



SUCCESS STORY:

US MARINE CORPS BROADCAST & DISPLAY

The local US Marine Corps turn to Nexstar to increase awareness with females and create knee cap to knee cap opportunities.

THE ASK

The United States Marine Corps Recruiting office based out of Columbia, SC with the Augusta, GA market as part of their territory, wanted to increase their "Knee Cap to Knee Cap" opportunities with young recruits and wanted to increase overall brand awareness with females. They chose to partner with their local Nexstar station to participate in locally produced programs such as Game Night Live and The Dish.

Leveraging the local station alongside our digital solutions, the campaigns promoted each weeks local high school match up and upcoming appearances. Game Night Live allowed the Marines a hands on exhibit at each of our weekly football games. While The Dish allowed for a longer more intimate discussion focused around females in the field.

The tactics included using premium positions on our website, social media, on-air promos and live coverage/interviews at the events to reach our target audience over a fourmonth period.

Throughout the duration of the multi-platform campaign, on the network side there was a total of 240 on-air promos with over 25 live mentions during our football coverage. On the digital side we garnered more than 700,006 ROS impressions, with a 0.02% click through rate.

The client completed the high school football campaign for six straight seasons before taking a two seasons off, integrating The Dish appearances. During that time, they saw a decline in engagement and enthusiastically returned to our high school football plan to get back to the success plan that had proven so successful.

THE GOAL

Drive brand awareness and create Knee Cap to Knee Cap opportunities with young adults.

BROADCAST

Utilized air time as well as interviews and live events.

DIGITAL

Used a combination of the stations website and social media to engage more people.

RESULTS



700,006
ROS IMPRESSIONS



3
Features On
The Dish



25+
Game Night Live
Mentions



240
ON-AIR
PROMOS