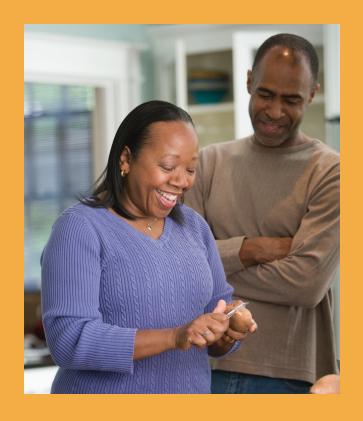


Cameron Beteet







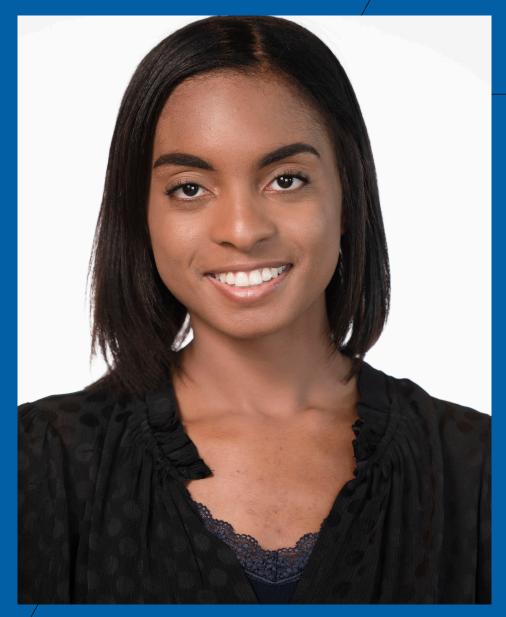
YOUR CUSTOMERS

(30+ Home Improvement Industry Statistics [2022]: Trends, Spending, and Growth – Zippia, 2022, Renter, 2022, Discover 2022)

HI, I'M CAMERON!

- AE with KARE 11 in St. Paul/Minneapolis area
 - Kare 11. a TEGNA affiliate, reaches homeowners and high-income viewers (more on this later!)





AGENDA

- 1. Advertise now!
- 2. Client Objectives
- 3. Recommendations
- 4. Customer Journey
- 5. Plan
- 6. Next Steps



WHY ADVERTISE NOW?

95% considering Home-Improvement

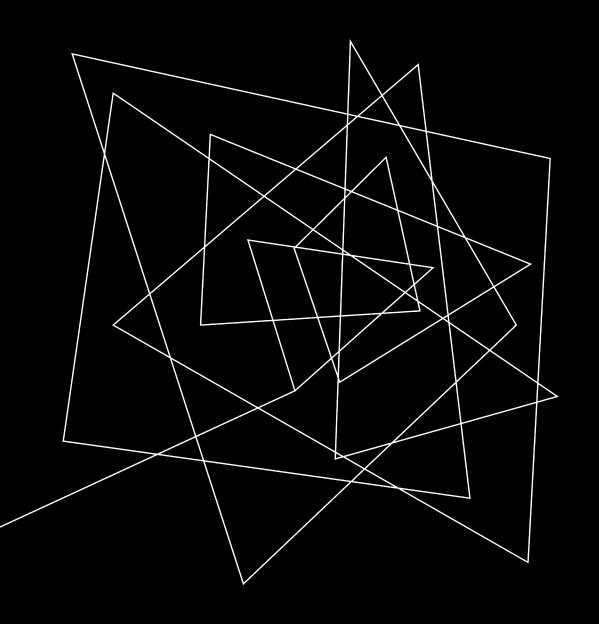
Most home-owners want to take on home-improvement projects within the next two years.

Increased Spending

Spending is expected to grow from \$538 billion in 2021 to \$620 billion in 2025.

People prefer to renovate

2 out of 3 homeowners are renovating as opposed to moving.



PRIMARY GOALS

- Increase leads
 - Increase leads by 20 percent
- Raise Revenue
 - Raise revenue by 20 percent
- Sale Products
 - Sale windows, doors, and siding

RECOMMENDATIONS

Broadcast & Banner Ads

Building awareness is key to increasing leads and revenue.

Streaming

Awareness will lead to interest. Through streaming, we'll encourage interested customers to take action.

Pre-roll video

When users share videos from our site, visitors may view advertisements from RUSCO Home-Improvement before videos on our site.

ROAD MAP

Awareness

Broadcast and
Banner ads. We'll
reach customers who
need you now and
later!

Interest

Streaming. We'll focus on customers seeking home-improvement services.

Visitstore/website

Pre-roll video will lead provide users with direct to access site.

Consider Purchase

SEO marketing driven by our products, will lead customers to your site.

Purchase

Customers will contact RUSCO Home Improvement via website and phone.

PRESENTATION TITLE 8

AWARENESS: BROADCAST

*Broadcast will build an audience, reaching those in the market now and those who will be later.

- Impact on Awareness
- High income and homeimprovement
- Local population
 - The majority of people within the DMA are homeowners and are high-income
- Banner ads on KARE 11 site



Scarborough - Minneapolis St. Paul MN 2021 Rel 2 Total Jul20-Jul21 and Nielsen & U.S. Census Bureau, 2021, Baker, 2020, "TVB 2022 Home Improvement Purchase Funnel Study," 2022)

INTEREST: DIGITAL-STREAMING

- People prefer ads
 - ½ of people prefer ad-supported streaming services
 - TEGNA reaches high-income audience
 - Half are earning \$100,000 a year
 - Targeting via streaming
 - Strong, targeted marketing will be empowered by TEGNA AudienceONE

* Streaming will reach audience interested in taking action on home-improvement purchases.



SHARE: PRE-ROLL VIDEO

- Pre-roll video on KARE 11 Site
 - 67 percent of respondents in a TVB study visit news' sites more than any other local site
- People are watching internet content more than ever
 - Maximum potential for potential customers to view your ads

*As people share videos, they II also share RUSCO Home-Improvement advertisements.

VISIT WEBSITE

Use keywords!

 Keywords in broadcast and streaming advertisements can lead customers to website.

SEO marketing

• SEO is a powerful tool for promoting website visibility across search engines.

"bathroom "windows" remodel" "siding" "home-"St. Paul" improvement" "Minneapolis" "customer service" "doors"

RECOMMENDED PLANS

- * Proposal A *
- Evening-focused (Broadcast)
- 2 targets (Digital)
- Spend: \$742,925 (1 year)
- ROI: \$19,695,000

Proposal B

- Morning and evening focused (Broadcast)
- 1 target (Digital)
- Spend: \$578,700
- ROI: \$16,575,000

Proposal C

- Evening and late night focused (Broadcast)
- 2 targets (Digital)
- Spend: \$928,050
- ROI: \$21,195,000

PRESENTATION TITLE 13

PROPOSAL A

• Total Broadcast: \$637,325

• Total Digital: \$105,600

• Total: \$742,925

• Estimated ROI: \$19,695,000

*The more advertisements people see, the more likely they are to purchase

("TVB 2022 Home Improvement Purchase Funnel Study," 2022)

^{*}ROI will be based on your follow-up and closed leads

BROADCAST PLAN A

Day/Time Period	# of Commercials	Rate(\$)	Impressions (A18+)	Cost per Thousand (CPM)
M-F 5a-10a	6	\$300	60,000	30.00
M-F 10a-4pm	7	\$87.50	35,000	10.00
M-F 4p-8p	15	\$375	225,000	16.67
M-F 9-11p	5	\$343.75	75,000	18.33
Sa-Su 8p-11p	5	\$500	50,000	50.00
Total	39	\$12,256.25	445,000	27.54
		RUSCO Home-Improvement		15

DIGITAL PLAN A

Digital Tactic	Impressions	Cost per Thousand (CPM)	Total	Targeting
Streaming	100,000	\$80	\$6,000	2
Banner ads	100,000	\$10	\$1,000	1
Pre-roll video	60,000	\$30	\$1,800	1
Total	260,000	\$33	\$8,800	

CAMPAIGN

Commercials

30 seconds for broadcast and one-minute for streaming.

Banner Ads

Banner ads featuring windows, siding, and doors across KARE 11 site.

Pre-roll Video

30 second advertisements before videos across KARE 11 site.

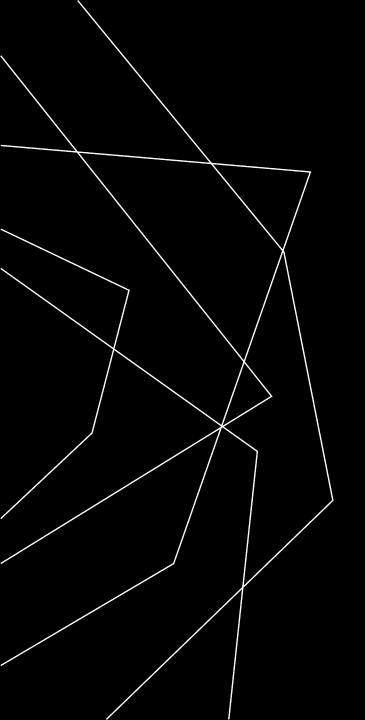
3/10 — Credit Application - RUSCO

3/13 ————— Provide production dates - RUSCO

3/15 _____ Set consultation date - Cameron

3/29 Copy of creative - RUSCO

NEXT STEPS



THANK YOU

Cameron Beteet

crbeteet@KARE11.com

www.kare11.com



APPENDIX

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CALCULATIONS- ROI

- ROI calculations are based on industry standards:
 - Formula: impressions x .10 x .10 x .05
 - 10 percent will notice your advertisement
 - •Of those 10 percent, 10 percent will take action (i.e. visiting
 - website or calling store)
 - Of those 10 percent that take action, .5 percent will buy