



# Standing Beside Small Businesses

For Over 100 Years

Better Business Bureau®



## Better Business Bureau of Minnesota and North Dakota

Media Planning & Buying | Creative  
2020

When COVID-19 arrived, we were in the midst of a paid media campaign for the Better Business Bureau of Minnesota and North Dakota (BBB), that was yielding impressive results. The public awareness campaign focused on the unique benefits of BBB, reaching both the consumer and business markets through radio, digital video, and display advertising.

In response to the cultural and economic shift resulting from the pandemic, the BBB paused the campaign. Our focus shifted to warning consumers of emerging scams and reminding them of the importance of trust in this new climate.

Working in tandem with our client, Nemer Fieger's media department approached all media markets in the BBB's footprint with the goal of keeping the BBB top of mind, for both consumers and businesses, through the use of Public Service Announcements. The BBB provided spots that had a non-profit message to circulate through a combination of TV, radio, digital and outdoor billboards. As of June 2020, almost 3,000 spots ran in Minneapolis/St Paul, Fargo/Grand Forks, Bismarck/Minot, St. Cloud, Rochester, and Duluth markets.

**6**  
MARKETS

**3,000**  
SPOTS

**\$170,000**  
VALUE

