



mediaXchange

AUDIENCE DEVELOPMENT

# LEVERAGING THE BRAND ACROSS MARKETS & PLATFORMS

Moderator:

**Jerry K. Hill**, VP Consumer Sales and Marketing Operations,  
Gannett USA TODAY NETWORK

**Daphne Lowell** - Senior Director, Consumer Brand East, USA TODAY NETWORK

**Aimee Jolley** - Senior Director, Consumer Brand West, USA TODAY NETWORK

April 30 - May 3, 2017  
New Orleans, LA

NEWS MEDIA  
ALLIANCE



# ONE NATIONWIDE NETWORK

## PRESENTERS:

**Daphne Lowell - Senior Director, Consumer Brand East**

**Aimee Jolley - Senior Director, Consumer Brand West**

# Agenda

- Our Purpose
- The Power of One
- Consumer Strategy Evolution
- Engaging Storytelling & Experiences
- A Forward Look
- Q&A



# Purpose

USA TODAY NETWORK is a **next-generation media company** that **empowers communities to connect, act, and thrive.**

# Reshaping our Company

Optimize Network Brand Strategy & Hierarchy

National



Local



*Detroit Free Press*

INDYSTAR

THE TENNESSEAN

CINCINNATI!.com



azcentral.com

ONE NATIONWIDE NETWORK

THE POWER OF  
**ONE**

# One Nationwide Network

USA TODAY NETWORK

- More than 3,500 journalists across 110 sites
- 110 million unique visitors each month
- 39 Million Millennials

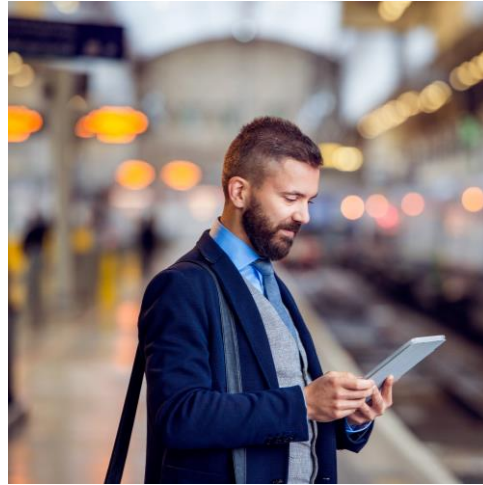


# Immediate Impact



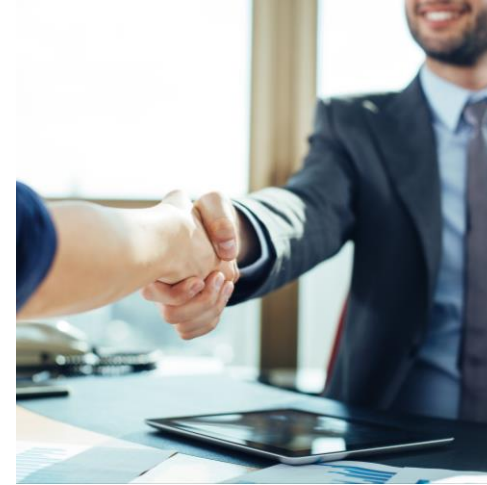
## READERS

Hyper-local focus with national support- bring hometown stories to the nation and our nations stories home



## ADVERTISERS

Easy scaling of advertising for national, regional, and local brands helping them to reach consumers they seek in new and innovative ways



## PARTNERS

New opportunities for exposure and lead generation opportunities



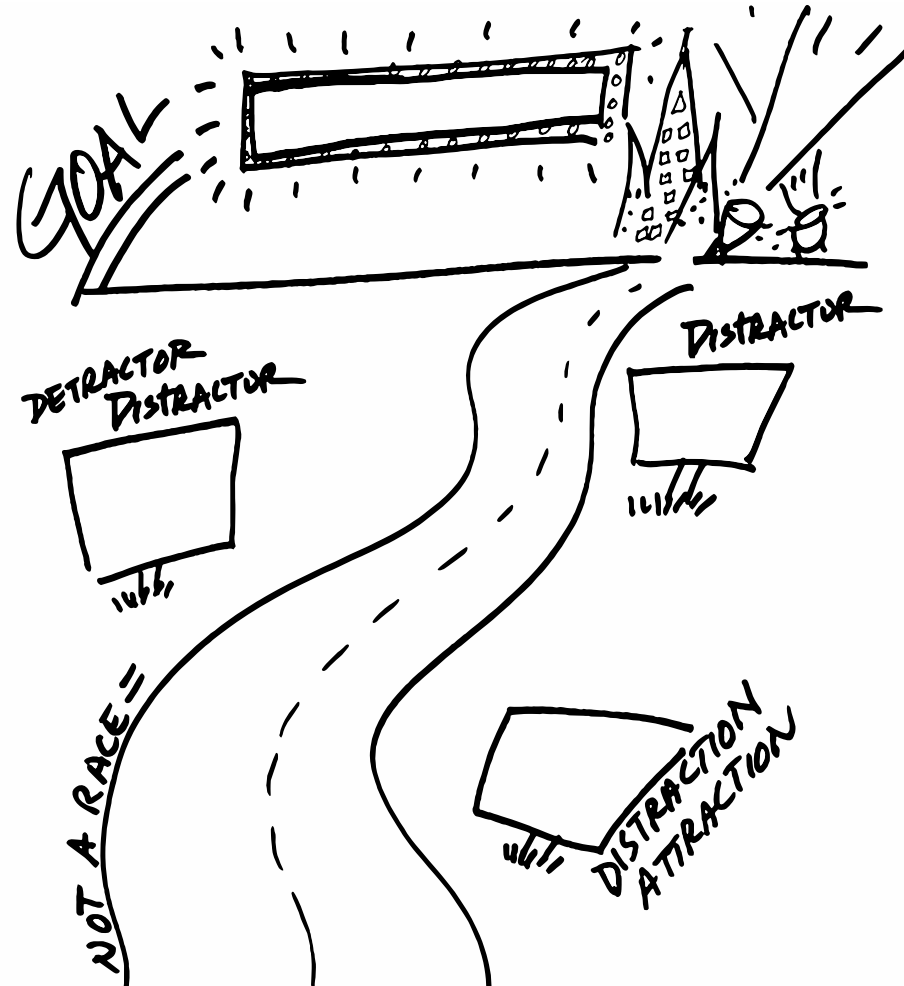
# Consumer Strategy: Evolution

Build audience engagement throughout the consumer journey.

FROM...	▶	...TO
Circulation revenue	▶	New revenue streams
Demo-based targeting	▶	New benefit-based segmentation
Profitable year-one Events	▶	Scale
Lead gen data collection	▶	Revamped database capabilities
USA TODAY NETWORK endorsement branding	▶	Phase 2 local-to-national NETWORK branding
Separate CMS & Brand messaging	▶	Reinforce value proposition and evolve perceptions
Customer Experience Strategy	▶	Execute
Focus on subscriber acquisition	▶	Focus on retention

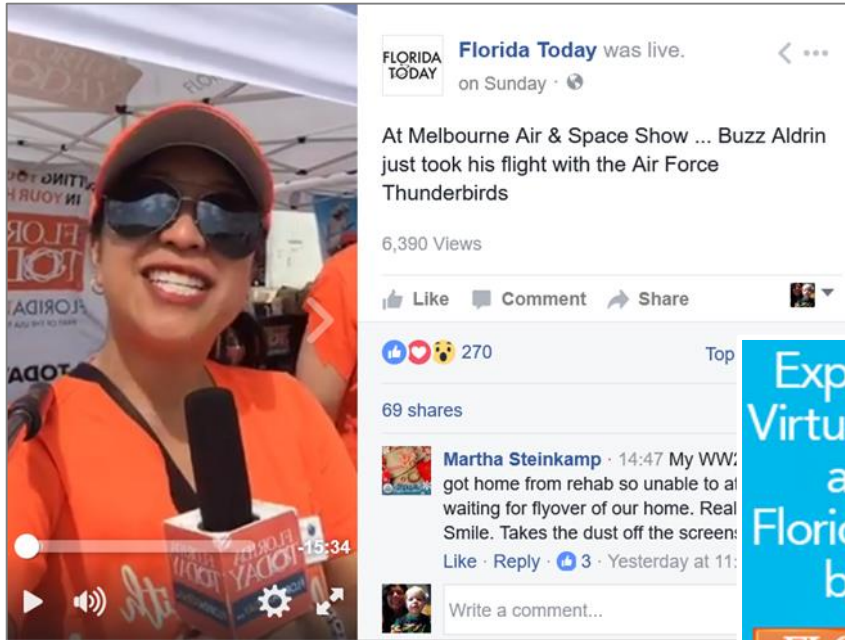
# Audience Roadmap

Collaborative, cross functional, strategic plan linking content, product development, consumer marketing and brand marketing efforts



# Audience Roadmap Wins: Virtual Reality

Melbourne Air & Space Show,  
Florida Today



# Unique & Engaging Storytelling



**Virtual Reality**



**Podcasts**



**Events**



**Enterprise Journalism**

# Enterprise Journalism

- Engage and deploy reporting teams by region to produce breaking news coverage of major events no matter how remote the location or complicated the access
- Optimize coverage across multiple market platforms
- Deep enterprise with urgency
- Combine creative resources
- Increase attention to important stories



# Enterprise Journalism:

## Out of Balance Series

### Local to National Impact

- More than 80 girls and women came forward to file criminal complaints
- New federal law proposed: The Protecting Young Victims from Sexual Abuse Act of 2017
- Revised policies related to sexual abuse: Olympic organization and other youth serving organizations
- Leaders resigned
- Former team physician charged
- Picked up by 60 minutes
- **2.3 million page views across network since last August**

**UNITED  
WE STAND  
BY YOU.**

We exposed abusive gymnastic coaches and efforts to cover up their offenses. This gave 80 more athletes the courage to come forward and law enforcement the factual accelerant they needed.\*

\* Investigation by IndyStar.

THE TENNESSEAN | USA TODAY NETWORK

# Monthly Podcast Listening

**36%** of the US has listened to a podcast – an estimated **98M people**.

## AGE BREAKDOWN



## WEEKLY LISTENERS

Average 5 podcasts per week



Source: Edison Research & Triton Digital, The Infinite Dial 2016, Ages 12+

# The Cincinnati Enquirer: Accused



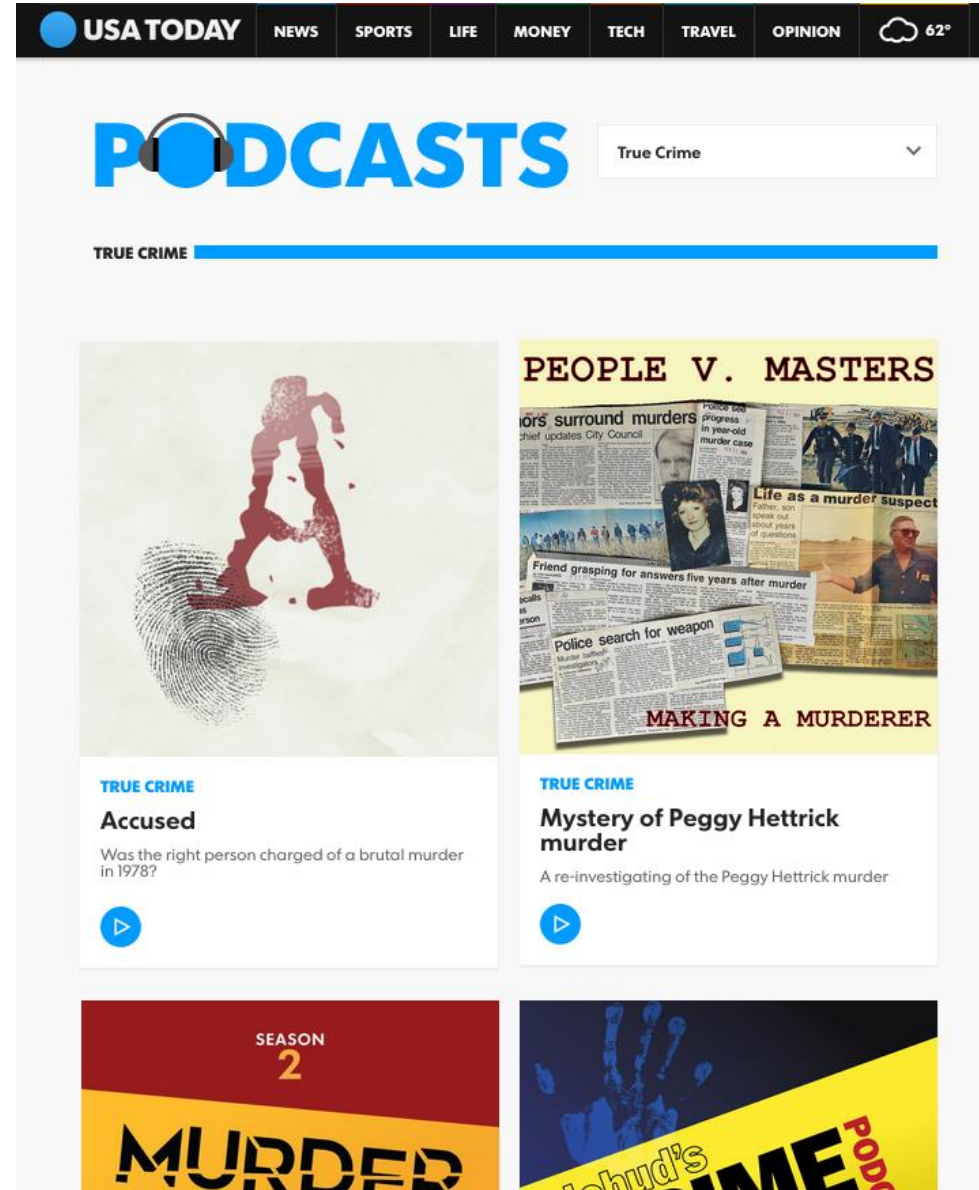


# Accused has more than 5.6M downloads

## #1 on iTunes chart of podcasts

Esquire, iTunes and Mental Floss declared it one of the top podcasts of 2016

## Attracted a new advertiser



# Snapshot of Event Industry: Revenue

REVENUE:  
**\$23.5B**

PROFIT:  
**\$1.6B**

## WHERE THE REVENUE COMES FROM:

TICKET SALES REMAIN A MAJOR SOURCE OF INDUSTRY REVENUE,  
BUT THEIR IMPORTANCE IS IN DECLINE.



TICKETS

THE ABILITY TO MAXIMIZE ALTERNATE SOURCES OF REVENUE  
WILL BE KEY TO SUCCESS IN THE COMING YEARS.



SPONSORS



ARTIST  
SERVICES



MERCH



CONCESSIONS



ADVERTISING



CONTRACT  
FEES

Source: IBISWorld March 2016, Concert & Event Promotion in the US; Convenga; PCMA 2016

## What's In It For Us?

 NEW REVENUE

 HIGH MARGINS & ROI

 NEW CLIENTS

 NEW AUDIENCES

 UNIQUE CONTENT

 RENEWED BRANDING

 ENGAGING EXPERIENCES

 FUN/COOL MARKETING

# Events

Experiential Marketing



Food & Wine

Sports Awards

Taco Festival

# Cause Marketing: A Community Thrives

- New Corporate Social Responsibility Program
- Tell us how to improve your community
  - Wellness
  - Education
  - Arts & Culture
- Submit your video
- Vote



# Cause Marketing: 184,000 Votes and Counting!

## Submission Period Highlights:

- Promoted across the network  
February 1 – March 31
- 800 approved submissions
- 11,000 page views
- 11,498 social followers

## Voting Is Open April 12 – May 12:

**A Community Thrives**  
PART OF THE USA TODAY NETWORK

Home About How It Works Vote Now Contact Us

### Vote for your favorite community improvement idea

Click on one of the following videos to cast your vote! You can vote one time per day until May 12, 2017. If you would like to share a video just find it below, click on it, and copy and paste the URL or select one of the sharing icons below the text entry.

**17 Days Left to Vote**  
Vote until 5/12 @ 8:59am America/Phoenix

Already Entered?

Vote For Your Favorite Project

 Environmental Studies Center Camp WET for Children	 Seneca Film Festival	 Senior Sidewalk	 Play-Place for Autistic Children Playscape
 Starlight Trust	 MORE COMMUNITY	 Starlight Trust	 Children playing in a play area

# Network Sweepstakes and Promotions

## Benefits:

- Generating new or incremental revenue with national, regional, and local advertisers
- Growing new digital audiences
- Retaining loyal subscribers by providing value-added experiences and deals
- Generating leads for subscription acquisitions

**The Tennessean** @Tennessean

LAST DAY TO ENTER: The USA Today Network would like to send you on a Disney Cruise to the Bahamas!

Find out how: [tne.ws/2e9xe07](https://tne.ws/2e9xe07)

RETWEET 1 LIKE 1

**INDYSTAR** PART OF THE USA TODAY NETWORK

HOME NEWS SPORTS LIFE THINGS TO DO TRAVEL OPINION ENTERTAINMENT WEATHER ARCHIVES

ADVERTISEMENT: **ENTER TO WIN THE MOST MAGICAL HOLIDAY GIFT A DISNEY CRUISE FOR 4 SAILING FROM FLORIDA, INCLUDING AIRFARE**

OPINION: #RightToAll Matthew Tully, Suzanne Hackney

OPINION: MATTHEW TULLY

OPINION: Voted

OPINION: GIFT

**STATE** Baltimore American, Wednesday, October 12, 2016 1A

**Clinton camp emails discuss Gunn, flag**

**ENTER TO WIN THE MOST MAGICAL HOLIDAY GIFT A DISNEY CRUISE FOR 4 SAILING FROM FLORIDA, INCLUDING AIRFARE**

**Feds: Mississippi city should repay '14 recovery grant**

**The danger isn't always so obvious.**

USA TODAY NETWORK

Disney CRUISE LINE A GIFT THEY'LL NEVER FORGET

ENTER NOW AT SWEEPSTAKES.USATODAY.COM

ENTER NOW - Nov 18. See official rules for details.

# Network Sweepstakes and Promotions

## Sweepstakes First Year Results

- **7 national sweepstakes** in a span of roughly 8 months
- **430K total entries** – 305K of those were unique people (73%)
- Data collected on all 305K people
- Added **139K new emails** to our email database
- Drove **1.3M page views** across the network – 927K of which were unique visitors



Niche memberships attract new audiences.





# WELCOME

Arizona is home to adventure. And from urban excursions to outdoor expeditions, XAZ helps you explore. Become a member at no cost, and you'll receive our weekly newsletter where you'll get access to exclusive VIP events, special discounts on things to do, unique AZ swag and stories about exploring our great state. Sign up for FREE today by filling out the form below.



Become a member at no cost and you'll start receiving our weekly e-mail newsletter. That's where you'll find event invites and ticket access, discount pricing, promo codes, specials on XAZ merchandise and more. Check your email after signing up to get your 15% off code for the XAZ shop.

# XAZ Events



**IT'S A GHOST TOWN**

**EXPLORE ARIZONA: IT'S A GHOST TOWN**

Apr 28, 2017 from 7:00 pm to 10:00 pm  
Pioneer Living History Museum, Phoenix, AZ

**BUY TICKETS AT [TICKETS.AZCENTRAL.COM](http://TICKETS.AZCENTRAL.COM)**

Join the Phoenix Arizona Paranormal Society for an exclusive nighttime investigation of this 92-acre historic town. You'll be lead on a journey to many haunted locations where people have claimed to see apparitions, hear voices and more.

Ticket Includes:

- Hamburger meal with chips and a drink
- Guided, investigative 3-hour tour

Must be 18 years or older to participate. See ticket page for more details.

Not an XAZ member yet? Sign up for free at [GOXAZ.COM](http://GOXAZ.COM) and get access to exclusive VIP events, special discounts on things to do, unique Arizona swag and local stories.



**TOUR THE**

*Cerreta Candy Factory*

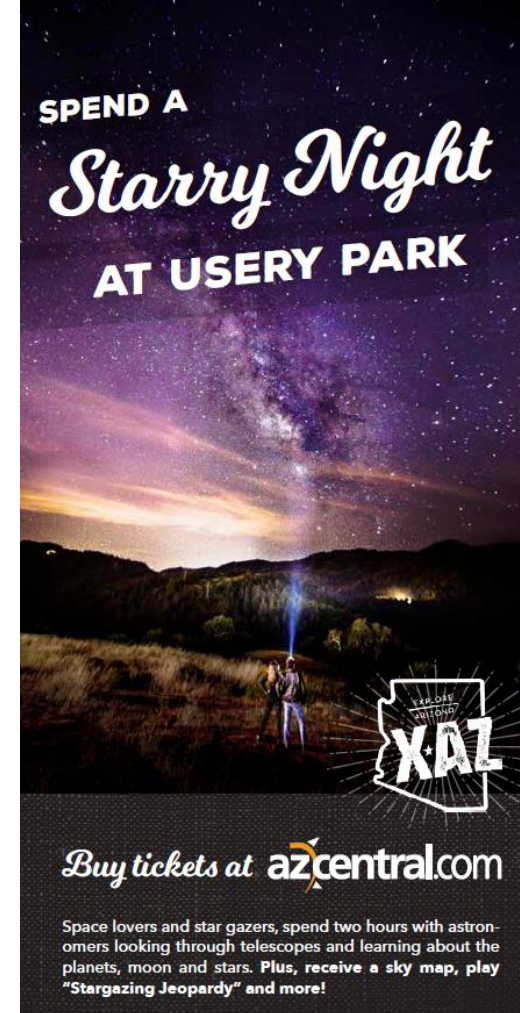
**FEBRUARY 20, 2017**  
From 12:30 - 2:00 PM

**Cerreta Candy Company**  
5345 West Glendale Avenue  
Glendale, AZ, 85301  
Price: \$11 (sign up for XAZ to get 15% off!)

**Buy tickets at [azcentral.com](http://azcentral.com)**

Join us in the heart of downtown Glendale for a factory tour to see how candy is made. **Plus, create your own chocolate treat!**

For more details and event info, visit [tickets.azcentral.com](http://tickets.azcentral.com)



**SPEND A**

*Starry Night*

**AT USERY PARK**

**Buy tickets at [azcentral.com](http://azcentral.com)**

Space lovers and star gazers, spend two hours with astronomers looking through telescopes and learning about the planets, moon and stars. **Plus, receive a sky map, play "Stargazing Jeopardy" and more!**

# XAZ Results



**12K members**



**100% sell-out**  
on all XAZ events.



**Exploring**  
**sponsorships with**  
environmentally-focused  
and travel-related  
segments.

**The virtual reality  
market could be worth  
\$30 billion by 2020**

Source: Digi-Capital, Piper Jaffray;



# VRtually There

We don't just tell amazing stories, we let you live them.



# VRtually There

## Results

Over 10M page views

Sponsor interest is high and have sold multiple partnerships with major advertisers.



# Moving Forward

Continued focus on the consumer experience

More Membership experiences

Continued investment in expanded advertiser services: “end-to-end”

More Scalable Events

Personalization

Continued Innovation -New products and diversification – especially mobile and for new audiences

Community connections and expanding partnerships





Q & A





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The logo for the News Media Alliance, featuring a blue square above the text "NEWS MEDIA ALLIANCE" in white capital letters.

**NEWS MEDIA**  
ALLIANCE