



About Client



NBC 5 wants to be Chicago’s top source for news and information, especially with their early morning programming from 4:30 – 7 a.m. every morning. With the promotion of their mobile app, the News Today App, fans have yet another connection to getting their news served fast and hot. Just like breakfast.

www.nbcchicago.com

Goals of Campaign

- Increased viewership of the morning news programming
- Increased mobile app downloads

Highlights

- Food truck passing out free bagged breakfasts in high traffic, targeted locations of Chicago
- Brand ambassadors helping passersby download mobile app quickly via near field communication (NFC) and QR code capabilities

Results

- 3,200 breakfast bags distributed
- 688 app engagements
- 68.8% redemption rate
- 12,800 lasting consumer impressions

About dio

diousa.com // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



NBC 5 Chicago Delivers Fans Daily News...and Free Breakfast

Start Your Day Off Right

We all know that breakfast is the most important time of the day, and by promoting the NBC 5 News Today morning programming in conjunction with free breakfasts, this campaign allows consumers to draw a lasting connection between the two. Creating this awareness and driving habitual consumption of both breakfast and news together, this campaign will have a long-term effect.

The street marketing crew passed out bagged breakfasts and helped consumers download the mobile app quickly, detailing the wake up alerts and on-screen personalities featured within the app. Targeting busy commuter areas during the peak morning hours, the campaign successfully engaged target demographics with shareable and memorable experiences.

Brand ambassadors, who actively educated consumers about NFC capabilities, were viewed as early technology adopters, boosting NBC 5’s credibility among viewers.

Meet the News Cast

By inviting the on-air talent to participate in the free breakfast distribution, the campaign attracted even more buzz. The news anchors, celebrities in their own right, interacted with fans of the show. This helped to deepen the consumers’ respect of the news crew, which reinforced the brand’s reputation as the leading source for morning news.

“Crowds formed around team members as they continued to demonstrate and help consumers download the app, which was widely accepted by the masses that ventured over to the NBC branded sampling truck. The level of positive responses to our campaign really helps to paint a picture of what people want and need from their morning news.” // **Joseph Lill, Sr. National Event Manager**



For more campaign information, please visit <http://diousa.com/work/nbc-5-chicago/>.