

WRAL Severe Weather Team Promotion

365 Days of Weather



Brief

This promotion campaign is designed to run year-long and will be updated with each changing season. We live in an area that experiences all forms of weather, sometimes within a week! So this campaign will cover it all. From rainy days to sunshine, severe weather, and snowstorms. It will feature the WRAL Severe Weather team both in the studio and walking outside in beautiful and diverse locations. To achieve consistency throughout the campaign, we will center frame the subjects, walking toward the camera (Sony A7III 24mm lens on a steady cam) and incorporate drone/timelapse photography to showcase compelling images.

We will pair weather teams based on their working schedules and elevate our newer Meteorologists with the talent that our viewers have trusted for decades to keep them safe.

While this is an everyday type of weather campaign, it will also incorporate severe weather and showcase how we can DO IT ALL.

Scripting sample: :30 SPRING Launch

Weather... It IMPACTS our lives... EVERY DAY	<i>Met steps out of their home?</i>
Some days it's warm and sunny	<i>Walking in the park with a dog... bends down to pet Temp graphics on pavement</i>
And we know... that can can change in an instant (SNAPS)	<i>Drone shot of school bus</i> <i>Cut to Met walking in neighborhood</i>
The WRAL SEVERE Weather team Tracks it ALL (Snaps)	<i>Met in Rain w/ umbrella</i>

A falling raindrop from the moment it forms right to your front yard...	<i>Drone in clouds transition to a Watering lawn?</i>
From Road temps or a late spring Frost	<i>Country roads.... Crop fields</i>
Debris picked up by severe storms	<i>BAM graphic Met in studio</i>
The Largest team of Meteorologists	
With Decades of experience forecasting right here in North Carolina	<i>Working shots in studio</i>
From Severe Weather to Everyday Weather Coverage you can Count On	<i>Team shot</i>

Scripting sample: :15 SPRING

Weather... It IMPACTS our lives... EVERY DAY	<i>Met steps out of their home?</i>
And the WRAL SEVERE Weather team tracks it ALL (Snaps)	<i>Met in Rain w/ umbrella</i>
Rain, Sun, even that late spring frost	<i>rain/sunshine/drone shot of farm?</i>
the Largest team of Meteorologists	<i>Working shots in studio</i>
With Decades of experience	<i>"</i>
From Severe Weather to Everyday Weather Coverage you can Count On	<i>Team shot</i>

Social/Digital Campaign

To coincide with the launch of 365 Weather on TV, we will also create a digital component. We will build a large collection of graphics and images that feature both our talent and our viewing area in all forms of weather. So when Rain is in the forecast, we can quickly/easily push rain themed imagery.

WRAL Wx Photo Library

Included in this campaign is new professional photography of our Weather team, tools and viewing area. The goal will be to build a large *Custom WRAL Stock Wx library*. Weather photo sessions will include capturing multiple outfits to build a year's worth of images with consistent lighting... (bring rain boots and an umbrella, a snow coat and toboggans).

We will also begin to shoot professional photography of “everyday” weather events - from sunshine to severe - to include in the WRAL Wx Photo Library. This stock library will be a powerful tool used to showcase the WRAL brand across all platforms.

ADDITIONAL SCRIPTING (Changes in bold)

PM :30

Weather... It IMPACTS our lives... EVERY DAY
The WRAL SEVERE Weather team Tracks it ALL (Snaps)
With the Largest team of Meteorologists
and Decades of experience forecasting right here in North Carolina
Every night - here for you
What’s happening RIGHT now,
And what you need to know for tomorrow
From Severe Weather to Everyday Weather
Coverage you can Count On

AM :30

Weather... It IMPACTS our lives... EVERY DAY
The WRAL SEVERE Weather team Tracks it ALL (Snaps)
With the Largest team of Meteorologists
and Decades of experience forecasting right here in North Carolina
How Rain could impact your commute...
And with the bus right around the corner - what you need to know to get the kids ready to GO.
we’re here for you - All morning long
From Severe Weather to Everyday Weather
Coverage you can Count On

SUMMER :30

Weather... It IMPACTS our lives... EVERY DAY
Some days Hot and humid
And we know... that can change in an instant (SNAPS)
The WRAL SEVERE Weather team Tracks it ALL (Snaps)
When to grab the umbrella - or when you’ll need to water your lawn..
A falling raindrop from the moment it forms right to your front yard...
Debris picked up by severe storms
the Largest team of Meteorologists
With Decades of experience forecasting right here in North Carolina
From Severe Weather to Everyday Weather
Coverage you can Count On

BACK TO SCHOOL :30

Weather... It IMPACTS our lives... EVERY DAY

The WRAL SEVERE Weather team Tracks it ALL (Snaps)

From sunshine to rain and morning fog - causing back ups on the road

And when the Bus is right around the corner,

Whether to grab an Umbrella or Sunscreen

The Largest team of Meteorologists

With Decades of experience forecasting right here in North Carolina

From Severe Weather to Everyday Weather

Coverage you can Count On

FALL :30

Weather... It IMPACTS our lives... EVERY DAY

Some days it's warm and sunny

And we know... that can change in an instant (SNAPS)

The WRAL SEVERE Weather team Tracks it ALL (Snaps)

Rain and Wind... from the first Frost to the tropics

As seasons change so does the weather.

The Largest team of Meteorologists

With Decades of experience forecasting right here in North Carolina

From Severe Weather to Everyday Weather

Coverage you can Count On

WINTER :30

Weather... It IMPACTS our lives... EVERY DAY

From Plummeting temperatures and snow flurries to Sunny and crisp winter days

The WRAL SEVERE Weather team Tracks it ALL (Snaps)

When that downpour could turn into snow flurries...

Watching Road temperatures for signs of freezing

Winter weather in our area is messy That's why we have the Largest team of Meteorologists

With Decades of experience forecasting right here in North Carolina

From Severe Weather to Everyday Weather

Coverage you can Count On