



NEBRASKA

CRAFT BREWERY BOARD

Promoting the Nebraska Craft Beer Industry 2023

AGENDA

INTRODUCTION
PRODUCTION
DIGITAL VIDEO
BROADCAST TELEVISION
BUDGET
IMPACT
QUESTIONS



INTRODUCTION

COLLABORATION

In partnership with the Nebraska Craft Brewers Guild, KETV has created a marketing plan designed to promote the Nebraska Craft Brewery Industry in Nebraska.

GOAL

Promoting Nebraska brewed products and educating Nebraskans about the industry's positive impact on Nebraska's economy.

PRIMARY TARGET AUDIENCE

Nebraska Men Ages 35 – 54 with annual household incomes of at least \$75,000.

SECONDARY AUDIENCE

Nebraskans ages 21 & older.

STRATEGY

Implementation of a broadcast and digital TV campaign throughout the state of Nebraska during the 2023 College Football Season.



PRODUCTION

Our marketing proposal includes the production of (2) :30 television spots. Each spot will also be edited into a :15 version for use where needed in the digital campaign. The first will promote the products sold by the Nebraska Craft Brewing Industry and the second will focus on the positive impacts the Nebraska Craft Brewing Industry has on Nebraska's economy. Each spot will be created in collaboration with the Nebraska Craft Brewers Guild.

- Script Development
- On Location Filming
- Editing & Graphics
- Use of KETV Stock Footage / Photos
- Voice Over Narration
- Music from Universal Music



TV TERMS

CONNECTED TV (CTV)

CTV stands for “connected TV” and is any television used to stream video over the internet. These are most often videos that are streamed via apps that are downloaded. CTV is viewed on “Smart TVs” which are connected directly to the Internet or via devices such as Rokus, Chromecasts, Apple TVs and Amazon Firesticks.

In a CTV campaign, ads are targeted to specific demographic groups. The targeted audience will see the ads no matter the program or time of day.

BROADCAST TV

Broadcast television is the most common form of television in the United States. TV broadcasting channels use public airwaves to transmit programs that are theoretically available to any TV set within range of a broadcast transmitter, at no cost to the viewer.

In a broadcast TV campaign, ads are placed in specific programs and times of day to reach their target audience.

DIGITAL CAMPAIGN



H E A R S T

anyscreen

9/4/23 – 12/3/23

DIGITAL CAMPAIGN 9/4/23 – 12/3/23

Our target audience is Nebraska Households outside of the Omaha Metro Area which include men between the ages of 35 and 54 and with an annual household income of at least \$75,000 per year.

We have identified 75,740 of these households.

Our proposed schedule will deliver a total of 555,000 impressions to this audience. Approximately 185,000 per month for three months.

:15 & :30 Spots

80% Minimum Delivered on TV Screens vs. Hand-Held / Laptop

100% Viewable, Non-Skippable Ads

Real-Time Reporting Dashboard

100% Brand Safe Content

Maximum 6 X Per Household Per Day

THE HEARST ANYSCREEN DIFFERENCE

Video advertising within long-form, professionally produced, and brand-safe TV entertainment that is streamed primarily to TV screens.

Hearst Anyscreen commercials serve exclusively on well-known, brand-safe content. No open exchanges. No middlemen. Guaranteed delivery. Best-in-class reporting with complete performance transparency.





REACH

Not all OTT is created equal. **Reach for a higher standard.**

A targeted, efficient OTT platform that sets a higher standard. **Hearst Anyscreen Reach** provides a single, centralized access point to the streaming TV marketplace.



PRODUCT FEATURES



Value Streaming Option

Take advantage of efficient OTT pricing without sacrificing quality.



A Hand-Picked Mix

of commercial placements all served within brand-safe, full episode player, and long-form commercial pods.



100% Viewable, Non-Skippable Ads

Absolutely zero online or short-form clips.



Prioritized "Big Screen" Delivery

80% CTV, \leq 20% MDT.



Real-Time Reporting Dashboard

features device, content provider, operating system, app, select channels/programs, and more.



Measurable Business Outcomes

provide proof of performance, including website traffic.

TARGETING		CPM
Geo	Audience	\$29 Net CPM
Zip	Classic Audiences	
Congressional District	Hearst Personas	
DMA	Custom Audiences	
State		





HEARST ANALYTICS RESULTS



ROBUST REAL-TIME REPORTING

Measurement and attribution are keys to understanding if your advertising programs are successful. Hearst Anyscreen provides you with on-demand metrics, aggregated in an interactive, comprehensive dashboard for your convenience.

Our dashboards provide real-time analytics, which are essential for hitting KPI's and making necessary optimizations to maximize results.



DETAILED REPORTING

Detailed reporting showcases performance by:

- Content provider
- Select channels/programs
- Screen
- Media player
- App
- Measurable business outcomes
- And more!

BROADCAST CAMPAIGN



9/4/23 – 12/3/23

PROGRAMMING

**KETV NEWSWATCH 7 @ 10 PM
MONDAY – FRIDAY
10:00 PM – 10:35 PM**

**AFTER COLLEGE FOOTBALL ON SATURDAYS
10:00 PM – 10:35**

Highest Rated 10:00 PM Newscast in Omaha

Source: Nielsen LS, Omaha DMA, March 2023

Seen in an Average of 49,100 Households Every Night



3 X WEEK / 13 WEEKS / 39 TOTAL



PROGRAMMING

BIG RED ZONE

SATURDAYS 8:30 AM – 9:00 AM

Every Saturday morning during College Football season, the Big Red Zone will preview that day's Husker matchup or have detailed coverage of the previous day's game.



NE CRAFT BREWERY SCHEDULE



9/9/23



9/1/3



9/23/23



9/30/23



10/7/23 (Game Wrap Up)



10/14/23



10/21/23



10/28/23



11/4/23



11/11/23



11/18/23



11/25/23 (Game Wrap Up)

POST
SEASON

Saturday, 12/2/23

1 X WEEK / 13 WEEKS / 13 TOTAL



COLLEGE FOOTBALL ON ABC

SATURDAYS 9/4/23 – 11/25/23

EARLY GAME: 11:000 AM – 2:30 PM

AFTERNOON GAME: 2:30 PM – 6:30 PM



2 X WEEKS 1-2 / 1X WEEKS 3 – 12
14 TOTAL

PROGRAMMING

KETV IN-KIND CONTRIBUTION

78 TOTAL NO CHARGE SPOTS

\$33,930 VALUE

INCLUDED WITH PROPOSED PLAN



PROGRAMMING

KETV EARLY MORNING BONUS SPOTS

**MONDAY – FRIDAY
5:00 AM – 9:00 AM**

**FIRST NEWS AT 5
FIRST NEWS AT 6
GOOD MORNING AMERICA**



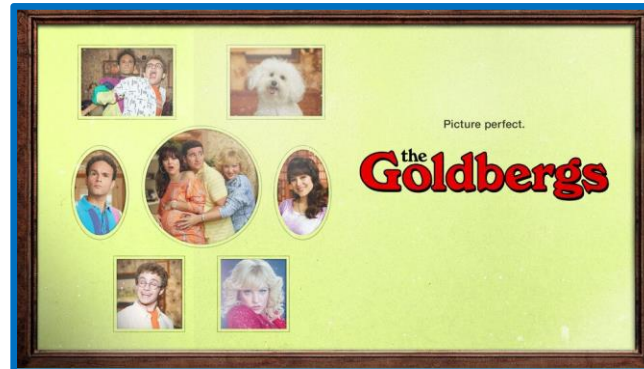
3 X WEEK / 13 WEEKS / 39 TOTAL

PROGRAMMING

KETV LATE NIGHT BONUS SPOTS

**MONDAY – FRIDAY
10:35 PM – 1:00 AM**

**Jimmy Kimmel Live
Nightline
The Goldbergs
Access Daily**



3 X WEEK / 13 WEEKS / 39 TOTAL



BROADCAST CAMPAIGN 9/4/23 – 12/3/23 144 TOTAL SPOTS

An **impression** is a metric that advertisers use to quantify the number of views an ad has achieved when being served to a target audience in a TV ad spot.

Reach is one of the primary metrics for measuring any TV advertising campaign. It refers to the number of viewers that have the opportunity to view an ad during a given time period.

Frequency is the number of times viewers see your ad. It is usually expressed as 1+, 2+, 3+ etc. as in they saw it at least once, twice, three times and so on.

MEN 35 – 54

Impressions: 408,100

Reach : 66.8%

Frequency: 4.3 X

ADULTS 25 – 54

Impressions: 1,056,800

Reach: 57.6%

Frequency: 4.2 X

ADULTS 21+

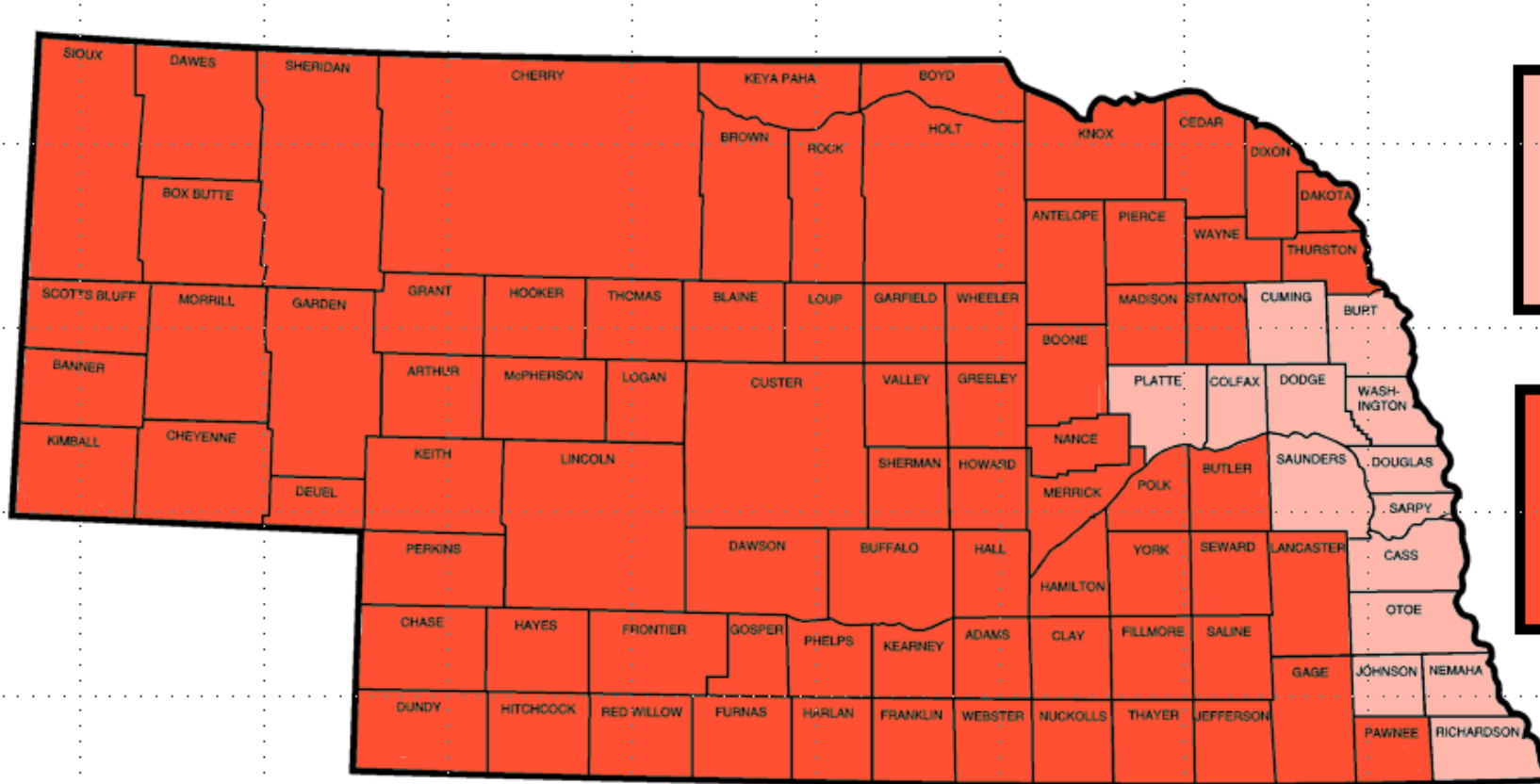
Impressions: 3,980,000

Reach: 85.3%

Frequency: 5.7 X



STATEWIDE IMPACT



**BROADCAST TV CAMPAIGN
NEBRASKA POPULATION: 50%**

**CTV TV CAMPAIGN
NEBRASKA POPULATION: 50%**

Through a combination of broadcast and digital TV, our marketing campaign will reach the entire state of Nebraska.



BUDGET

BROADCAST & DIGITAL CAMPAIGN 9/4/23 – 12/3/23

Commercial Production:	\$1,300
Broadcast TV Campaign:	\$32,600
Digital TV Campaign:	\$16,100
Total Investment:	\$50,000
KETV In Kind Contribution:	\$33,930



THANK YOU



We appreciate the opportunity to partner with you.

Should you have any questions, please feel free to reach out.

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