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WHO'S THE AUDIENCES

MULTI-PLATFORM APPROACH

- On linear - F 25-54
- On digital/social - F 18-





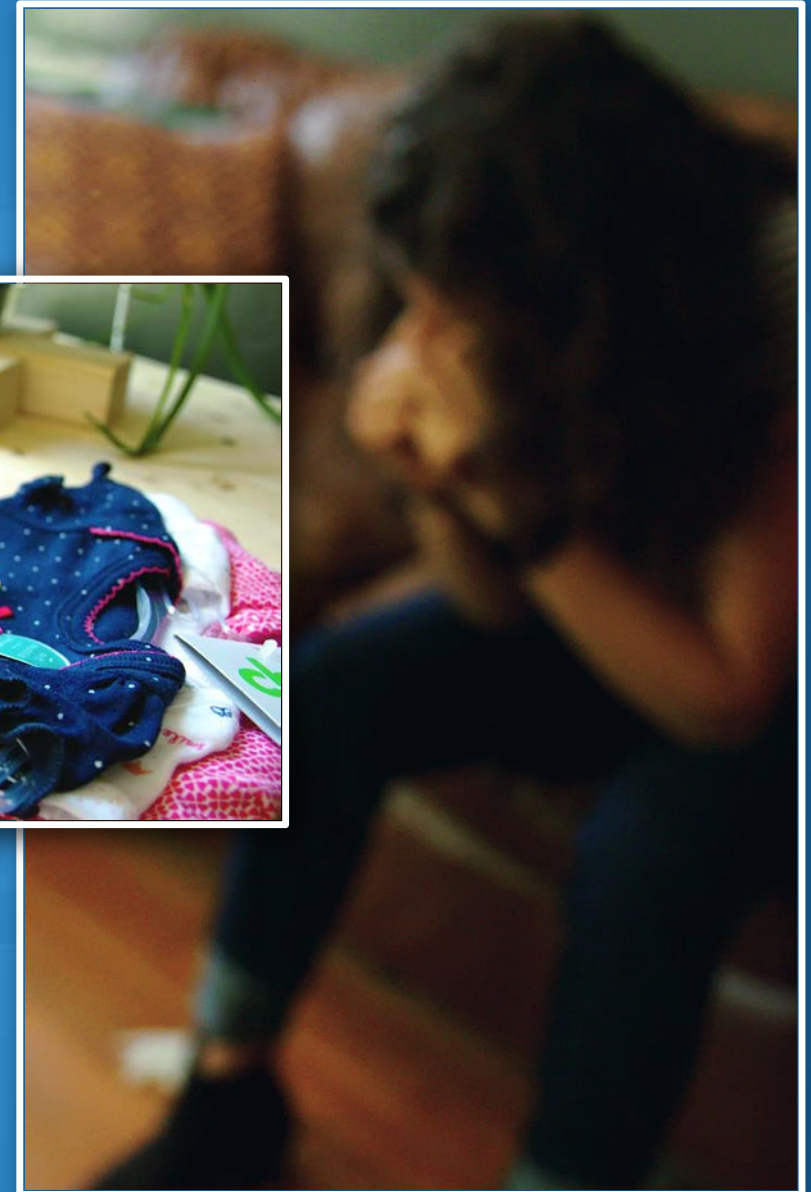
WHY WE DID

IT PULL THE HEART STRINGS

- Emotional marketing works
- Get on the same level

KEEP IT SIMPLE (STUPID)

- Tight turn around
- Multiple platforms
- Easy to follow





HOW WE DID

THE **IT** TOOLS

- Sony FS7
- Movi M15 gimble
- Adobe Creative Suite

Linear Promotion

- Traditional with an untraditional twist
- Simple one shot
- Strong audio & visuals

Radio Promotion

- “Imagine if...”
- Sound design





HOW WE DID

IT DIGITAL/SOCIAL PROMOTION

- Linear and digital promos not interchangeable
- Followers HATE being teased
- Different audience, different goal
- Needs CONTENT
- Know when to boost, not “just ‘cause”
- Know the data

ABC30 Action News
2 hours ago ·

After a life-saving surgery, she also tried to save her ability to have kids. We investigated and found something even more disturbing. Watch the full story here → <http://abc30.com/investigates>

This is
Sierra Matthews.

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105K views

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**THANK
YOU!**