SUCCESS STORIES
SunSentinel
MEDIA GROUP
OUR STRATEGY: Paid Search, Paid Social Media, LinkedIn Ads, Email, Display, Video and O&O.

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

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.
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.

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 it’s cutting edge excellence in a Boca Magazine article.

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.

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**.
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
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.
OUR WORK:
CLEVELAND CLINIC

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.

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.

CLICK HERE FOR LIVE EXAMPLE
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.
**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.

**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.
MEDIA CAMPAIGN EXAMPLE:
KIMPTON HOTELS & RESTAURANTS

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

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.
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 garnished 59 clicks from the newsletter to Water Taxi landing page.
- South Florida Parenting Newsletter had an open rate 80% above industry average.
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
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
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)*
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.

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.
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.
**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 increased 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.
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.
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.

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.

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.
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.
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.

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

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

BSP Report – Network Automation
Want to hear directly from cable execs 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.
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.
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.

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.
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.
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.
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
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. i.e: “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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