



SunSentinel
MEDIA GROUP

SUCCESS STORIES



COLLEGE OF BUSINESS

Florida Atlantic University

FAU is a public university that offers more than 170 undergraduate and graduate degree programs within its 10 colleges in Boca Raton, Dania Beach, Davie, Fort Lauderdale, Jupiter, and Fort Pierce.

GOAL:

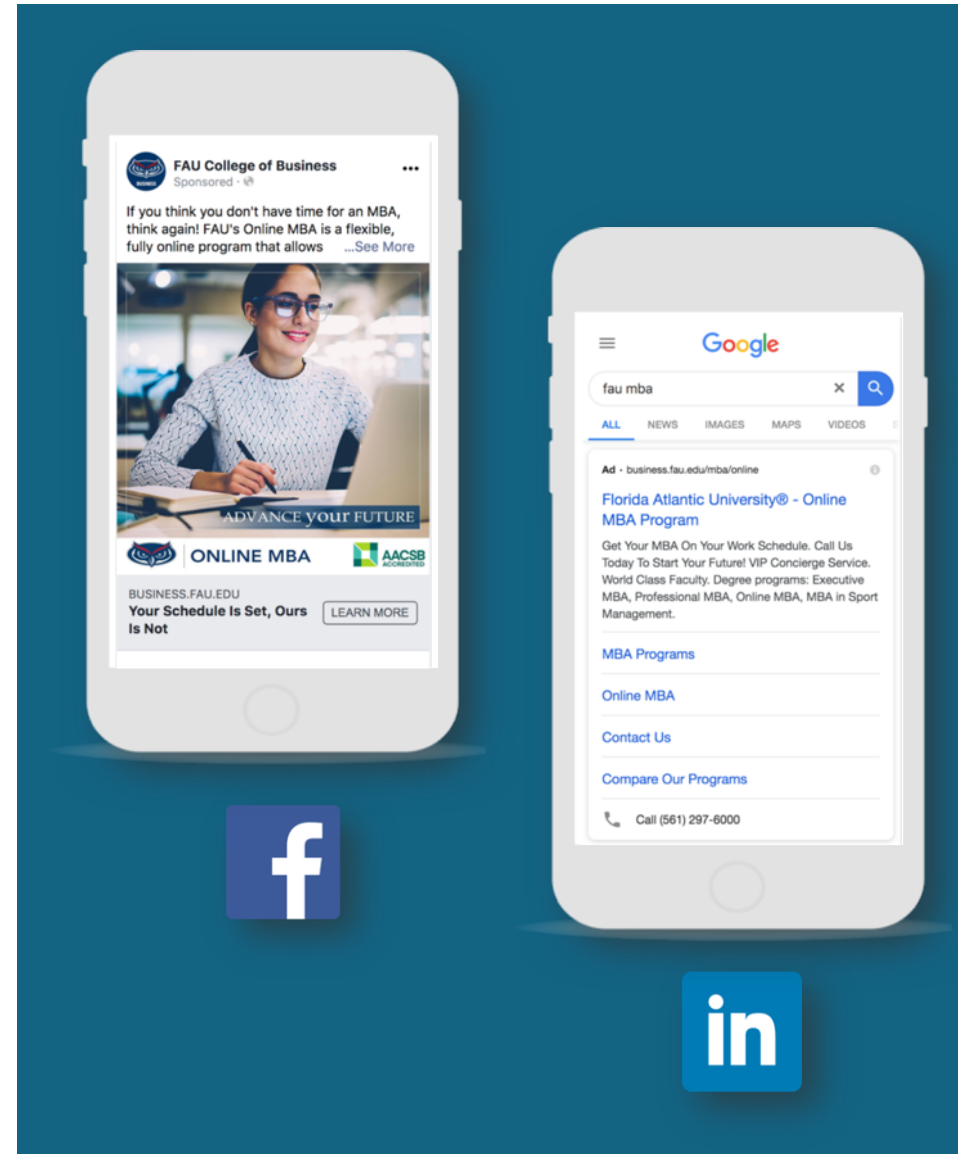
Increase enrollments, attendance at open houses and general program interest for their Executive Education programs.

OUR STRATEGY:

Paid Search, Paid Social Media, LinkedIn Ads, Email, Display, Video and O&O.

RESULTS

- In 2019, With a 39% increase in budget, we produced a **43% increase in Apply Button conversions Y/Y.**
- Using historical search data, we ran a contextually heavy display campaign which lead to a **444% increase in conversions.** Due to this success, in 2019 the **client increased their display budget by 308%.**
- Leveraging the Data Analysis team at CA, we did a deep dive on their student database in 2018, providing key data that justified our request to expand geo-targeting, allowing us to continue to scale the clients budget.



Saint Andrew's School

Boca Raton, Florida

St. Andrew's School is a nationally recognized junior kindergarten through grade 12, day and boarding, college preparatory school in Boca Raton, Florida, in southern Palm Beach County.

GOAL:

To attract parents of lower school (Pre-K-5th grade) and high school (6th -12th grade) to register for an open house or call to schedule a tour. A secondary goal was to raise awareness for the Pre-K program that had just been praised for its cutting edge excellence in a Boca Magazine article.

OUR STRATEGY:

Reach parents with children in the home in a desired net-worth and geographic location through Third Party Targeted-Solicited Email blasts, Programmatic Display Ads, and Website Retargeting.

RESULTS

- Two Third Party E-blasts targeting desired parents had an average of a **35% open rate** and a **48% click-through rate** (above industry averages).
- The Programmatic Display campaign performed **120%** above industry standard.
- Website Retargeting performed **320%** above industry standard.
- The client feedback was great. In total, we drove traffic of **over 3,600 visits** to the desired landing pages for each initiative and St. Andrew's had **2 very successful Open Houses**.

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REGISTER FOR OPEN HOUSE

Admission Open House

Students attending Saint Andrew's School in Boca Raton have the distinct advantage of learning at one of the most prestigious and nationally recognized private schools in Florida. The school has been voted the top private school in Palm Beach County and ranked as a top 20 boarding school in the world. Recently, it's Entrepreneurial Program was named the 'Best Academic Program' in Palm Beach County.

Lower School Open House (Grades Pre-K-5)
Wednesday, October 2
9:00 - 11:00 am
See our teachers and students tour of our facilities and meet administrators. This is a great opportunity for parents to learn more about our school.

Middle and Upper School Open House (Grades 6-12)
Saturday, November 9
10:00 am - 12:00 pm
Explore our Middle or Upper School or both! Interact with students and teachers, learn more about our academic and extracurricular programs through a self-guided tour, and hear from our administrators.

Admissions Open House

Students attending Saint Andrew's School in Boca Raton have the distinct advantage of learning at one of the most prestigious and nationally recognized private Pre-K-12 schools in Florida. The school has been voted the top private school in Palm Beach County and ranked as a top 20 boarding school in the world. Recently, it's Entrepreneurial Program was named the 'Best Academic Program' in Palm Beach County.

Middle and Upper School Open House (Grades 6-12)
Saturday, November 9, 2019
10:00 am - 12:00 pm
Explore our Middle or Upper School or both! Interact with students and teachers, learn more about our academic and extracurricular programs through a self-guided tour, and hear from our administrators.

WHAT MAKES SAINT ANDREW'S PRE-K AND KINDERGARTEN A STEP ABOVE THE REST?

CLICK TO LEARN MORE & SCHEDULE A TOUR



NOVA SOUTHEASTERN
UNIVERSITY

NSU Florida is a private university with its main campus in Davie, Florida. The university consists of 18 total colleges, centers, and schools offering over 150 programs of study.

GOAL:

To increase registrations for attendees to a free publisher workshop that was available in person, online or to receive the recordings after the event.

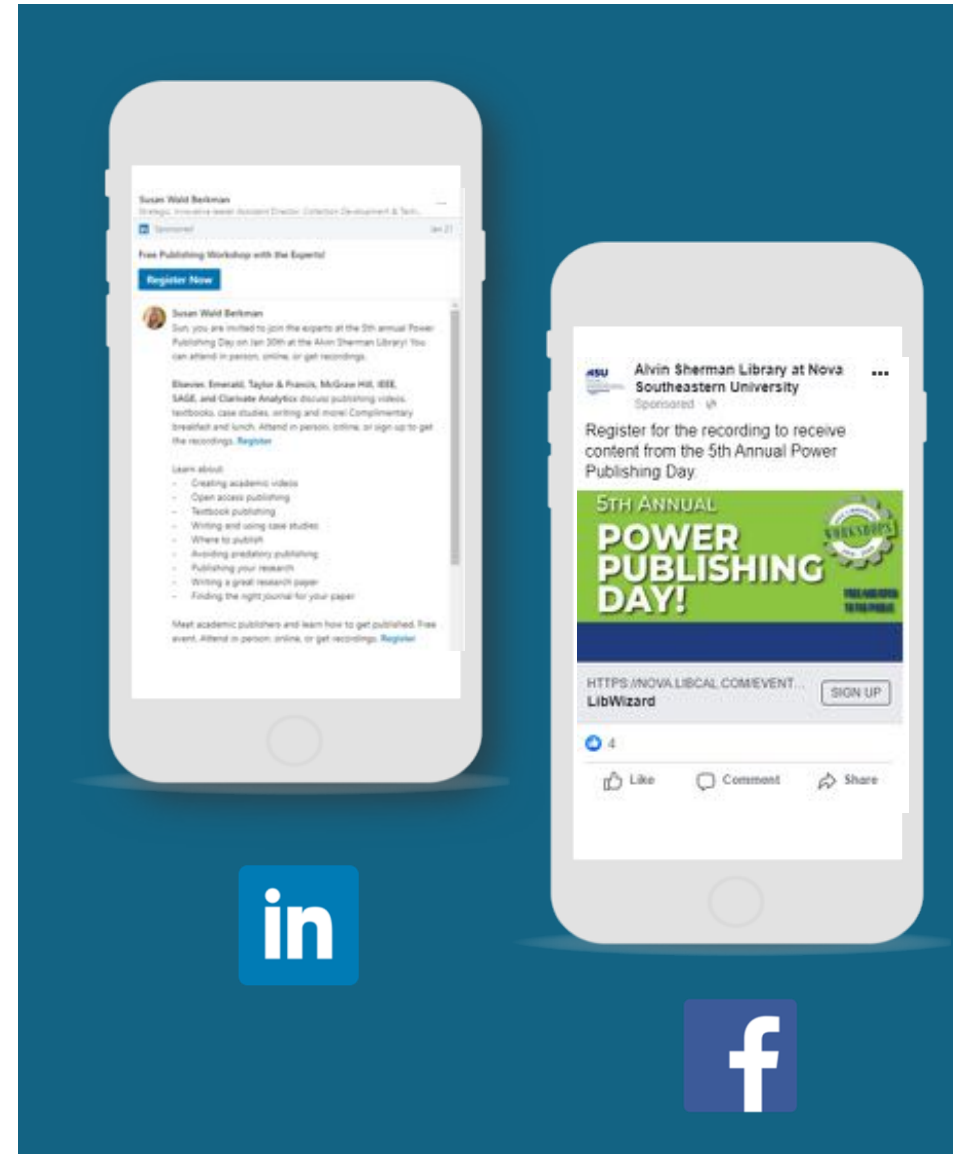
OUR STRATEGY:

Reach potential attendees through targeted LinkedIn InMails and Facebook Newsfeed Advertisements.

RESULTS

- **221% increase in attendance** & recordings requested year over year.
 - 423 in 2020 vs 191 in 2019
- **81,000 total impressions** delivered to target audience
- **400 Registration Website Visits** Delivered

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Client

Broward Health is one of the 10 largest health systems in the U.S. Located in Broward County, Florida, Broward Health operates more than 30 healthcare facilities in the county.

GOAL

Evergreen awareness and engagement with potential patients in the local public.

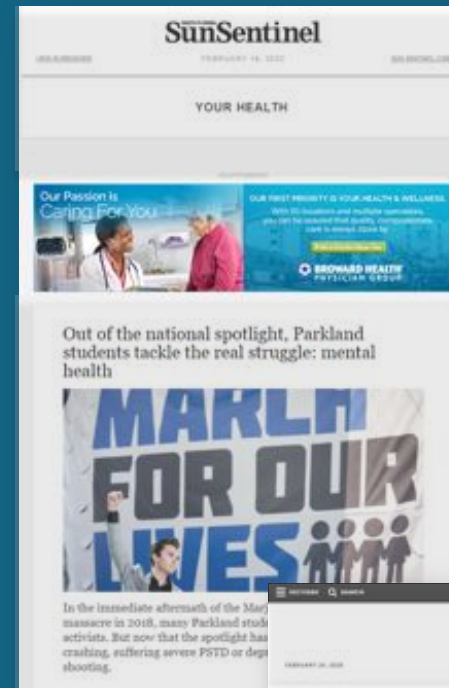
OUR STRATEGY

Implemented a targeted multimedia campaign of our owned & operated products that included the headlining SunSentinel.com Health Sponsorship, Your Health Newsletter Ad, E-Edition Inflow Unit and SunSentinel.com Advertising.

RESULTS

- All campaign tactics had **above average engagement and click through** metrics.
- The E-Edition inflow unit performed **200% above** our internal average of display ads yielding **454 website visits**.

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OUR WORK:

CLEVELAND CLINIC

Client

Cleveland Clinic is a non-profit academic medical center, providing clinical and hospital care and is a leader in research, education and health information.

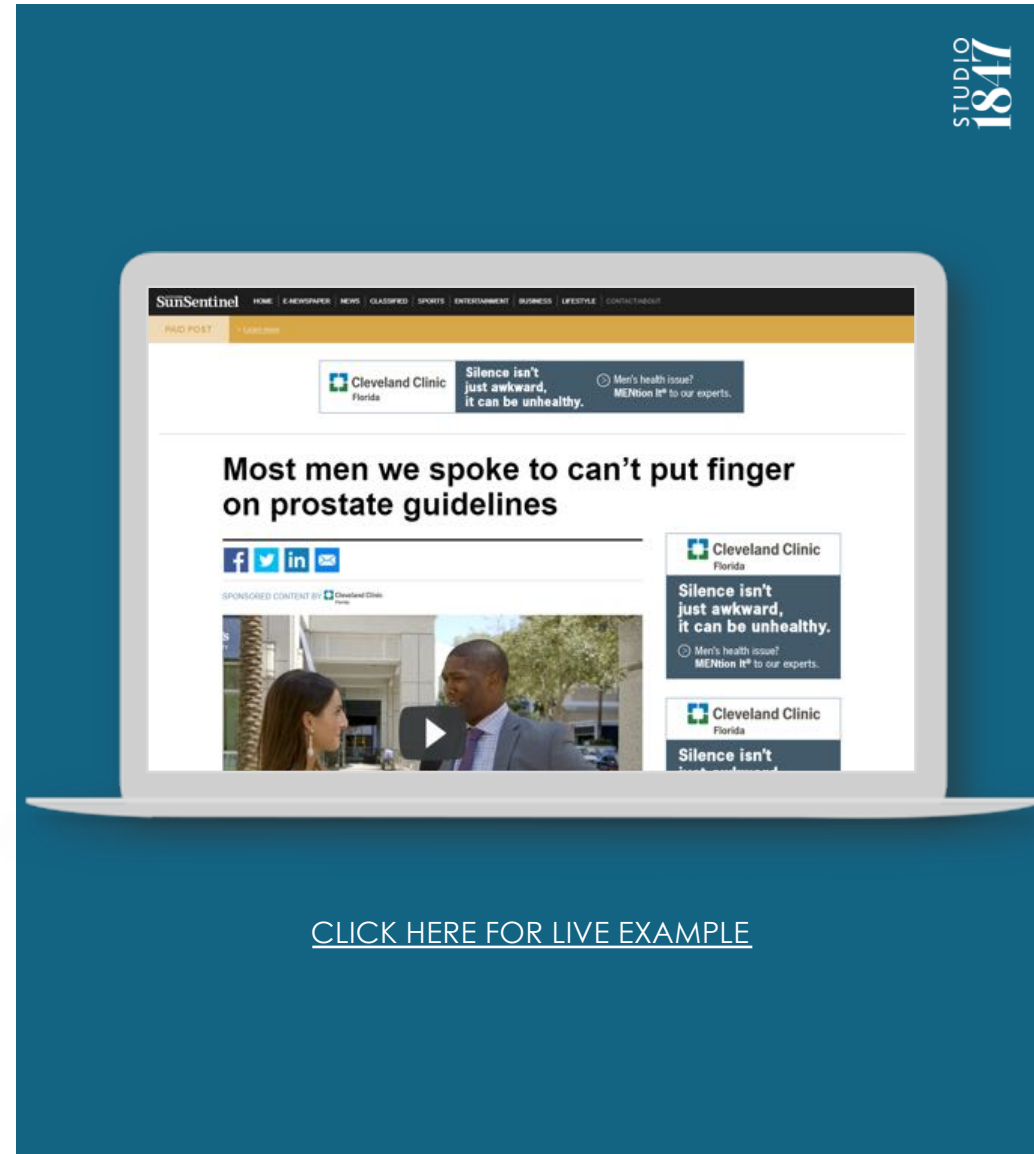
GOAL

We engage the audience by taking a humorous tone. We created a custom content initiative to hear from partners about their man's lack of MENTIONing it. "Top 10 Things My Man Never MENTions"

OUR STRATEGY

A man (or woman) on-the-street style video, featuring 8-10 partners talking about what their man fails to mention.

The end of the video features a strong CTA to visit the Cleveland Clinic website and learn more about the #MENTionIt campaign.



[CLICK HERE FOR LIVE EXAMPLE](#)



Client

Broward Health is one of the 10 largest health systems in the U.S. Located in Broward County, Florida, Broward Health operates more than 30 healthcare facilities in the county.

GOAL

Partner with Broward Health to help them showcase success stories, offer expert advice, drive attendance at lectures and increase patient screenings.

OUR STRATEGY

Executed an omni channel campaign, aligning Broward Health with relevant health content, create custom content highlighting Broward Health's areas of focus and offer additional solutions to help meet their objectives.

RESULTS

- Content had **above average engagement and click through** metrics.
- Facebook social post had the **highest engagement** of all paid social posts to date.

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[CLICK HERE FOR LIVE EXAMPLE](#)

STUDIO
1847



Water Taxi™

The Water Taxi is an attraction that provides a narrated excursion through South Florida's Ft. Lauderdale waterways. There are ten stops in total including several of nightlife fun and entertainment.

GOAL:

To attract "event enthusiast" consumers living in the Miami area for the Holiday Lights Cruises and book as many reservations as possible.

OUR STRATEGY:

Reach consumers with the propensity to attend events in the Miami area with SunSentinel.com Display Ads and two ad units, that ran back-to-back weeks deployed on our Weekender E-Newsletter, which highlights South Florida Events.

RESULTS

- The SunSentinel.com Display Ads performed **380% above** the industry average.
- The two weeks of the Weekender Newsletter ad placement garnered a total of **5,248 clicks** from the newsletter to the website.
- The Water Taxi **sold out tickets** to the Holiday Lights Cruise and were thrilled with campaign performance.

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MEDIA CAMPAIGN EXAMPLE: KIMPTON HOTELS & RESTAURANTS

Client

The Kimpton Hotel & Restaurant group is a California based hotel and restaurant brand owned by the Intercontinental Hotels Group. They are the largest chain of boutique hotels in the United States.

Goal

Reach audience interested in travel to Florida (in Florida and the Northeast, A28+, HHI \$250K+)

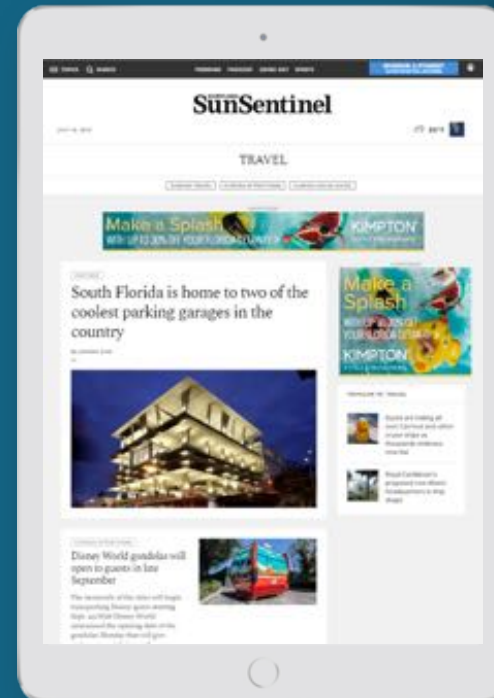
Solution

- SunSentinel.com & Programmatic display impressions
- Email Marketing Campaign

Results

- 6 week campaign
 - **200K+** impressions served
 - **321** total website visits
- 100K emails sent
 - **21.82%** Open Rate
 - **2,401** clicks to website

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OUR WORK:

WATER TAXI

Client

Water Taxi is Fort Lauderdale's "more than just a boat ride" way to explore Fort Lauderdale through a narrated excursion from the intracoastal.

GOAL

Attract both tourists and locals to use Water Taxi as transportation option to activities such as for dining, site seeing, shopping and entertainment .

OUR STRATEGY

Reach potential customers through SunSentinel.com display and admail, South Florida Parenting & the Weekender Newsletters.

RESULTS (as of 9/2019)

- SunSentinel.com display ads geo-targeted across the Going Out channel performed **140% ABOVE industry average** for display ads.
- Sun Sentinel Admail had an **open rate 36.4% above** industry average and a **click rate 52% above** industry average.
- The Weekender Newsletter ad placement garnered **59 clicks** from the newsletter to Water Taxi landing page.
- South Florida Parenting Newsletter had an **open rate 80% above** industry average.

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Client

Red Roof Inn has more than 580 properties in the U.S., Brazil and Japan across our four brands, ranging from economy to upper midscale.

GOAL

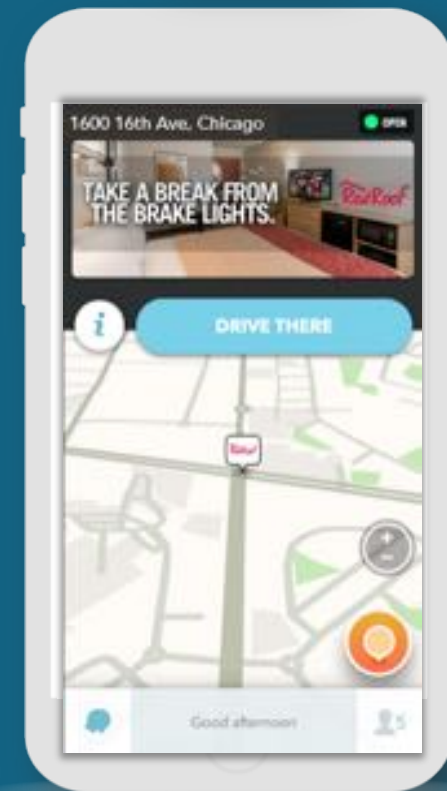
Increase the number of last-minute bookings by re-routing Wazers to a nearby Red Roof location.

SOLUTION

A national Waze campaign targeting travelers on the road with the simple message that they were here for those needing a “brake” from the road. Branded map pins taught travelers about Red Roof locations. Upon tapping the pin, users saw the campaign message and could re-route to the hotel directly from the ad.

RESULTS

- The campaign had **outstanding engagement rates** when compared with Waze's average ad platform benchmarks and only improved over time with a rigorous optimization and creative testing plan.
- The campaign drove over **14,000 navigations**
- **Client Feedback:** “Red Roof's partnership with Waze has been a win-win for travelers and Red Roof who have both benefitted from this innovative relationship.” MARINA MACDONALD, Red Roof CMO





Client

Florida Panthers Hockey Club is the NHL professional hockey team in South Florida

GOAL

Engage South Florida in celebrating the Florida Panthers' 25th anniversary while collecting audience data for future targeting.

SOLUTION

We created branded content and native advertising to generate interest in the Florida Panthers team and activities.

Content was brought to life through listicles, quizzes and photo galleries to share information about promotional events during the 2018-19 season.

Additionally, we deployed an email marketing campaign to further promote content and an enter to win contest to collect user data.

RESULTS

- Over **2 Million** total campaign impressions
- Average **engagement** rate of **over 60%**
- Above average **time spent** on content: **51 seconds**. (Benchmark is 36 seconds)





The Miccosukee Indians are a Floridian tribe of about 600 people, whose direct descendants pre-date Columbus. The tribe operates manages its independent membership, government, law and order, education, welfare, recreation and fiscal distribution.

Goal

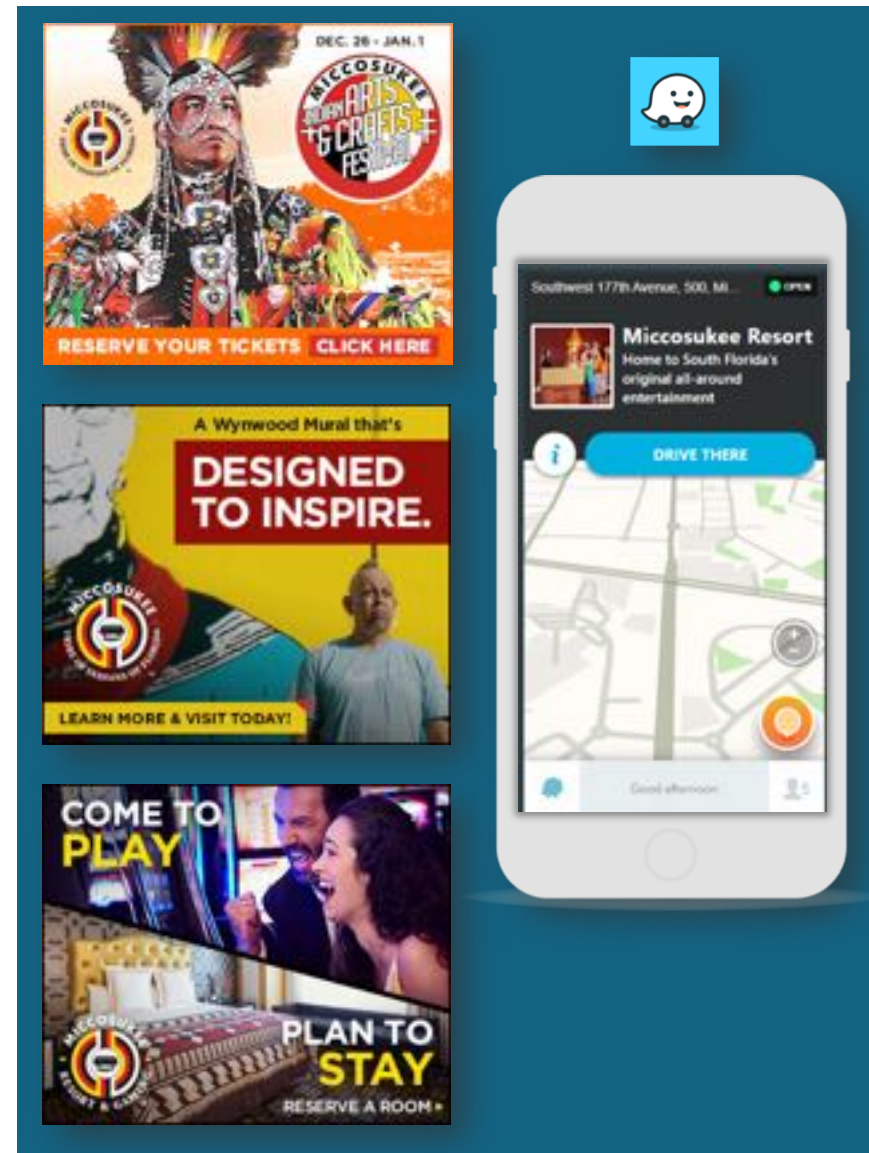
To promote several events and profit centers of the Miccosukee Tribe including: Arts & Crafts Festival, Wynwood Walls Installation, Gaming & Resort, Branding for Indian Village, and the Golf & Country Club.

Solution

Create a targeted multimedia marketing campaign with eye-catching artwork for appeal. Tactics included Programmatic Display Ads, Pre-Roll Video Ads, and Waze Advertisements.

Results

- More than **3.9 million impressions** served collectively.
- The **Programmatic Display and Pre-Roll Video** Campaigns yielded **5,442 total website visitors**, and all performed over industry standards.
- The **Waze** campaigns also performed above Waze averages with **8,880 actions, clicks or navigations**.





Paragon Theaters

is a movie theater group with 7 locations throughout the states of Florida & Virginia. They offer a more luxury movie-viewing experience with recliners, dining, beer & wine.

GOAL:

To increase ticket sales to the desired audience of high school students and families interested in movies + things to do within a 10-mile radius of the theater.

OUR STRATEGY:

Reach the desired demographic with Facebook advertising, a Custom Online Sweepstakes Contest which was blasted out via Third-Party Targeted Email and Geo Targeted Programmatic Display Ads.

RESULTS

- 398,618 Impressions
- 10,772 E-Mail Opens
- 10,564 Website Visits
- 625 Sweepstake Entries/Leads
- **Email Marketing: 20.43% open rate**, emails drove **1,272 visits** to the website.
- The **Facebook campaign** targeting parents & families within 10-mile radius of theaters drove **8,121 visits to the website**.
- In the first week of the **sweepstakes** launch, to optimize engagement we pivoted from programmatic display to social. With the support of targeted display branding before the sweepstakes, **the client reached their goals**.

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The Ultimate Entertainment Destination!

PARAGON THEATERS IMAX **McCLAIN'S**
AT FIRST & MAIN
DINING | MULTISCREEN | AIR-CLIMATE

FIRST & MAIN • 161A SOUTH MAIN STREET, BLACKSBURG

FREE SUMMER KIDS MOVIES
at **PARAGON THEATERS**

Tuesday, Wednesday, & Thursday at 10:00 AM
Through August 8 • First Come, First Served
CLICK HERE FOR THE FULL LINEUP!

SIGN IN • DIAMOND REWARDS • 5 POINTS

...and Save On Your Favorites!

USE THE APP TO PREORDER CONCESSIONS FOR PICKUP AND GET **25% OFF YOUR ORDER!**

\$7 STUDENT ADMISSION*
*EXCLUDES SELECT MOVIES

PARAGON THEATERS IMAX **McCLAIN'S**
AT FIRST & MAIN
DINING | MULTISCREEN | AIR-CLIMATE

PARAGONTHEATERS.COM

Paragon Theaters First & Main Blacksburg
Sponsored

Click For The Full Line Up Of Free Summer Movies At Paragon Theaters.

FREE SUMMER KIDS MOVIES
at **PARAGON THEATERS**

PARAGONTHEATERS.COM
Summer Kids Movies At Paragon!
PARAGON THEATERS - LUXURY MADE AFFORDABLE®

Book Now

155 Likes 14 Comments 95 Shares

Like Comment Share

FREE SUMMER MOVIES AT PARAGON THEATERS
10:00 AM, TUESDAY, WEDNESDAY & THURSDAY • THROUGH AUGUST 8 • **CLICK FOR FULL LINEUP**





Client

Baer's Furniture was family-founded in 1945 and today has 16 locations throughout the state of Florida offering a huge selection of furniture by quality name brands at a great value.

GOAL

Increased awareness, engagement and, in turn, furniture sales.

SOLUTION

- Owned and operated display advertising on SunSentinel.com, including a homepage sponsorship and rich media unit impressions.
- Website Retargeting
- Branded Content consisting of 4 articles

RESULTS

- Delivered added awareness and engagement for brand in front of target audience.
- Drove over **700 visits** to the website, with the Homepage Sponsorship and Website Retargeting performing **above industry standard**.

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ARMORVUE is a top-rated window & door company that has locations in Boca Raton, Orlando, Sarasota and Tampa. Their products adhere to the strictest industry standards for Florida.

GOAL: To gain qualified leads via phone calls and form fills.

OUR STRATEGY: Reach potential new patrons through SunSentinel.com Advertising, Programmatic Retargeting, Facebook Retargeting, and Paid Search.

RESULTS


- In April, as we approached the start of hurricane season, we saw the effects of COVID-19 diminish as calls and form fills have rebounded. **Form fills and qualified calls have more than doubled month over month.**
- **Form Fills were up in all markets.** Calls were up in Boca, Orlando and Tampa. The PPC Campaign for April yielded a total of **35 form fills** and **36 qualified phone calls.**
- **Branding on SunSentinel.com and Programmatic Retargeting continue to engage a qualified audience.** The high impact reskins for the homepage domination delivered highest engagement of all display.
- Facebook Retargeting delivered **10x impressions** month over month, and **12x leads**, with a total of 25 leads from FB RT.

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Armorvue Window & Door
Sponsored

Upgrade your old doors before the next hurricane hits! Our impact doors & windows are now 40% off. Get a virtual estimate today!

SAFETY... PROTECTION... PEACE OF MIND.




ARMORVUE
WINDOW & DOOR

ARMORVUE.COM
Now Offering External Home Measurements
Lifetime Warranty Included!

[Get Quote](#)

Armorvue Window & Door
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Replace your windows before the next hurricane hits! Our impact windows & doors are now 40% off. Get a virtual estimate today!



ARMORVUE
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SAFETY... PROTECTION... PEACE OF MIND.

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[Get Quote](#)

Ileen Tromberg Kretchmer-Barman, Earl Rahn and 25 others · 3 Comments · 6 Shares

AKEL HOMES

Akel Homes is a high-quality custom home builder with over 30 years of experience. Communities are planned to bring out the best of Florida living – glistening lakes, stunning open spaces and resort-style amenities.

Goal

To gain qualified leads in order to sell homes.

Solution

An evergreen targeted multimedia campaign to reach potential home buyers. Tactics include Search Engine Marketing, Social Media Advertising and Website Retargeting.

Results

- Even post-Coronavirus, we are delivering an **8% CTR** and **10% click to lead** conversion on this ongoing campaign.
- The client has been very happy to still be receiving approximately **300 leads, up 40%** month over month, in the first month post-quarantine.

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Insight is a leading provider of computer hardware, software, cloud solutions and IT services.

GOAL:

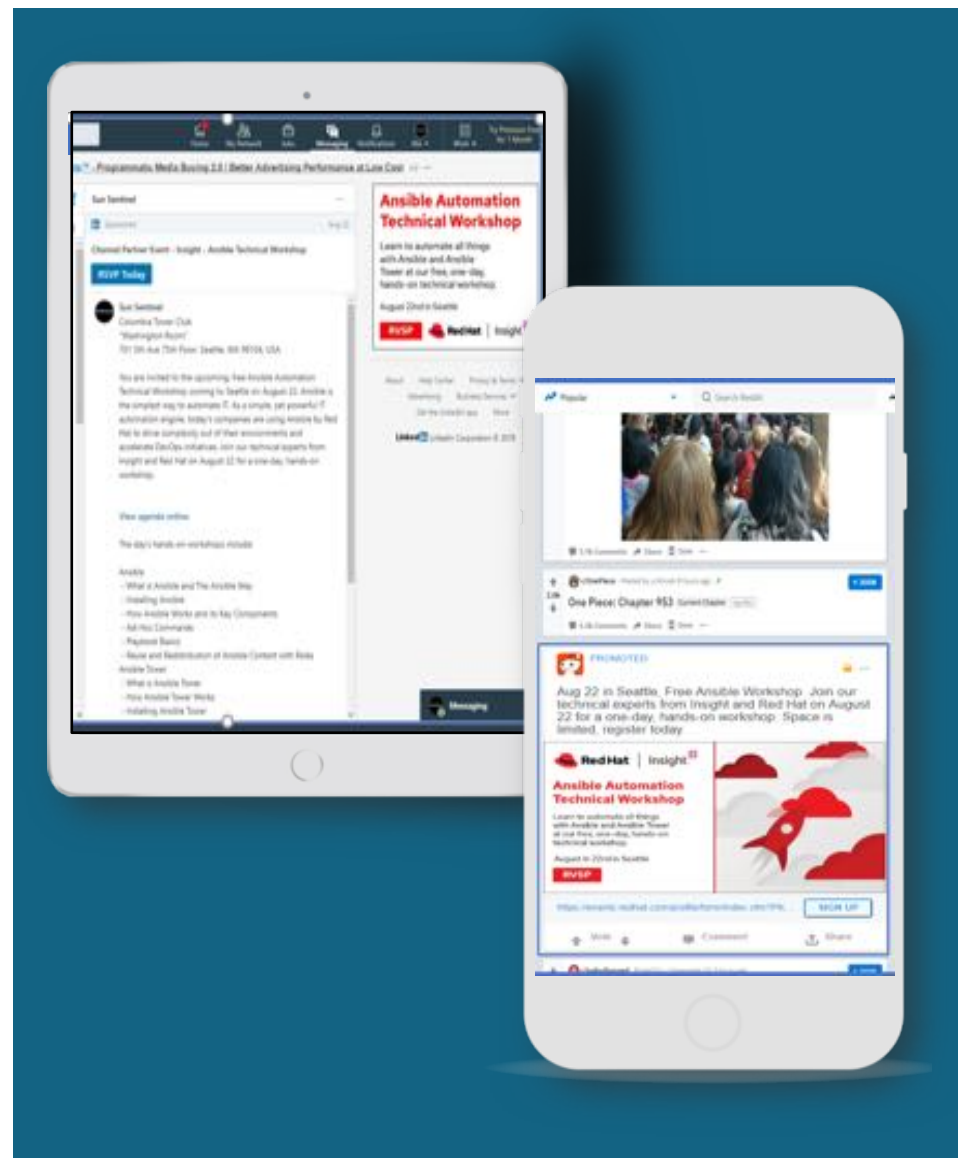
Insight, in partnership with Red Hat, wanted to drive attendance to an in-person Workshop in the Seattle market.

OUR STRATEGY:

A Social Advertising strategy was implemented on LinkedIn and Reddit to drive workshop registrations. LinkedIn InMail was heavily leveraged to reach the appropriate skillset and job title in the market.

RESULTS

- **Registration for the Workshop filled** before conclusion of the campaign and client attributed high registration to this media campaign.
- **Client renewed** to run in another market.





Ciena is a US-based global supplier of telecom networking equipment, with 6,000+ employees.

GOAL

Increased Share of Voice In-Market in front of target audience attending an annual key industry event.

SOLUTION

- Digital display and native advertising strategy targeted at IT Decision Makers in market, geo-fence of venue and surrounding hotels, and site retargeting.
- Advertising directed audience to blog posts.

RESULTS

- Delivered **added awareness and engagement** for brand in front of target audience.
- Succeeded in **creating engagement** with two key topics during campaign.
- Leveraged engager traffic for **lead generation** and future retargeting.

Sponsored by Ciena

What is CIN?

The term, Converged Interconnect Network (CIN), has been around for a few years now – but it is only now with its importance in enabling MSOs to deploy Distributed Access Architectures that it is getting more attention.



Sponsored by Ciena

BSP Report – Network Automation

Want to hear directly from cable executives about what is driving their network automation strategies? Broadband Success Partners did just that, find out what they learned and the implications for network automation in the cable industry.



The most comprehensive solution for the CIN

ciena

[See why](#)





Red Hat is a tech firm that relies on a network of channel partners to build their business. They were recently acquired by IBM.

GOAL

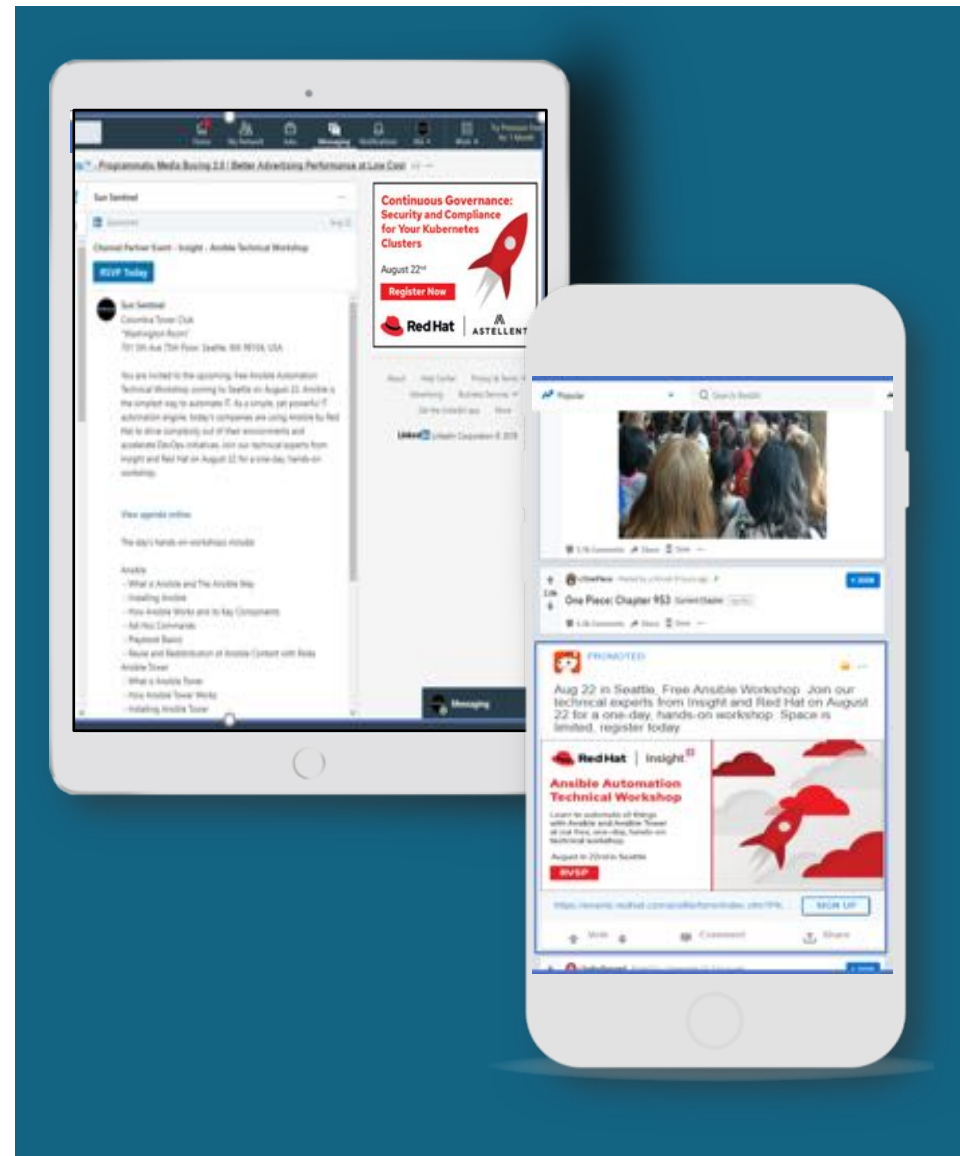
Astellent, in partnership with Red Hat, wanted to drive Webinar registrations.

SOLUTION

A Social Advertising strategy was implemented on LinkedIn and Reddit to target IT decision makers and purchasing influencers.

RESULTS:

- **Multiple market exposure** in front of target audience ranging from IT Department Managers to C- Suite Executives.
- **Data revealed best performing markets** which can be used to inform future tactics and in-market efforts.





Client

The Greater Fort Lauderdale Alliance is the primary economic development organization for Broward County, focused on creating, attracting, expanding and retaining high-wage jobs and capital investment in the area.

Goal

Capture the attention of business decision makers who visited South Florida during the Super Bowl and drive them to gflalliance.org, where they can be retargeted to conversion.

Solution

Device-capture in key locations during the weeks before and after the game, then retargeting the BDM's in that audience across North America for 60 days after the game. Target segments included Senior Executives, C-Suite, High Household Income.

Results

- More than **1 million impressions delivered.**
- **1,975 website visits.**



Pre-Game

Hyperlocal mobile campaign targeted to key locations for executives and Super Bowl visitors.



Game Day

Hyperlocal mobile campaign targeted to pre-game locations plus Hard Rock Stadium.



Post-Game

Retargeted campaign delivered to users across North America except the South Florida DMA's



Doris Italian Market is South Florida's premier specialty supermarket with locations in Pembroke Pines, Sunrise, Coral Springs, Boca Raton and North Palm Beach.

GOAL:

To consistently keep top of mind with an evergreen multimedia marketing campaign in order to increase awareness and, in turn, sales.

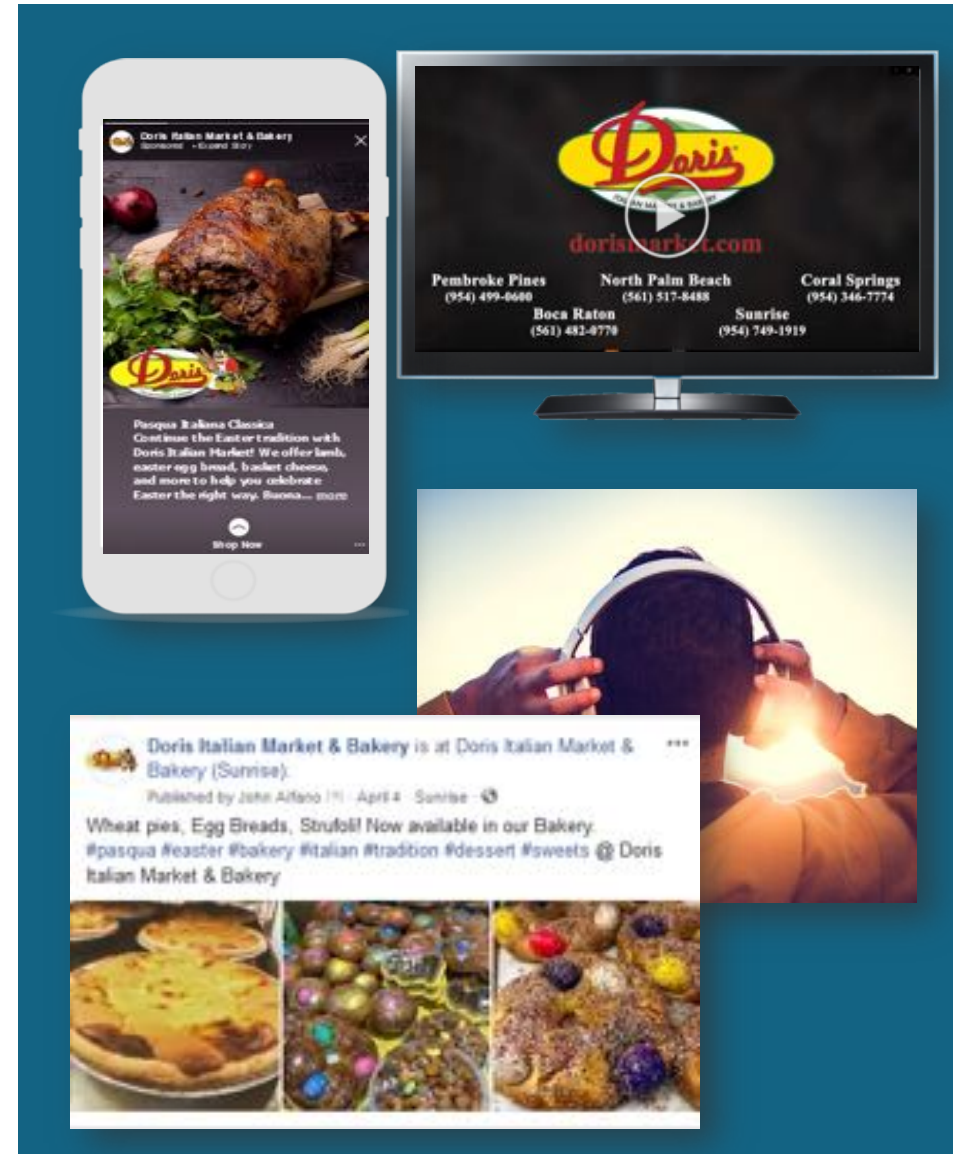
OUR STRATEGY:

Reach potential consumers, however they might be absorbing media by utilizing the targeted tactics of Social Media Advertising & Content, Programmatic Display Ads, Connected TV Ads, Programmatic Audio, Pay-Per-Click, SEO and Reputation Management.

RESULTS

- Between both Social Campaigns, 513,144 people were reached with **977 new page "likes,"** and a CTR on the ads **598% above industry average.**
- The Programmatic Display ads performed **150% above industry average** and yielded **586 website visits.**
- Programmatic Audio had over a **96% completion rate** and reached just under 64,000 consumers.
- The Connected TV commercials had a **91% completion rate** and reached 155,900 people.
- Paid Search performed **875% above industry average** and drove **4,406 clicks** to the client's website.

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Client

Wild Fork Foods is a grocery retailer that offers organic, high end meats and produce with convenient delivery options nationwide.

GOAL

Wild Fork Foods opened a location in South Florida. With a lot of Grocery competition, it was necessary for them to distinguish themselves, especially among all the options for quality meats and seafood.

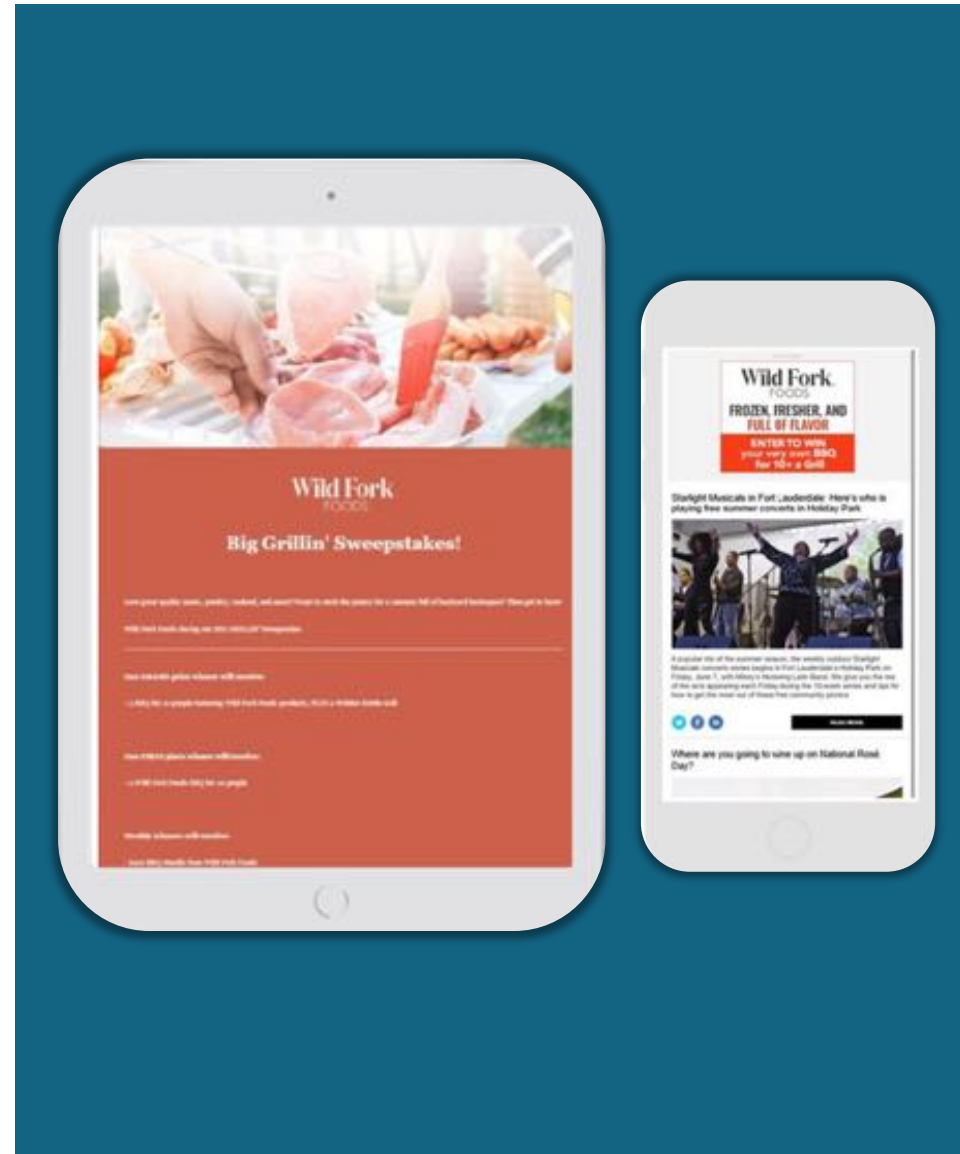
SOLUTION

A robust media plan to support driving traffic to a custom sweepstakes page. Sweepstakes are great for maximum exposure since there is little barrier to entry. The media plan included targeted SunSentinel.com advertising, sponsorship of the Weekender Newsletter to reach those doing grocery shopping on weekends, and custom emails to extend the reach.

RESULTS

- **4,700 website visits.** The client was thrilled with this, as web traffic was one of their KPIs of priority.
- **700+ entries & opt-ins** building a local marketing database
- Insights which allowed the client to build and tweak similar campaigns.

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OUR WORK:

PUBLIX

Client

Publix is an employee-owned, American supermarket chain headquartered in Lakeland, Florida.

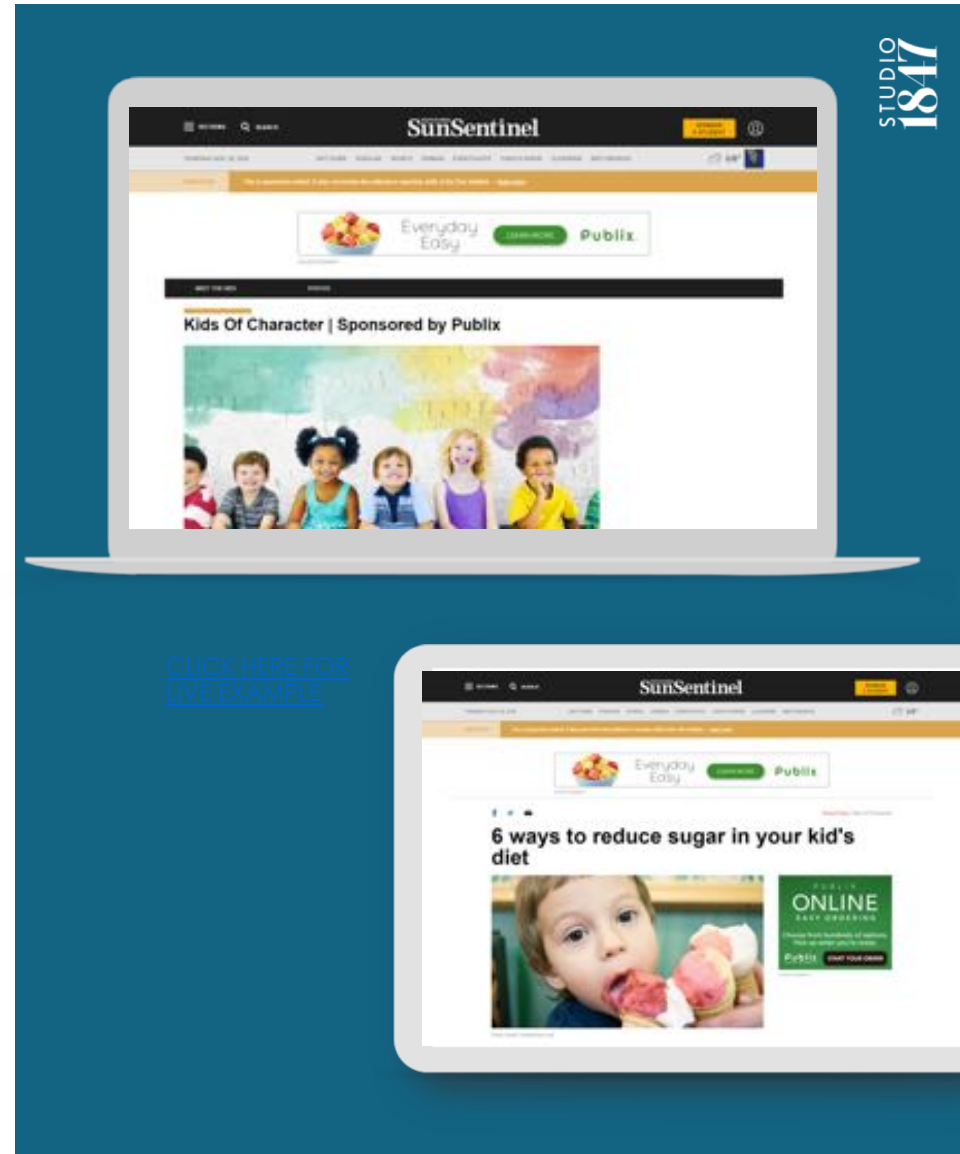
Goal

This multi-year campaign is unique because the client is neither mentioned nor interviewed in the stories, and only a couple even mention food. Publix instead wants to promote raising kids and core values for the parent/educator audience.

Using child development and other experts from the South Florida area, we localize the stories so they are more relevant to Publix shoppers. By reflection rather than direct sell, we position Publix as a supermarket that cares about families.

Solution

Content focuses on peer pressure, community service, setting goals, talking with your teen, family meals, dealing with failure, how to stop over parenting your children, nutritious snacks, helping your child fall asleep, and more



VILLAGE TAVERN®

Village Tavern is a small, private sole-proprietor restaurant chain with 10 locations in 6 states. Their "idea was simple, serve the best possible food, at affordable prices, using only the finest ingredients".

GOAL:

To attract consumers ages 35-60 (including singles & families) in addition to seasonal locals. VT is looking to promote their brand-new outdoor patio, specific events for a "younger" crowd. ie: "Wine Wednesday" and holiday gift card sales.

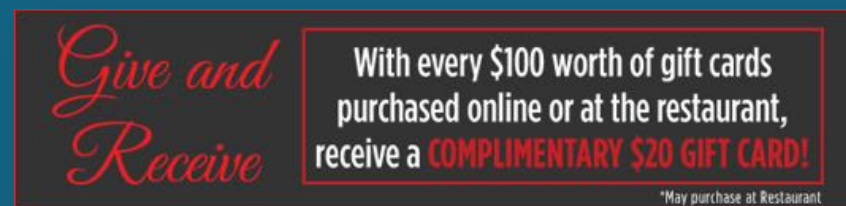
OUR STRATEGY:

Reach potential new patrons through Third Party Targeted-Solicited Email and through the Weekender E-Newsletters.

RESULTS

- **Third Party E-blast** targeting consumers ages 35-60 (including singles & families) had a **20.50% open rate**, and a **2.23% click-thru rate**, both well above industry averages.
- The **Weekender Newsletter** ad placement garnered **2,419 clicks** from the newsletter to the Village Tavern landing page. This is a **2.42% CTR** (well above industry standard).
- **The client feedback was amazing.** They had a large **increase in gift card purchases** at the Boynton Beach location.

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CONTACT US

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