

# CASE HISTORY

## KLTV ABC 7

*Tyler, TX*

### PROMOTIONAL PERIOD

Monster Sale – 3 Month Campaign    November 9<sup>th</sup> – January 31<sup>st</sup> 2010  
 Targeting *New and Incremental* Business for 2010

### PROMOTIONAL DETAILS

Target Group: Existing Client Base & Potential New Accounts  
 Qualifier:    Purchase ‘X’ amount of advertising (New or Incremental \$\$)  
 and receive a Level “\_\_” Award.

Level 1 = \$10,000	(CMC Cost of Award \$1,000)
Level 2 = \$20,000	(CMC Cost of Award \$2,000)
Level 3 = \$30,000	(CMC Cost of Award \$3,000)
Level 4 = \$40,000	(CMC Cost of Award \$4,000)
Level 5 = \$50,000	(CMC Cost of Award \$5,000)

### PROMOTIONAL RESULTS

Qualified:    32 accounts qualified; 63% were *NEW* clients

LEVEL	QUALIFIED	SALES INCREASE (Minimum)	COST OF AWARD
1	3	\$50,780	\$3,000
2	0	\$0	\$0
3	2	\$62,893	\$6,000
4	1	\$46,227	\$4,000
5	4	\$200,000	\$20,000
<b>TOTAL</b>	<b>10</b>	<b>\$359,900 New or Incremental</b>	<b>\$33,000</b>

Commitment: \$33,000 Investment netted **\$359,900** in New or  
 Incremental business

**ROI: \$326,900**