizing video, links documents, social media interaction, etc.
b	SEO, Digital Branding, Blogging		January - December	Daily process to keep our recourse website front and center in Google Search. Brand across web. Blogging
c	Search Engine Marketing (PPC)		January - December	Process targeted to specific groups through very specific messages to gain direct results/conversions (Geographically targeted)
d	Social Management and Social Marketing		January - December	Produce content for Aviation Triad and Twitter social channels, reputation management. Targeted Facebook Ad campaign
e	Behaviorally Targeted Display		January - December	Digital display marketing process directly targeted to specific audiences with different messages to gain direct results/conversions (Geographically targeted)
f	Retargeting		January - December	Campaign designed to market to AviationTriad.com visitors while they visit other sites on the web
g	YouTube Targeted Video Ads		January - December	Targeted video pre-roll
3	Aviation Update			Interview style vignettes profiling companies
	Fixed position in Good Morning Show, Weekend	WFMY	January - December	Broad demographic (Influencers, Job Seekers, Decision Makers)



AVIATION
Thrives Here, So Can You!

Thank You for Your Partnership!