Engaging creative and cohesive multi-platform campaign delivers record-breaking 89% interaction rate and quality leads

Client: Medical Research  Market: Greensboro  Product: Online

Challenge
- Client needed to reach new, quality leads for clinical studies
- Client was seeing diminishing results from traditional broadcast campaigns

Solution
- The AE collaborated with DSLs Susan Brami and Morgan Greene to create a one-week multi-platform campaign for their new migraine study
- On-Air: 222 spots appealing to middle-aged females, including TWC production
- Online: RoadRunner.com digital package with personal health questions & strong call-to-action (including display production):
  - 145,000 ROS impressions
  - Shopping Page Roadblock
  - Home Page Push-Down

Impact
- Home Page Pushdown unit delivered client’s highest-ever CTR (1.20%) and an incredible interaction rate of 89.39%
- Client was able to fill study and even put qualified candidates on waiting list for future migraine studies

“Client has had tremendous success, especially with their high-impact units. I am so thrilled for them!”

Account Executive
TWCcentral.com: Solutions for your needs

Peel Back
TWCcentral.com: Solutions for your needs

Homepage Pushdown
TWCcentral.com: Solutions for your needs

Wallpaper
TWCCentral.com: Solutions for your needs

Webmail sponsorship

GET IN THE GAME!
EVERY OVERTIME, EVERY BASKET, EVERY GAME.
LEARN MORE

EVERYONE HAS A WISHLIST
SHARE THE MAGIC AND EXCITEMENT OF THE HOLIDAYS WITH FRIENDS AND FAMILY
Adults 25-54

Your advertising schedule will be customized to target potential participants. This package is designed to include a high level of frequency which will greatly enhance your clinical trial’s top-of-mind awareness and increase enrollment.

**Tier A Networks:** Choose 3 networks from Tier A to run a total of 75 commercials

- food
- ESPN
- TNT
- FOX NEWS
- CNN
- tbs
- TBS
- FX
- AXE
- HGTV

**Tier B Networks:** Choose 3 networks from Tier B to run a total of 75 commercials

- abc family
- The Weather Channel
- BET
- MTV
- Discovery
- ESPN2
- News
- Discovery
- HLN
- Bravo

**Tier C Networks:** Choose 4 networks from Tier C to run a total of 100 commercials

- lmn
- C
- TLC
- nick
- VH
- Syfy
- E
- AMC

**Tier D Networks:** Choose 5 networks from Tier D to run a total of 150 commercials

- Hallmark
- CNBC
- CMT
- Animal Planet
- Travel
- MSNBC
- TV Land
- NBC
- Fox
- NFL Network

**Online – Websites Such As:**

- Barnes & Noble
- New York Post
- TWC Central
- Rolling Stone
- Southern Living
- CANOE
- Kayak
- eBay

Total Commercials: 400
Total Online Impressions: 550,000

Durham/Chapel Hill zone:
Avg. $9 per commercial

Johnson/Wilson/Wayne zone:
Avg. $8 per commercial

Wake North zone:
Avg. $17 per commercial

Wake South zone:
Online:
Avg. $17 per commercial
$5.00 CPM

Commercials run equal rotation between M-Sun 6a-12m based on available inventory on the networks selected. Deco web ads run Northern Raleigh/Durham DMA; TWCentral.com web ads run full Raleigh/Durham DMA.

Lynne DaSilva-Condlin
Account Executive
lynnedasilva@tncable.com
919-247-6964
Adults 55+

Your advertising schedule will be customized to target potential participants. This package is designed to include a high level of frequency which will greatly enhance your clinical trial’s top-of-mind awareness and increase enrollment.

**Tier A Networks:** Choose 3 networks from Tier A to run a total of 75 commercials

- food
- ESPN
- TNT
- FOX News
- CNN
- tbs
- Oxygen
- AXE
- HGTV

**Tier B Networks:** Choose 3 networks from Tier B to run a total of 75 commercials

- ABC Family
- The Weather Channel
- BET
- HLN
- Discovery
- History
- H

**Tier C Networks:** Choose 4 networks from Tier C to run a total of 100 commercials

- LMN
- TLC
- Syfy
- AMC

**Tier D Networks:** Choose 5 networks from Tier D to run a total of 150 commercials

- Hallmark
- Golf Channel
- CMT
- Animal Planet
- Travel Channel
- MSNBC
- Trinity

**Online – Websites Such As:**

- Forbes
- bio.
- FOX News
- TWC Central
- People
- TIME
- Find a Doc

**Total Commercials:** 400
**Total Online Impressions:** 550,000

Durham/Chapel Hill zone: Avg. $9 per commercial
Johnson/Wilson/Wayne zone: Avg. $8 per commercial
Wake North zone: Avg. $17 per commercial
Wake South zone: Avg. $17 per commercial
Online: $5.00 CPM

Commercials run equal rotation between M-Sun 6a-12m based on available inventory on the networks selected.
Demo Web Ads run Northern Raleigh/Durham DMA; TWCcentral.com web ads run full Raleigh/Durham DMA

Lyndel Dallin-Conklin
Account Executive
lyndel.dallin@hkcable.com
919-247-6384
Men 18-34

Your advertising schedule will be customized to target potential participants. This package is designed to include a high level of frequency which will greatly enhance your clinical trial's top-of-mind awareness and increase enrollment.

**Tier A Networks:** Choose 3 networks from Tier A to run a total of 75 commercials

- ESPN
- TNT
- Fox News
- CNN
- TBS
- FX
- AXE

**Tier B Networks:** Choose 3 networks from Tier B to run a total of 75 commercials

- ABC Family
- BET
- MTV
- Discovery
- ESPN 2
- News 24
- History

**Tier C Networks:** Choose 4 networks from Tier C to run a total of 100 commercials

- Comedy Central
- TLC
- VH1
- Syfy
- AMC

**Tier D Networks:** Choose 5 networks from Tier D to run a total of 150 commercials

- CMT
- Animal Planet
- MSNBC
- NBC Sports
- truTV
- Fox
- NFL

**Online – Websites Such As:**

- RollingStone
- snagajob.com
- NFL
- Fandango
- TWC Central
- Men's Fitness
- Car and Driver
- FLEX

Commercials run equal rotation between M-Sun 6a-12m based on available inventory on the networks selected. Demo Web Ads run Northern Raleigh/Durham DMA; TWCentral.com web ads run full Raleigh/Durham DMA.

- Total Commercials: 400
- Total Online Impressions: 550,000
- Avg. $9 per commercial
- Avg. $8 per commercial
- Avg. $17 per commercial
- Avg. $17 per commercial
- $5.00 CPM

Lynne Dallin-Conkin
Account Executive
lynned@cable.com
919-247-6984
Men 35-64

Your advertising schedule will be customized to target potential participants. This package is designed to include a high level of frequency which will greatly enhance your clinical trial's top-of-mind awareness and increase enrollment.

**Tier A Networks:** Choose 3 networks from Tier A to run a total of 75 commercials

| ESPN | TNT | FOX News | CNN | TBS | FX | A&E |

**Tier B Networks:** Choose 3 networks from Tier B to run a total of 75 commercials

| abc family | BET | ESPN 2 | Discovery | NEWS 14 Carolina | HLN | H2 |

**Tier C Networks:** Choose 4 networks from Tier C to run a total of 100 commercials

| C | TLC | VH | Syfy | AMC |

**Tier D Networks:** Choose 5 networks from Tier D to run a total of 150 commercials

| NBC Sports Network | CMT | Animal Planet | MSNBC | TVland | NBC O&O | truTV | Fox News Media Group | NFL Network |

**Online – Websites Such As:**

| USA Today | Beyond the Dow | eHow | Vacation Rentals.com | Men's Health |

| Total Commercials: 400 |
| Total Online Impressions: 550,000 |

Durham/Chapel Hill zone:  
Avg. $9 per commercial

Johnson/Wilson/Wayne zone:  
Avg. $8 per commercial

Wake North zone:  
Avg. $17 per commercial

Wake South zone:  
Avg. $17 per commercial

Online:  
$5.00 CPM
Women 18-34

Your advertising schedule will be customized to target potential participants. This package is designed to include a high level of frequency which will greatly enhance your clinical trial’s top-of-mind awareness and increase enrollment.

**Tier A Networks:** Choose 3 networks from Tier A to run a total of 75 commercials

| Food Network | TMC | TBS | Lifetime | A&E | HGTV |

**Tier B Networks:** Choose 3 networks from Tier B to run a total of 75 commercials

| ABC Family | BET | News 24 | MTV | Bravo |

**Tier C Networks:** Choose 4 networks from Tier C to run a total of 100 commercials

| LMN | TLC | Nickelodeon | VH1 | E | Oxygen | AMC |

**Tier D Networks:** Choose 5 networks from Tier D to run a total of 150 commercials

| Hallmark Channel | CNN | CMT | Animal Planet | MSNBC | truTV |

**Online – Websites Such As:**

- Bazaar
- InStyle
- E!
- TWC Central
- Moviestream
- Billboard.com

Total Commercials: 400
Total Online Impressions: 550,000

Durham/Chapel Hill zone: Avg. $9 per commercial
Johnson/Wilson/Wayne zone: Avg. $8 per commercial
Wake North zone: Avg. $17 per commercial
Wake South zone: Avg. $17 per commercial
Online: $5.00 CPM

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Demo Web Ads run Northern Raleigh/Durham DMA; TWCcentral.com web ads run full Raleigh/Durham DMA.

Lynne Callin-Conklin
Account Executive
lynnecallin@twcable.com
919-247-6864
Your advertising schedule will be customized to target potential participants. This package is designed to include a high level of frequency which will greatly enhance your clinical trial's top-of-mind awareness and increase enrollment.

**Tier A Networks:** Choose 3 networks from Tier A to run a total of 75 commercials

<table>
<thead>
<tr>
<th>Food</th>
<th>TNT</th>
<th>FOX News</th>
<th>CNN</th>
<th>TBS</th>
<th>Lifetime</th>
<th>A&amp;E</th>
<th>HGTV</th>
</tr>
</thead>
</table>

**Tier B Networks:** Choose 3 networks from Tier B to run a total of 75 commercials

<table>
<thead>
<tr>
<th>abc family</th>
<th>The Weather Channel</th>
<th>BET</th>
<th>News 12</th>
<th>HLN</th>
<th>Bravo</th>
</tr>
</thead>
</table>

**Tier C Networks:** Choose 4 networks from Tier C to run a total of 100 commercials

<table>
<thead>
<tr>
<th>LMN</th>
<th>TLC</th>
<th>nickelodeon</th>
<th>VH</th>
<th>E</th>
<th>Oxygen</th>
<th>AMC</th>
</tr>
</thead>
</table>

**Tier D Networks:** Choose 5 networks from Tier D to run a total of 150 commercials

<table>
<thead>
<tr>
<th>Hallmark</th>
<th>CNBC</th>
<th>CMT</th>
<th>Animal Planet</th>
<th>Travel</th>
<th>MSNBC</th>
<th>TV Land</th>
</tr>
</thead>
</table>

**Online – Websites Such As:**

<table>
<thead>
<tr>
<th>allrecipes.com</th>
<th>Southern Living</th>
<th>everyday.com</th>
<th>TWC Central</th>
<th>priceline.com</th>
<th>Good Housekeeping</th>
<th>SHAPE</th>
</tr>
</thead>
</table>

Total Commercials: 400
Total Online Impressions: 550,000

Durham/Chapel Hill zone: Avg. $9 per commercial
Johnson/Wilson/Wayne zone: Avg. $8 per commercial
Wake North zone: Avg. $17 per commercial
Wake South zone: Avg. $17 per commercial
Online: $5.00 CPM

Commercials run equal rotation between M-Sun 6a-12m based on available inventory on the networks selected.
Demo Web Ads run Northern Raleigh/Durham DMA; TWCcentral.com web ads run full Raleigh/Durham DMA.
Northern Wake zone (WKN) 139,994 HH
Southern Wake zone (WKS) 100,013 HH
Johnston/Wayne/Wilson zone (JWW) 72,999 HH
Durham zone (DUR) 116,005 HH

WKN, WKS, JWW combined = Raleigh (RAL zone)