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Army partners with NBC Universal



Cross-platform marketing strategy hopes for big returns.

The Salvation Army will channel a significant portion of its annual holiday spend this year through a partnership with NBC Universal. With the goal of maximizing exposure and donations for the iconic Red Kettle Campaign, the partnership will run throughout the season, including a cross-portfolio roadblock on TV and digital platforms on the second annual “Giving Tuesday,” Dec. 3.

“With this year’s campaign being five days shorter, which equates to potentially \$20 million less than in previous years, maximizing our exposure and ability to collect donations is paramount to our success,” said Major Ron Busroe, national community relations and development secretary for The Salvation Army. “We are grateful to NBC Universal and The Richards Group for building this innovative and impactful partnership that will help The Salvation Army raise the funds needed to continue our mission of ‘doing the most good’ for those in need.”

The broadcast campaign will run across NBC Universal’s portfolio including NBC Broadcast Entertainment, 10 cable networks, syndication properties, two NBC owned television stations and its digital properties.

The partnership includes on-air and online promotions to activate donations, “donate now” messages on programming and in-show spotlight opportunities in which syndicated programming will feature Red Kettle Campaign elements.

“We wanted to engage one influential broadcast media partner to make the most of America’s charitable holiday season,” said Ira Berger, brand media director of national broadcasting at The Richards Group. “We are immensely grateful to NBC Universal for delivering value beyond our expectations with a smart cross-platform plan and integrated programming.”

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