



....Speed dating

The next 40 minutes could change your life...





**I am looking for a
stable relationship
with someone strong
and reliable.
What are you like?**





Stable

“I believe **newspapers** will be around in their **printed form** for **many years to come** ...readers continue to seek out newspapers, both in print and online. In fact, the **combined offline and online** readership in 2008 is the **same** as it was in 2003.”

- *Hugh Dow, Chairman,
Mediabrand Canada*

National Post, “Black and white and still read all over”, April 24, 2009





Strong

- Yesterday 41% more people around the world read a newspaper than went online
- More people read a newspaper every day than eat a Big Mac in a year





Strong

- 97 dailies and >1,100 community newspapers
- **Almost half** read a **daily** newspaper **each day**
- 3 out 4 read a **daily** newspaper each week
3 out 4 read a **community paper** any of last 4 issues
- 48 minutes spent reading dailies on weekdays
68 minutes on Saturday
- **62%** of newspaper readers often **keep** the sections or the whole paper for **more than one day**
- **75%** of newspaper readers **browse the ads**





Strong – Use for launch

Arkells tops Graham's best

THIS LIST SHOULD PROBABLY INCLUDE ALBUMS like The Terms Minor by Lady Gaga (even if that track isn't the album's best), or the new album by the band Arkells. It's about time some indie rockers made back into the mainstream. The band's fourth album, "The Terms Minor," is a great example of what indie rock can do. It's a mix of pop and rock, with a strong focus on melody. The band's sound is reminiscent of the 1990s indie rock scene, but with a modern twist. The album is a great example of what indie rock can do. It's a mix of pop and rock, with a strong focus on melody. The band's sound is reminiscent of the 1990s indie rock scene, but with a modern twist.



THE TERMS MINOR Arkells (2013) This album was actually released late in 2012, but it's just arrived in stores. The band's sound is reminiscent of the 1990s indie rock scene, but with a modern twist. The album is a great example of what indie rock can do. It's a mix of pop and rock, with a strong focus on melody. The band's sound is reminiscent of the 1990s indie rock scene, but with a modern twist.

Bryan backs Plaskett's three

WITH JUST A couple weeks left in the year, every music fan is likely busy with getting a list of the year's best albums. But we can't forget about 2013's best. There are a few albums that stand out. One of the best is Bryan Plaskett's "The Terms Minor." It's a mix of pop and rock, with a strong focus on melody. The band's sound is reminiscent of the 1990s indie rock scene, but with a modern twist. The album is a great example of what indie rock can do. It's a mix of pop and rock, with a strong focus on melody. The band's sound is reminiscent of the 1990s indie rock scene, but with a modern twist.



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COMING SOONER TO A LIVING ROOM NEAR YOU

SAME DAY AS DVD RELEASE – ALL ABOUT STEVE & (500) DAYS OF SUMMER ARE AVAILABLE NOW ON CHANNEL 100. You don't have to rush to the video store tonight. Order *All About Steve* or *(500) Days of Summer* On Demand from the comfort of your home. All it takes is the push of a button, and there are no DVDs to return.

ROGERS ON DEMAND | CHANNEL 100 THE WAY TV SHOULD BE™







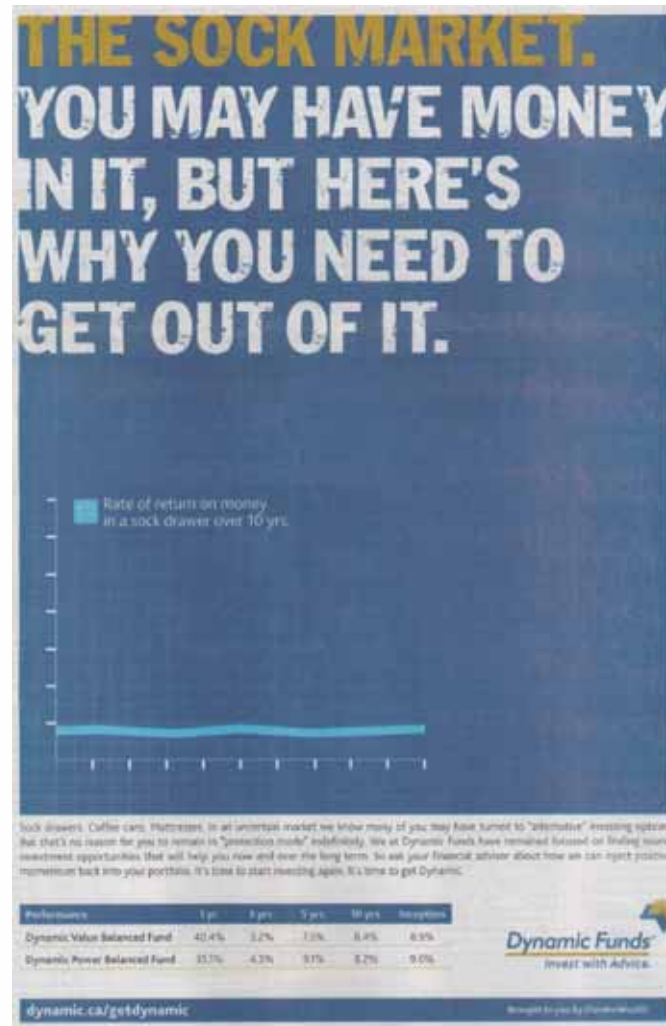
Reliable

Canadians read newspapers
(print and online) **more** during a
crisis or major events for
trustworthy and **reliable**
information





Reliable





Relevant

Source of News	
<i>News Source</i>	<i>% of Respondents (Multiple Response)</i>
News website	65%
Newspaper (online)	57
Newspaper (print)	55
National TV news	55
Local television affiliate	42
News aggregator	36
Blogs	23
Social networking site	11





Relevant





**I'm intrigued.
But, given you have been
around, do you have any
“baggage”?**





Perception

Owner \neq Newspaper

Some too
much debt

Deliver Audiences
Make money

U.S. “rub-off”

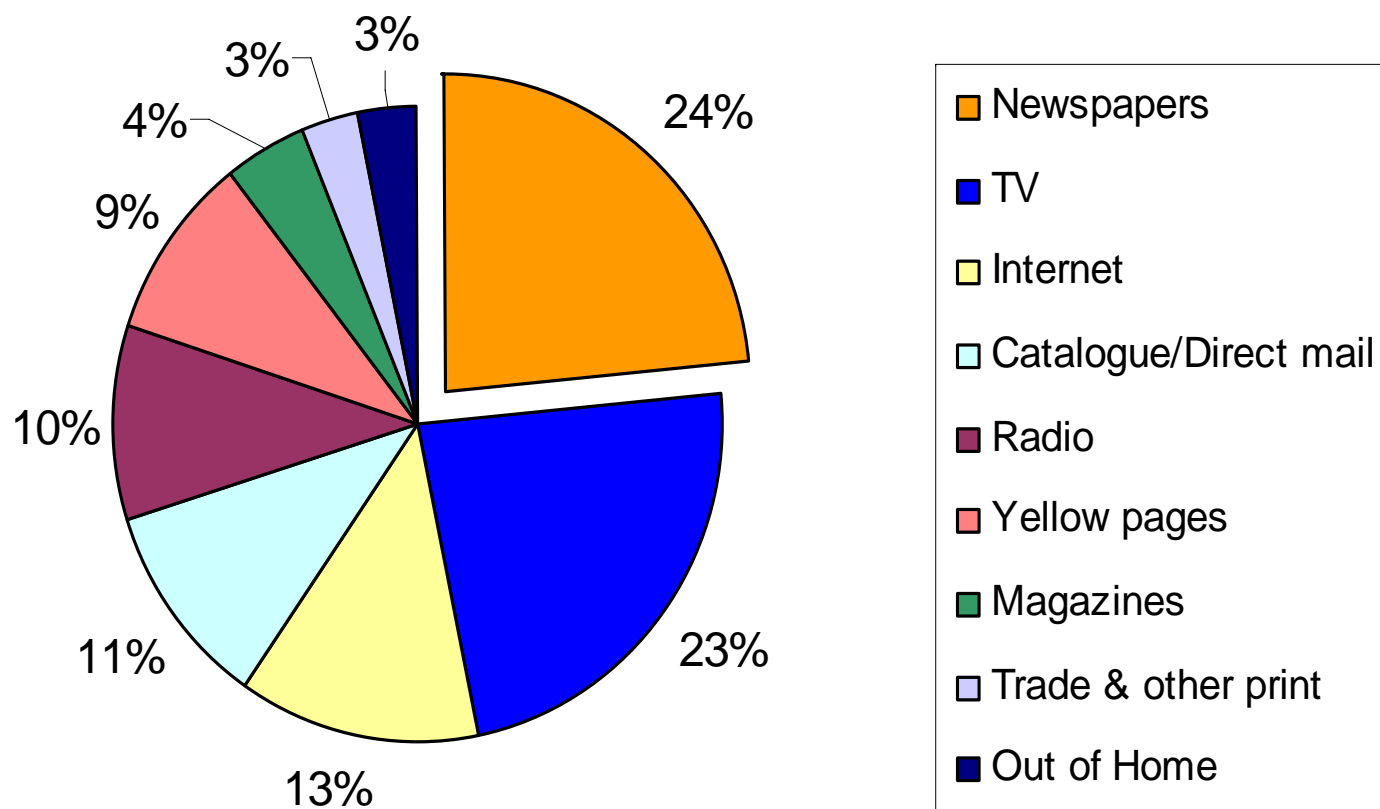
	<u>US</u>	<u>Canada</u>
2009	-30%	-11%
2010E	-6%	+5%

Newspaper ad revenues estimates: J.P. Morgan (April 2010); TD Newcrest/TVB 2010





Canadian Media Industry 2009

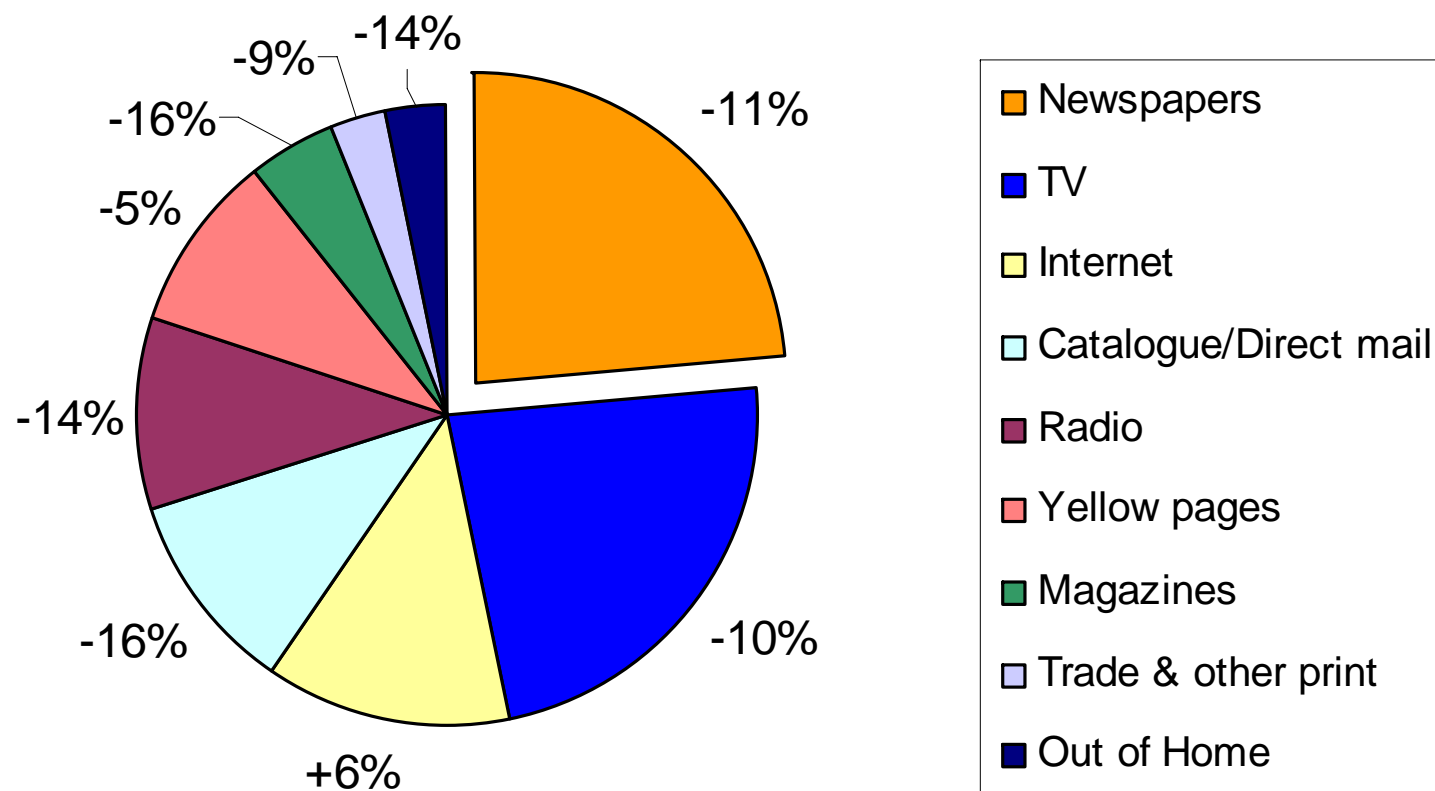


Source: TVB, TD Newcrest estimates, Jan. 2010





Canadian Media Industry 2009 % change vs. 2008

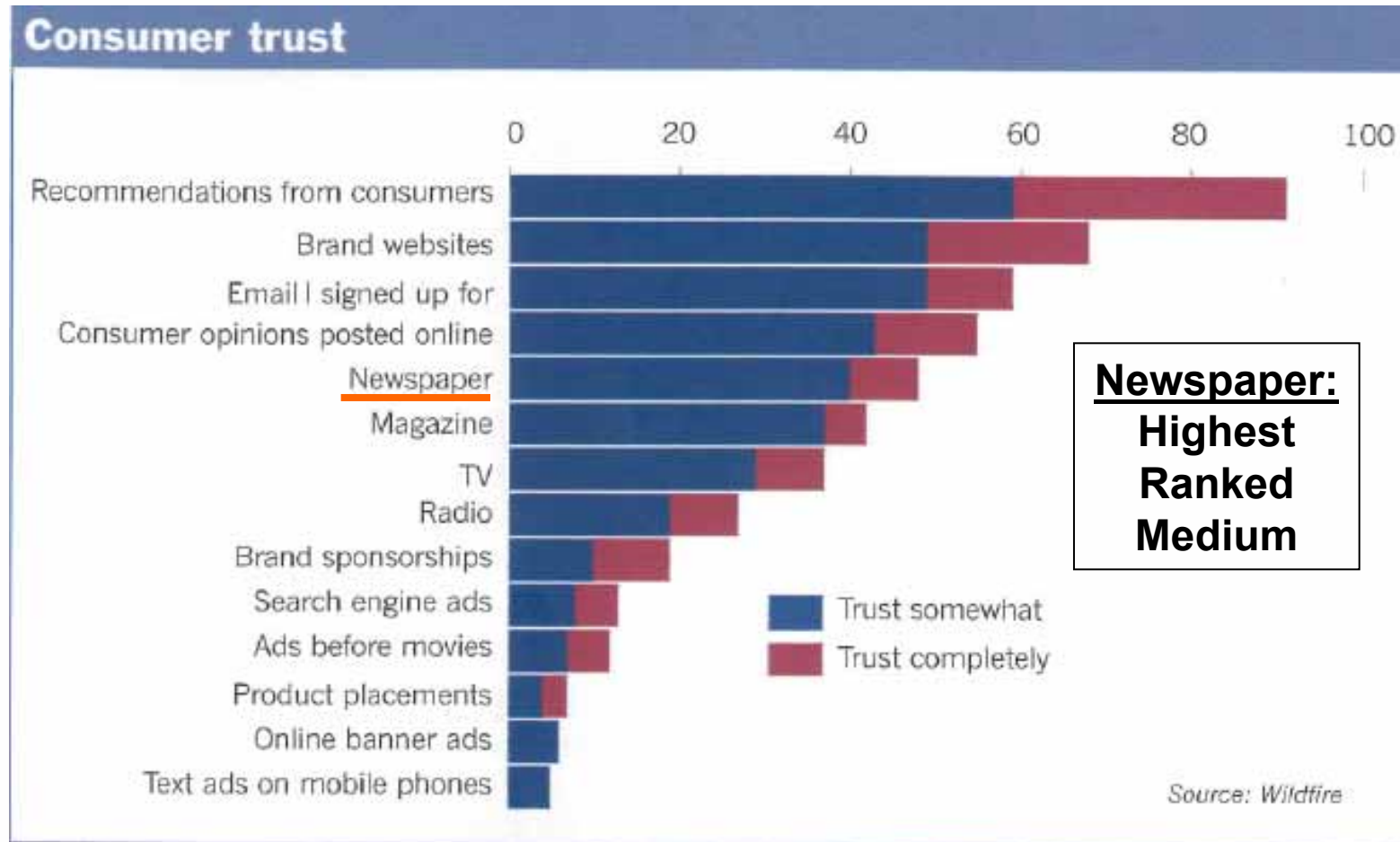


Source: TVB, TD Newcrest estimates, Jan. 2010





Good Baggage - Trust





Trust

Importante mise à jour de Toyota Canada.

On a beaucoup parlé de Toyota.
Voici donc les faits pour nos clients.

Votre sécurité demeure notre première priorité :

- Dans l'intérêt de nos clients, Toyota a examiné à fond, et continuera de le faire, les préoccupations relatives à nos produits et veillera à régler les problèmes qui ont été relevés.
- Nous continuerons de prendre les mesures appropriées pour résoudre les problèmes, s'il y a lieu, et nous informerons nos clients le plus rapidement possible.

Les derniers développements concernant le rappel des pédales d'accélérateur qui se coincent :

- Les concessionnaires ont tous reçu les pièces de réparation et les techniciens certifiés Toyota ont commencé à modifier les véhicules touchés.
- Nos concessionnaires sont là pour intervenir sur votre véhicule et ils seront nombreux à effectuer de longues heures de travail.

Les véhicules Toyota sont conçus et fabriqués en fonction de votre sécurité. Toute notre organisation dans le monde entier a été mobilisée et nous redoublons d'efforts pour nous améliorer et continuer d'offrir des produits de qualité à nos clients.

Depuis que nous avons commencé à vendre des voitures au Canada, il y a plus de 45 ans, nous nous sommes engagés à vous offrir un produit fiable et de qualité. En retour, vous nous avez récompensés par votre fidélité et votre confiance. Notre but est de continuer à mériter cette confiance tous les jours.

Pour obtenir les derniers renseignements, veuillez visiter notre site Web toyota.ca mis à jour, consulter votre concessionnaire ou appeler notre centre d'interaction avec la clientèle au 1 888 TOYOTA-8 (1 888 869-6828).



An important message from Toyota Canada.

As you know, we have issued a recall on select Toyota models in response to reports that, in rare cases, there is the possibility that the accelerator pedal may mechanically stick.

We have also taken the unprecedented step of suspending the production and delivery of the affected models.

We regret any loss of peace of mind that this recall may have caused. But a recall was necessary because we place the safety of you, our customers, above everything else.

We mobilized our engineering teams around the world to immediately find a solution for the problem. And they have. This will be applied to all affected models – on the road and on the production line – so that every Toyota owner can continue to feel confident in their vehicle.

This week, we will begin mailing information directly to every Toyota owner affected by this recall, with instructions on exactly what they should do next.

For the latest information we encourage you to visit our updated website at toyota.ca, contact your dealer, or call the customer interaction centre at 1-888-TOYOTA-8 (1-888-869-6828).





Good Baggage - Prefer print

Almost half of adults aged 18-64 say they **prefer** the experience of reading a **printed newspaper** vs. online sources.





Aura of print

“Saw you in the paper”



“What if the papers got hold of it?”

BOMBSHELL

Extortion charges for Ludwig in pipeline case

By Ryan Cormier, Hanske Brodyman and Paula Simons

EDMONTON • Concocted oil patch bomber Wiebo Ludwig is to be charged with one count of extortion of the energy company EnCana, which has been the target of a mysterious series of attacks on gas pipelines in northeastern B.C. over the past 18 months. It's a stunning turn of events in the case, considering that Mr. Ludwig was said last year to be helping police bring the attacks to an end.
See PIPELINE on Page A6

“We don't want it on the front page”





**“How would your
friends describe
you?”**





Exciting

“We continue to believe in the **value of traditional media** companies so long as they are poised to **adapt**, have a decent **mix of assets**, including those less affected by secular trends, and the **balance sheet strength** to invest in their adaptation. In our view, we are living through **the most exciting period in the history of media.**”

- *Scott Cuthbertson, Industry Analyst,
TD Securities*

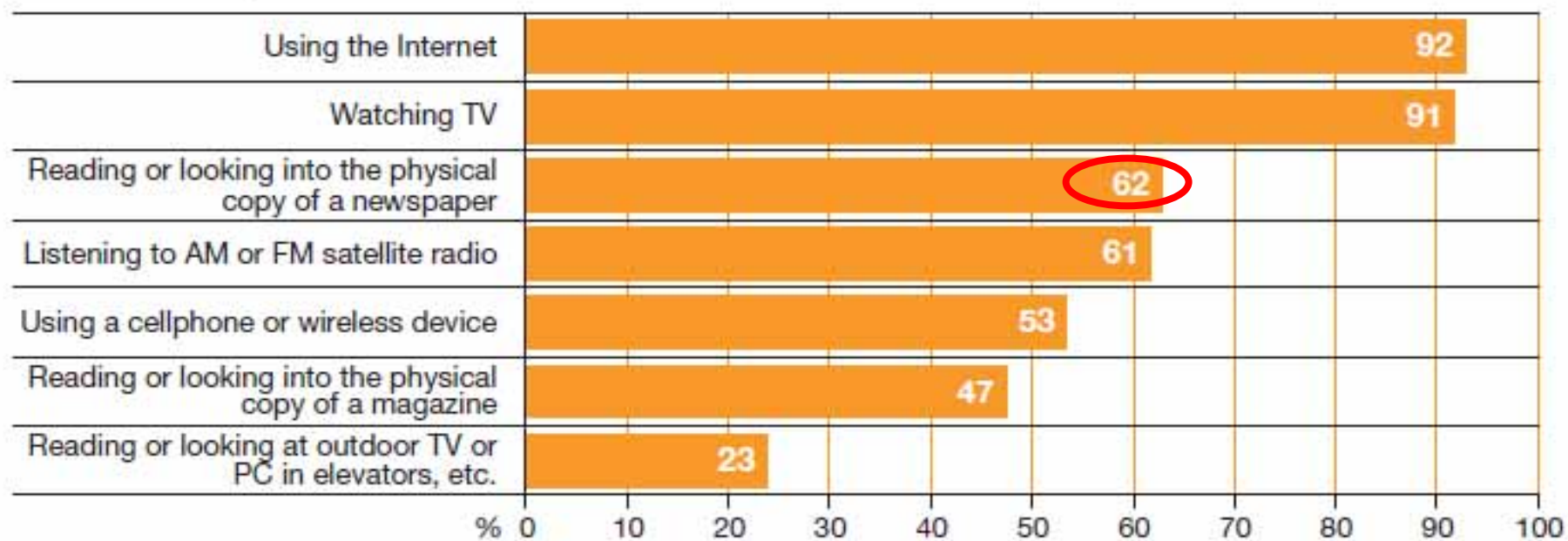




Popular

Media Usage Yesterday, Canada

Spent at least some time with... Base: All Canadian online users 18+



WAN-IFRA 2009





Engaging

8 criteria for engagement:

Trustworthy

Personal connection

Inspires me

Usually notice ads*

My personal time out

Makes life better

Enhances interactions with others

Likely to purchase*

	Average % Engagement Score	Average Engagement Index	Average % Advertising Engagement Score *	Average Advertising Engagement Index
Newspapers	43%	109	37%	118
TV	37%	101	26%	100
Radio	37%	100	26%	98
Internet	33%	95	22%	95
Total Media	37%	100	26%	100





Open and positive (to ads)

Consumers with a positive opinion of the ads:

Print (newspapers and magazines) 52%

Outdoor 50%

Television 49%

Cinema 45%

Opt-in emails 36%

Radio 35%

Online search ads 28%

Produce placements 21%

Online ads 20%

Direct mail 14%

Non opt-in emails (spam) 9%

Telemarketing 7%

Ads on mobiles 6%



Garner Attention & Wield Influence

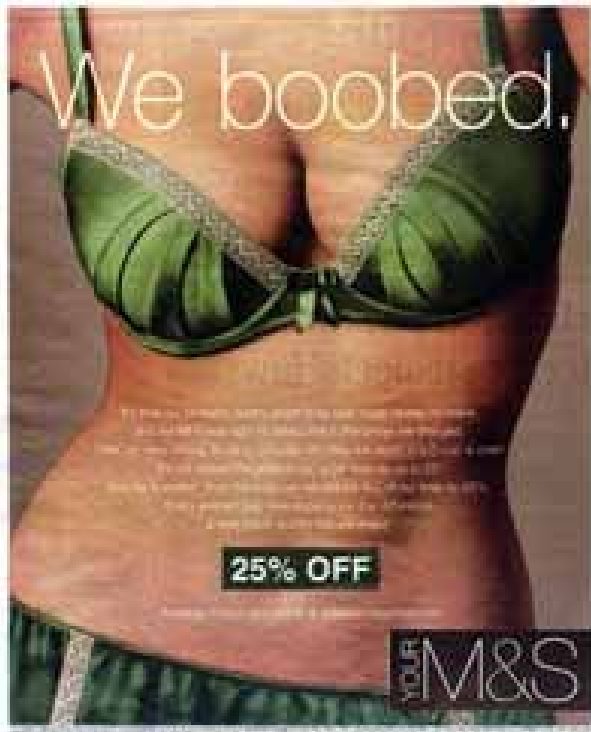
73% of newspaper readers have been influenced to buy something as result of an ad in a printed newspaper.

Ipsos Reid for CNA 2010





Garner Attention & Influence purchase



Brand:
Marks & Spencer

Situation:
Charged £2 more for >DD

Solution:
Newspaper ads to
announce removal of £2
and 25% for 2 weeks





Driver...to online

I have gone online to find out more about something that I have seen in a print newspaper

Agree



70%

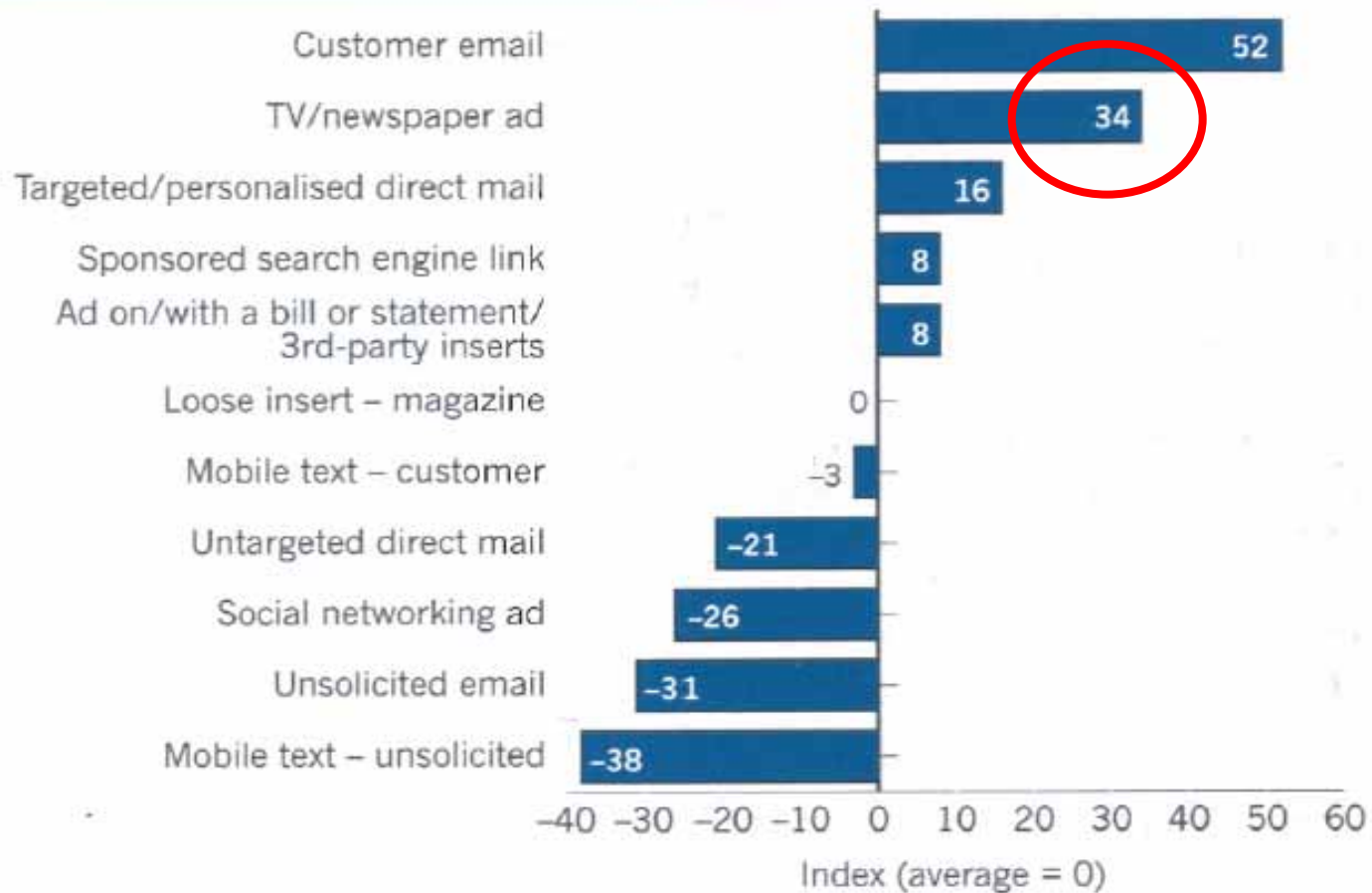
To what extent do you agree or disagree with the following statements:
Base: Newspaper readers n=669





Driver... to online

Advertising effectiveness for driving web visits and online purchases



Admap, "Driving e-commerce traffic: online may not be the best way", December 2008





Drive to online



Brand:

Vegemite – new cheese flavour

Challenge:

Australians hate the name

Solution:

Newspaper ads asking public to vote online for new name





Willing to experiment

More players



Innovative offerings

Starlink



Calgary, Ottawa, Toronto,
Vancouver, Montreal



Content





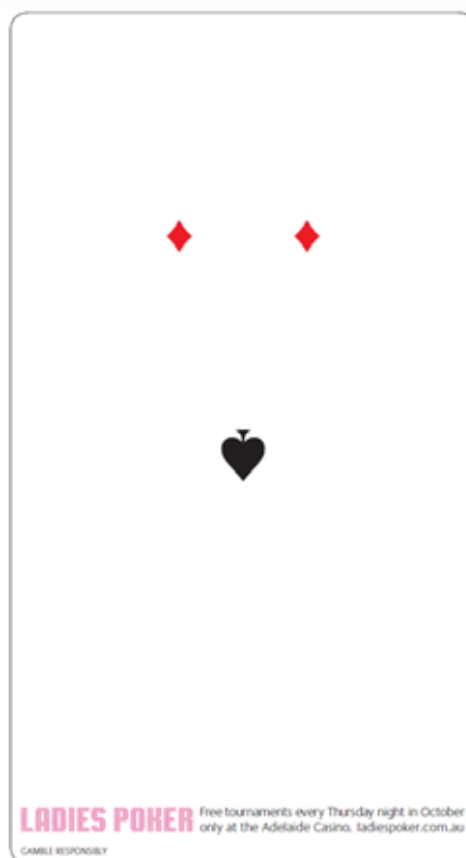
**Are you in touch with
your feminine side?**





Women

Almost half read a daily newspaper **yesterday**
75% read a **daily** (print or online) in the **last week**
76% read a print **community** paper **any of last 4 issues**



NADbank 2009;
ComBase 2008/2009





Target All

“Newspapers provide very quick instant reach.”

*- Hugh Dow, Chairman,
Mediabrand Canada*

National Post, “The enduring newspaper: Advertisers still bullish on print”, April 27, 2009





Target All



*Another
skinny
supermodel
creating
quite a stir*

The new Hisense T2B Series LED TV is sleek, stylish and has been getting people's attention for all the right reasons. Its super slim design houses the latest LED technology delivering stunning picture quality in Full HD and 1080p. It also comes with our unique 3 Year In-Home Replacement Warranty, another popular talking point. The T2B comes in 42" and 43" inch models and is available at (811-8) Harvey Norman, The Good Guys and other selected retailers. Visit www.hisense.ca/tv to find out more. 1-800-387-7777

Hisense
Smart. Innovative. Stylish.

Hisense (the world's most valuable in
receptive quality and value when you see it.



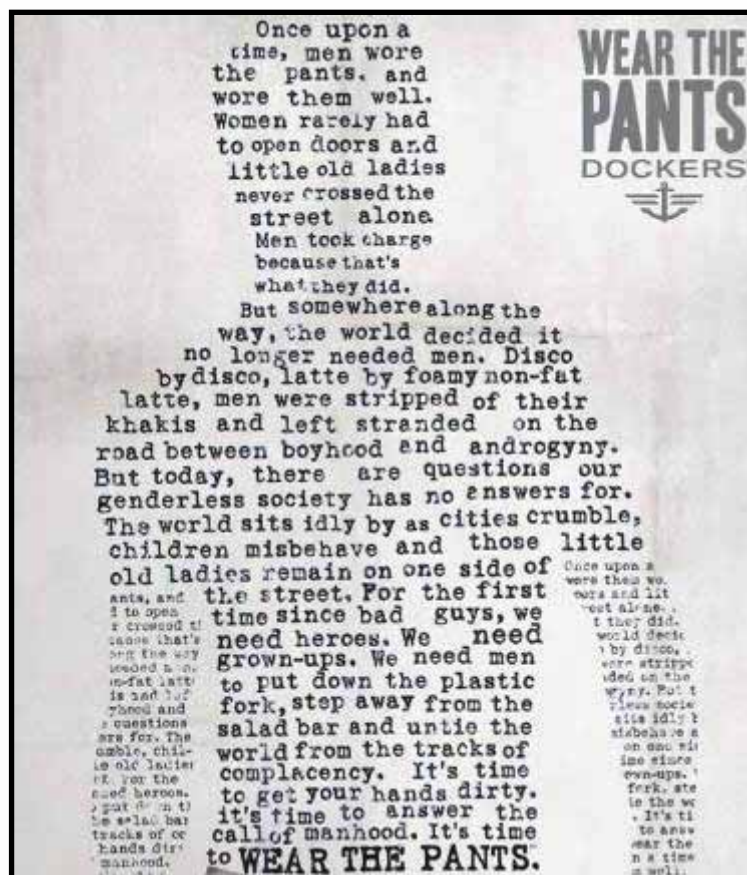


Men

51% read a daily newspaper **yesterday**

80% read a **daily** (print or online) in the **last week**

72% read a print **community** paper **any of last 4 issues**



NADbank 2009;
ComBase 2008/2009





Families

Almost half read a daily newspaper **yesterday**

Three-quarters read a **daily** (print or online) in the **last week**

Three-quarters read a **community** paper **any of last 4 issues**



Advertiser:

Lifebuoy hand wash

Copy:

You eat what you touch

NADbank 2009;
ComBase 2008/2009



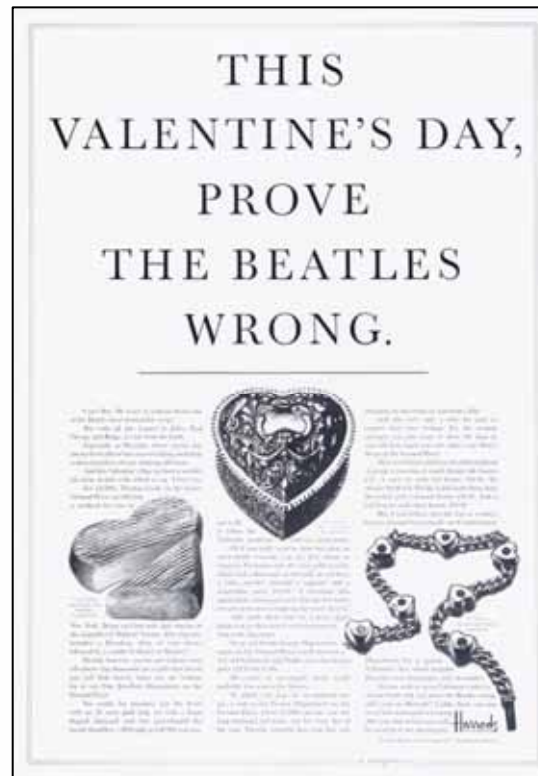


Boomers

56% read a **daily** newspaper **yesterday**

81% read a **daily** (print or online) in the **last week**

79% read a print **community** paper **any of last 4 issues**



NADbank 2009;
ComBase 2008/2009
(age 50-64)





Business Executives

50% read a **daily** newspaper **yesterday**

82% read a **daily** (print or online) in the **last week**

75% read a print **community** newspaper in the **last week**

Introducing Tracy Redies, our new CEO.
She passed on fancy photos to give you lower fees.

We think Tracy is going to be in for a long time. Because she wants to bring you even more low fees and no fee products. And because unlike a big bank CEO, she won't be taking away from the other people on the 4th floor of a skyscraper. No, she'll be on the 4th floor of our rather more head office in Surrey. And since there's no 5th floor, meaning a customer like you. Tracy comes to us with outstanding credentials, including over 20 years experience at the financial industry. Both in L.A. and U.S. dollars, she's been right here in BC. So she's close to work. Which is great, since we don't have a corporate jet.

coastcapital
solutions

How can we help you?

Advertiser: Coast Capital

Headline:

Introducing Tracy Redies,
our new CEO

Copy:

She passed on fancy
photos to give you
lower fees

NADbank 2009;
ComBase 2008/2009





Young Adults

12% of the adult **population** in **18-24** years old
12% of print **daily newspaper** readership is **18-24**
9% of print **community** paper readership is **18-24**





Teens

READ

- 73% read newspapers
- 69% visit newspaper websites

FREQUENCY

- 1 in 4 teens reads the newspaper on an average day
- 53% read a newspaper in the last week (15-17s @ 60%)
- 4 in 10 visit a newspaper website frequently

TOP SECTIONS

- 52% Local news → 18-19 = 65%
- 51% Entertainment → Girls 60%
- 48% Comics
- 42% National news
- 36% Sports → Boys 47%

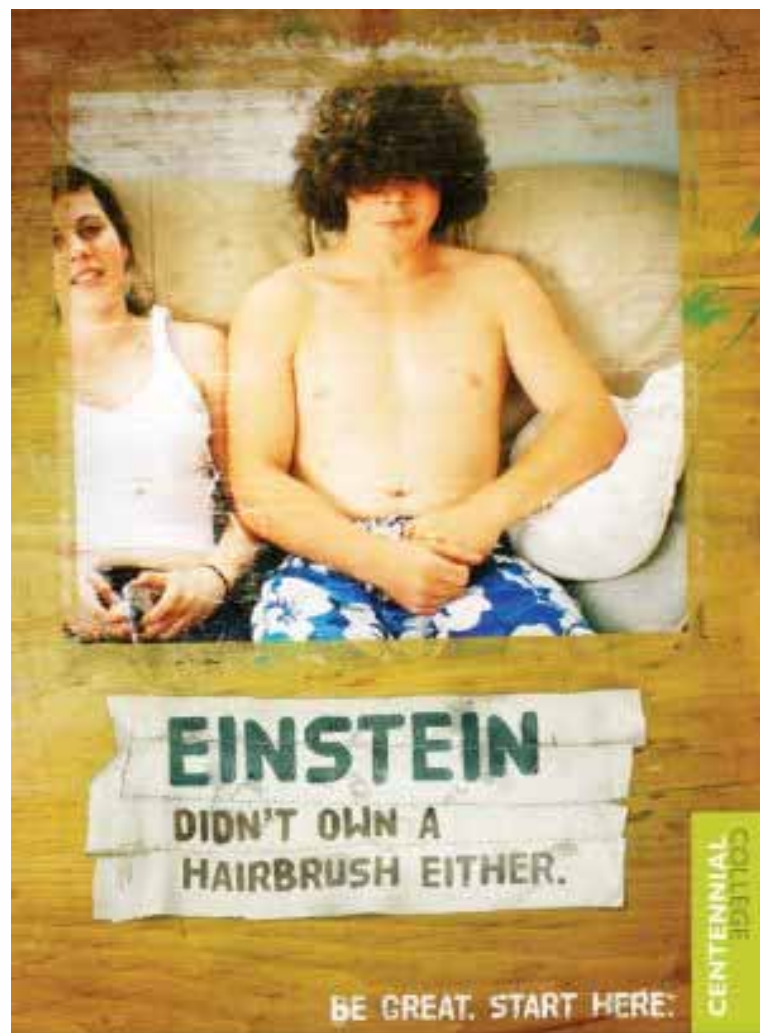
TEEN READERS SPEND

- 65% plan on buying a used car
- 63% plan on buying a phone (yr)
- 62% went to a department store*
- 62% went to a specialty store*
(e.g. Old Navy, Abercrombie)

* Past 30 days



Teens





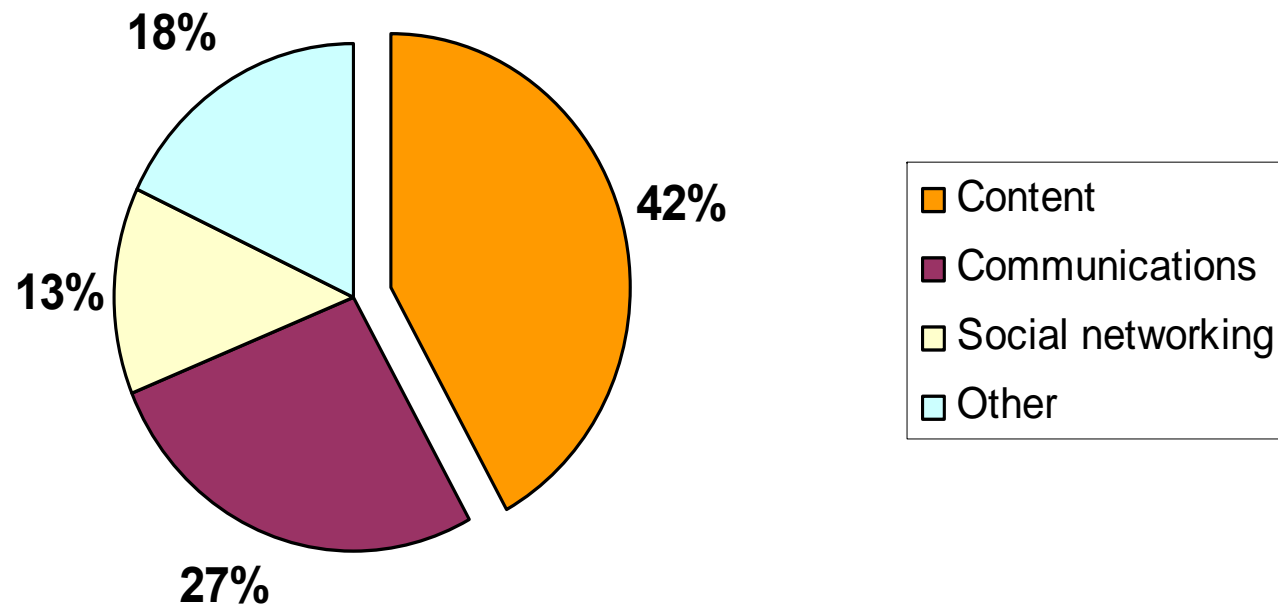
***“I can’t wait to see what you
are like online”***





Content is King

Where online users spend their time



Content has grown from 32% in 2003

Online Publishers Association, 2009





Destination

- 37% of all internet traffic is going to newspaper websites
- Newspaper websites are the number 1 local site in 22 of the top 25 markets

Nielsen Online, April 2010 ; National Post, "It's like time travel: Power of the printed news has to hold our culture", April 29, 2009





Newspaper site users

- **30%** of Canadians visit a **newspaper site or hub***
- **Read print:** Most (80%) newspaper website readers also read a print newspaper
- **Go online more:** 58% check the internet several times a day vs. 34% for all online adults
- **Driver to other sites:** 75% have seen something on a newspaper site and have gone online to find out more
- **Shop:** 62% have shopped vs. all adults (55%) in the last week^

* umbrella sites housing individual newspapers (e.g. CanWest publishes Canada.com; Quebecor, Canoe.ca and Cyberpresse.ca is the website for the Gesca newspapers)

^ excludes grocery, gas, toiletries and drugs



Ads out-perform on newspaper sites

“Ads on web sites that provide original content including those operated by newspapers, outperform ads on other sites, such as portals... Ads on content sites performed better than ads on other sites across nearly all of the 47 metrics studied, ranging from brand awareness to intent to purchase... strong response (was noted) among 18-to-34-year-olds. This demographic was twice as likely to form a favourable opinion of brand on a content site than on a portal.”





Newspaper and online

Individually newspaper website and print newspaper advertising are **equally effective** and **combined**, they can **improve overall ad effectiveness.**





Newspaper and online



Brand:

Gay Lea Spreadable Butter

Objective:

Reinforce its benefit: butter that spreads

Action:

After mag. & online launch, ran test in newspapers & their sites

Results:

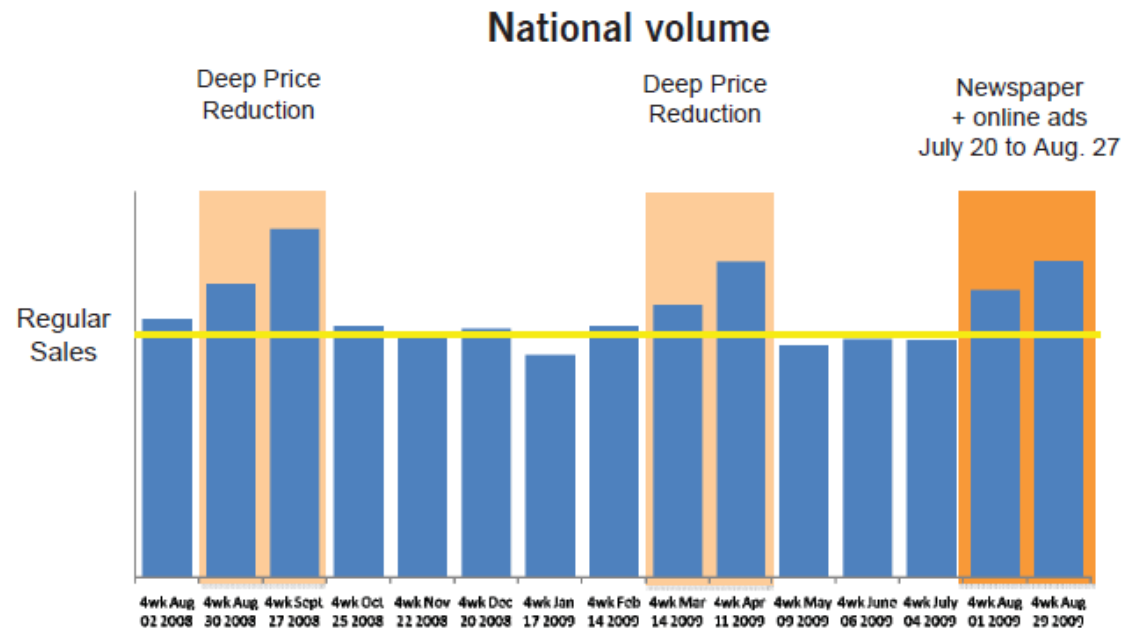
- All key metrics driven up
- Substantial sales lift – in one region the highest ever!



Newspaper and online

AWARENESS OF SPREADABLE BUTTER	+16%
TRIAL OF SPREADABLE BUTTER	+9%
LIKELIHOOD OF FUTURE USAGE	+20%
GAY LEA BRANDING	+14% (+23% online*)

*Online the branding in the ad was stronger and the results proved even better.





**Do you work?
What do you do?
What are you
really good at?**





“Newspapers work. It’s as simple as that.
We know it works. Newspapers draw
attention. There is an **immediacy** to it.
There’s **credibility** to it. It’s still a very, very
good **retail** medium...the best match for
newspaper advertising are situations
where a print ad can help **seal a sale**.”

- *Sunni Boot*
President and CEO
ZenithOptimedia Canada

National Post, “The enduring newspaper: Advertisers still bullish on print”, April 27, 2009





Attention

©2007 Porsche Cars Canada Ltd. Porsche experiences are full of joy and excitement at all levels and at all times. Always wear your seat belt and please don't drink and drive. Please contact your Porsche dealer for more information.



Goes all the way on a first date.

Its intentions are clear. The available double-clutch Porsche Doppelkupplung (PDK) provides seamless, instantaneous shifting without traction interruption. While increasing horsepower and reducing fuel consumption. Don't do anything half way.

The new Cayman. Now available.

PFAFF
Pfaff Porsche
 (905) 851-0852
 101 Auto Park Circle
 Woodbridge, Ontario L4L 9H1
www.pfaffporsche.com
 Division Hours:
 Monday-Thursday 9AM to 6PM
 Friday 9AM to 6PM
 Saturday 9AM to 5PM



Advertiser:
Porsche

Headline:
Goes all the way
on a first date.





Attention – Front page

Winnipeg Free Press
WEEKEND EDITION

Going prorgue no Tory bestseller
Polly Allen Prime Minister Stephen Harper is doing himself no political favors by keeping the Conservative empty suit March 3

On the FRONT LINES of air-travel CHAOS
Barbory Kines has a first-hand account of dysfunction in the skies after the worst for Christmas hunkering

Warming their winter
Bill and Beverly Sutherland, one of the Winter Escapee residents, say the timing couldn't be better

Today's lesson: keeping a secret
Days for major news story leaked without official mail (times recently)

Show us the money trail
Bank members want audit of \$1 M payments, Chief Justice delivers response

Hard path to Big Easy
City that's planned course trip to New Orleans, fight spent immovably

NHL veteran a force
Schneider looks sharp in offense

Bombers sign Serna
Kicker who dealt with before his wedding

Digging for truth
Investigation shatters a lot of stories with timeline of information

She wants Perry gone
Big battle for the governor's seat in Texas and the state's future

FOR BACK to SCHOOL
Look what's free!

REVIEW
East Central Alberta
Thursday November 19, 2009
Volume 99 - No. 40

The Professional Bull Riders have won
The Professional Bull Riders have won the 2009 World Finals in Vegas, NV. The winner of the 2009 World Finals is a high score of \$1.25. The winner of the 2009 World Finals is a high score of \$1.25. The winner of the 2009 World Finals is a high score of \$1.25.

Valid points on both sides
Page 3

OPINION: Col. J. 'Monopoly' Cootner
Page 6

Living & Entertainment Guide
Pages 7-9

Spent 19/20
Page 10

Lab 67
BUT SERVICE AND ACCESSORIES
AND YOURS GOES TO GO
Pioneer work to put in the house of Pioneer
All Change from 78"

FutureG
www.futureg.ca

We are Dealers for Supreme Vertical Mixer Wagons

San Antonio Express-News
Thursday, July 10, 2009 • mySA.com
The voice of South Texas since 1850

TALKING BIG 12
UT and Tech gearing up for football season SPORTS 1D

WILLIAMS TRYING TO MESH WITH ROMO SPORTS 1D

SAISO EXPECTING 'UNACCEPTABLE' RATING METRO 1B

DOWNTOWN AREA | A TOURIST MAGNET

Council hears a plea for River Walk funds

'I didn't mean to do it. He told me to.'

Long-delayed upgrades are being pushed

What's in the works

Accord gives health care legislation a big boost

Handwriting on wall for Texas?

She wants Perry gone

FOR BACK to SCHOOL



Attention – Placement

Renault won't fight crash allegations

Team principal, engineering director may face lifetime ban

Renault has announced it will not fight the allegations of an illegal engine test conducted by its Formula 1 team, which has been found guilty by the FIA. The team principal, Flavio Briatore, and the technical director, Pat Symonds, have both been found guilty of conspiracy to cheat. Briatore has been given a lifetime ban from the sport, while Symonds has been given a two-year ban. Renault has announced that it will not appeal the decision.

Pro surfing tournament comes to Canada

The first major surfing event in Canada is set to take place in Victoria, British Columbia, this summer. The event, known as the 'Vancouver Open', will attract some of the world's best surfers. The tournament is organized by the local surfing community and is expected to be a major success.

going around in circles - probably

The PlanetCard Visa Store for Families. Savings from \$10 to \$100 per year at the PlanetCard Centre for Family Excellence. 800 Kipling Ave. Etobicoke, Ont. M9W 6K7. Tel: 905-709-1234.

Hostage swap only hope for couple as UK refuses to pay

CRIME YARD SHIFT DUSTING OFF DEATHS CORNERS

Bear whisperer explodes the honey myth

Amnesia includes 'lighter' memories

Toy Jews' are the peaceniks of J Street

Old statesmen reflect on the fall of Berlin Wall

Come fly with me.

Profitez du nouveau SG+ le plus étendu du pays.

C'est énorme.

Benoît Corbeil échappe de 15 mois de prison

Un fraudeur de retour derrière les barreaux

Une pension alimentaire record accordée à une divorcée en Ontario

Premier de 12 ans pour le trafic d'armes de feu

TELUS

Open has backer

FIVB Tour

goeff

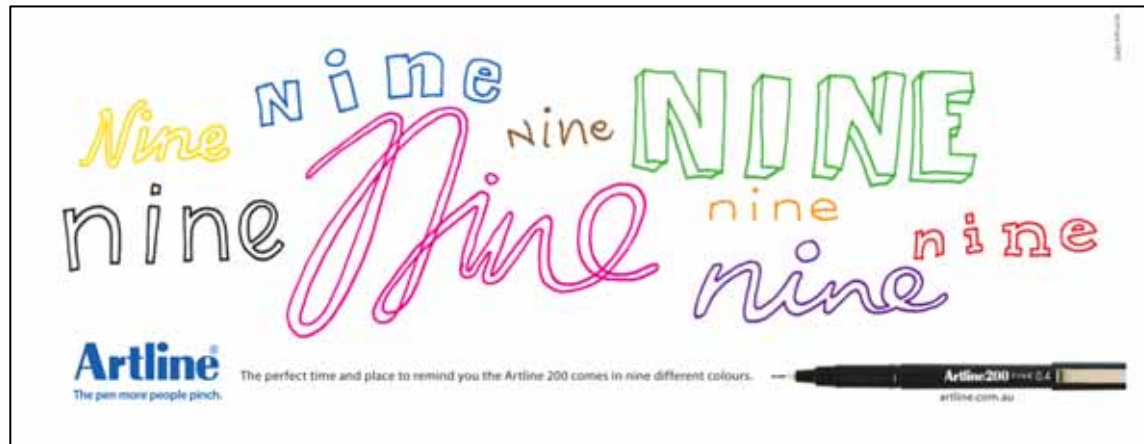


Attention – Be unique





Immediacy - Specific date



Brand:

Artline markers

Challenge:

Promote their 9 different colours

Solution:

Ran in newspapers on page 9 on 9/9/09



Immediacy – Responding to the news



Copy:
Someone
needs a Ryobi
hedge trimmer
for Christmas





Credibility

"Unlimited local anytime any day." - Canidigitalscreed

"phones should be unlimited talk day or night" - covey

"...unlimited local calling..." - merrison

"We need an unlimited voice and data plan" - Robust

No wonder you want unlimited plans: we all hate running out of

You asked for unlimited plans. We've got unlimited voice, unlimited text and unlimited data. WINDmobile.ca

WIND
The Power of Consultation™





Retail



"Detective Kit"

Sears Optical





Retail - Local



Of those adults who did not read a newspaper in the past week, **36% USED** a newspaper during that same week. Usage included **checking sales in local stores.**





Seal the sale

IT'S BETTER WHEN YOU PLAN IT YOURSELF.

YES! I SEE THE BENEFIT OF PRE-PLANNING.

☐ L.I.F.E. Estate Planner ☐ Duffin Meadows Cemetery Pre-Planning Info Package
☐ Funeral Info Package ☐ A phone call to arrange an appointment

NAME

STREET APT.

CITY POSTAL CODE PHONE

MAIL TO:
 65 Overlea Blvd., Suite 500
 Toronto, Ontario M4H 1P1

☐ I do not wish to receive any additional information or notifications in the future.

Duffin Meadows Cemetery

Copy:
It's better
when you plan
it yourself.



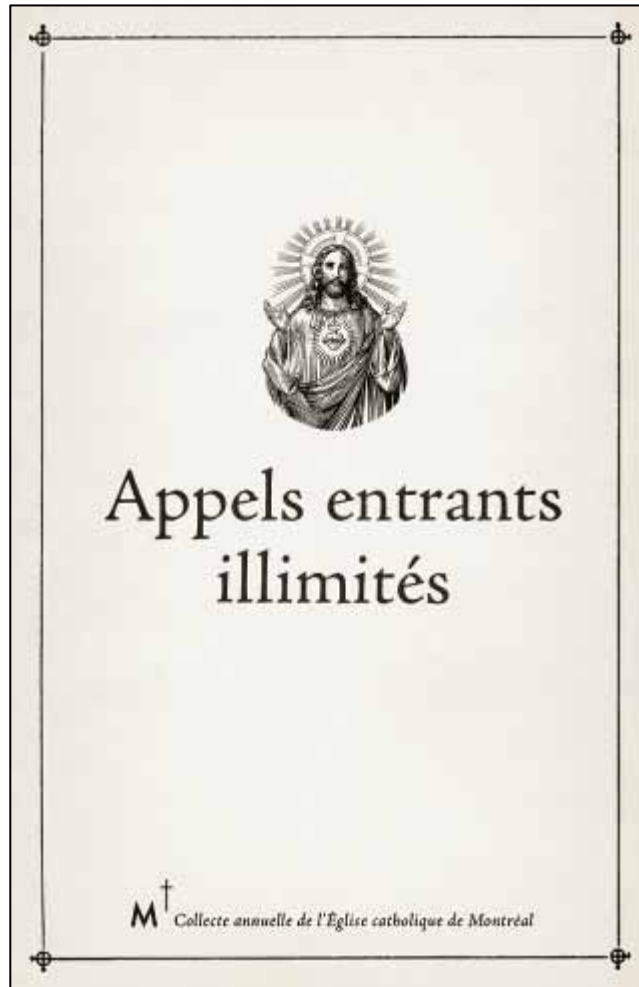


Demonstration - Placement





Call to action

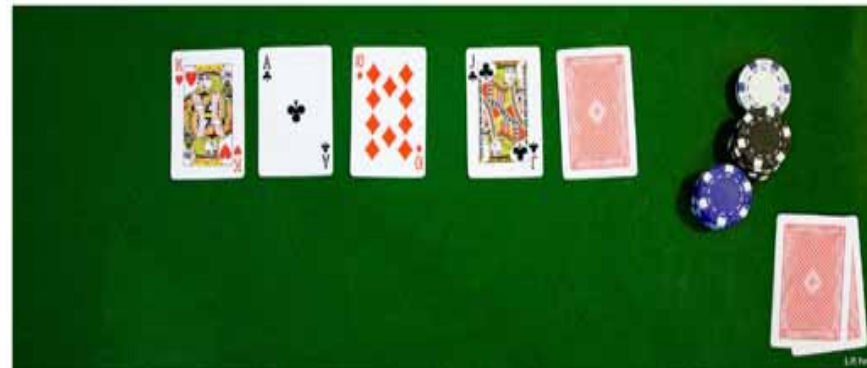


Headline:
Unlimited
incoming calls





Interactive





Interactive



Brand:

United Nations

Challenge:

To make the issues come alive.

Solution:

Text picture of mouth.
Receive a call back to
hear the real story of
featured person.



Interactive QR codes





How do I know this will work out?
What's your track record?
I am just shopping around right now
but I'd love a peek into how fulfilling
this relationship could be?





“Shop window”

Primary Medium for Checking Advertising	
<i>Medium</i>	<i>% of Respondents</i>
Newspapers	41%
Internet	21%
Direct mail	14%
Television	8%
Catalogues	6%
Magazines	3%
Radio	2%
None of these	5%
Source: MORI Research/NAA, July 2009; Center for Media Research, “Newspapers Still Send Consumers To The Store”, August 10, 2009	





Deliver Results

“Advertisers say the **printed** version of **newspapers** remains among **the most effective media** for meeting that objective (return on investment). **‘We see it works. We are able to track results,’** said Penny Stevens, president of Toronto-based media buyer Media Experts.”





ROI

BrandScience analyzed 400 retail brand case studies

<u>Amount spent</u> For every £1	<u>Media</u> Newspaper	<u>Sales increase</u> £6.23
For every £1	TV	£3.57
For every £1	Outdoor	£3.57
For every £1	Online	£2.23

Marketing Magazine UK, "Research claims outdoor advertising's ROI rivals TV", Sept. 22, 2009





Automotive



Brand: Audi

Challenge:

- Target 40+ professionals
- Position SUV as sexy

Solution:

- Newspaper+online+ outdoor+mag.

Results:

- Industry -17%, Audi +11%
- Sold 50% above targets
- Brand measures increased dramatically



Automotive – Non-traditional

Brand: Nissan, Brazil

Challenge:

- Developing its presence
- Entrench brand belief 'Shift'

Solution:

- Newspaper - buyer source
- Front page blank - readers upload stories & pictures.
- Next Sunday, personalized newspaper delivered

Results:

- Nissan's brand familiarity doubled

CAPA PROMOCIONAL: O ESTADO DE S. PAULO DOMINGO

Qual é o assunto que você gostaria de ver aqui?

Which headline would you like to see here?

Qual foto deveria estar aqui?

What picture should be here?

Escreva aqui o título que você quer.

Write down the news you want to see.

Escolha uma foto e coloque aqui.

Choose a picture and place it here.

Escreva aqui o título da notícia que você quer.

Write yourself the news you would like to see on your newspaper's front page

Shift.

Write yourself the news you would like to see on your newspaper's front page



Travel

Brand: Canadian Tourism Commission

Challenge:

- To sell stay-cation to keep vacation dollars in Canada

Solution:

- Highlight Canadian undiscovered travel experiences
- Kick-off with newspapers then TV both drive to site

Results:

- 450,000 site visitors
- 2.2 million page views (well over industry averages)
- 4 weeks after launch – 22% of Canadians surveyed booked/taken trip in Canada





Beer

Brand: Corona

Challenge:

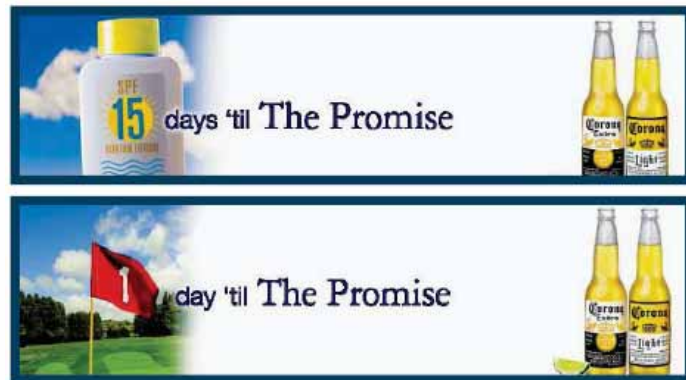
- Target the up market
- Stand out at beginning of key season and generate sales

Solution:

- Newspaper & their sites (with radio on launch week)
- Teasers
- Launch: first day of summer with high impact gatefolds

Results:

After gatefolds ran, sales +18%
- the highest ever weekly sales!



FRONT PAGE WITH GATEFOLD

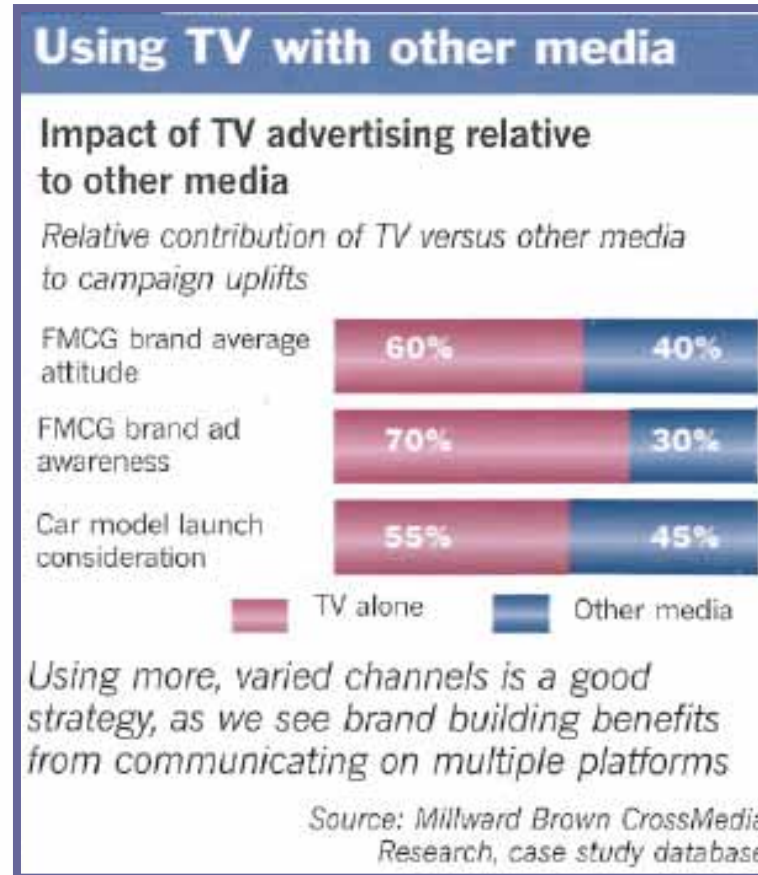
INSIDE FRONT PAGE

INSIDE BACK PAGE

OUTSIDE BACK PAGE



Packaged Goods



Admap, "Maximizing media synergy for cost effective brand building", July/August 2009





Packaged Goods

Millward Brown analysis of 32 **cross-media studies**

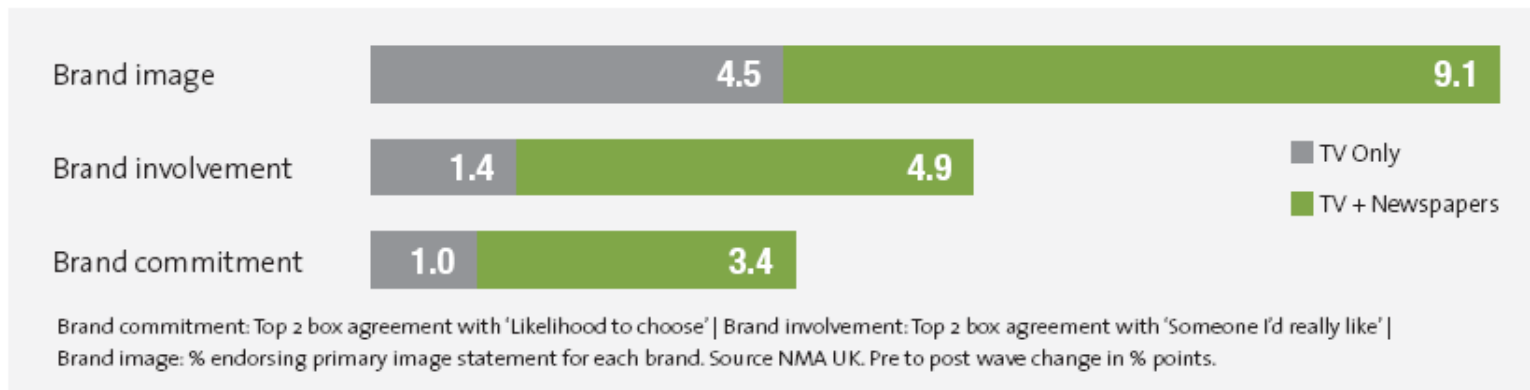
- TV: Has a strong ability to build brand awareness
- Online: Ads perform in a similar way to TV
- Print: is more relatively more likely to **increase brand favourability** and **purchase intent**





Packaged Goods

Newspapers are proven to be compatible with TV,
multiplying brand effectiveness for food advertisers





Packaged Goods

Brand: Nescafe Instant Green coffee

Challenge:

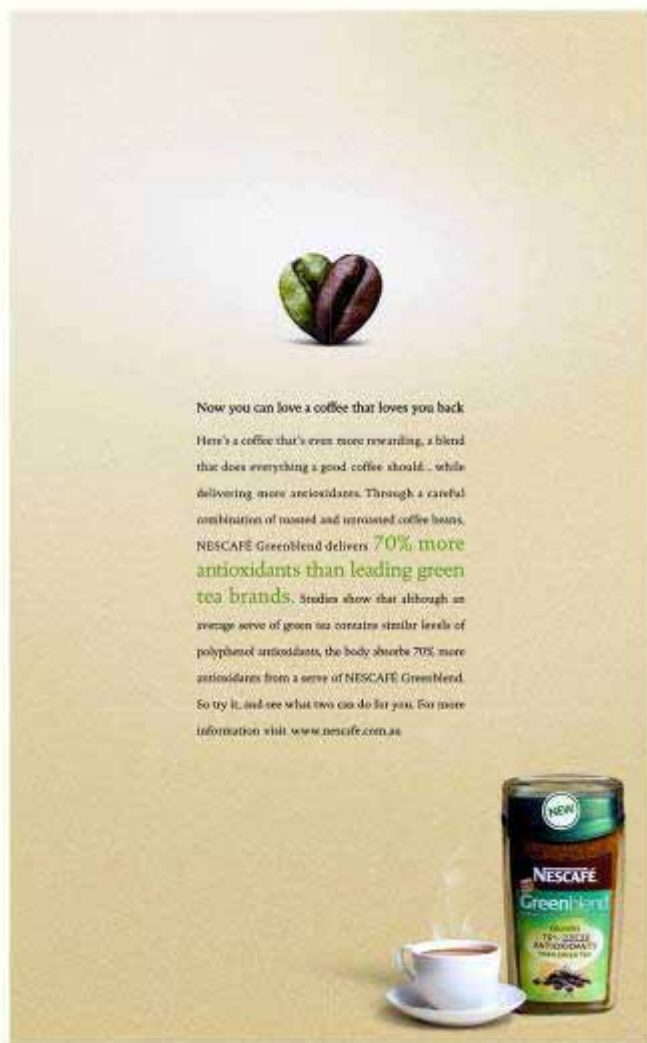
- Launch new product

Solution:

- Newspaper + TV proven to work
- TV – newsworthy programs
- Newspaper - news, health, food

Results:

- Brand equity: 75% (vs. 62% TV)
- Delivered key messages of:
 - Taste: +59% vs TV only
 - Quality: +41% vs TV only
 - Emotive cues: +44% vs TV only
- Trial was 23% above plan





Business-to-Business



Brand: The BrainStorm Group

Challenge:

- Build awareness in tough market
- Increase visits to (new) website

Solution:

- Full-page newspaper ad

Results:

- Garnered 1,600 new visitors to the site the day the ad ran
- Would do it again!





What is your vision for
the future?
Where do you see
yourself in 5 years?





Future

- Paid content?
- Hyper local content
- User generated content
- Video content & advertising
- Print outsourcing
- More colour
- More free newspapers?
- Smaller?
- Niche and/or customizable
- Apps
- Increased use of technology





Personalized newspaper

Nationale und Internationale
Tageszeitungen



Deine Auswahl vereint in deiner niiu

Niiu

- Launched in Berlin
- Choose sections from 20 newspapers
- Order due by 2pm
- Individualized editions are home delivered
- Cost: €1.80 (€1.20 students)

Kooperationspartner





Specialized newspapers



Brand:

Movistar with Metro's Publimetro

Situation:

- Chile's 635K blind community
- No newspaper or magazines

Solution:

Monthly publication in braille



Vertical Newspaper?

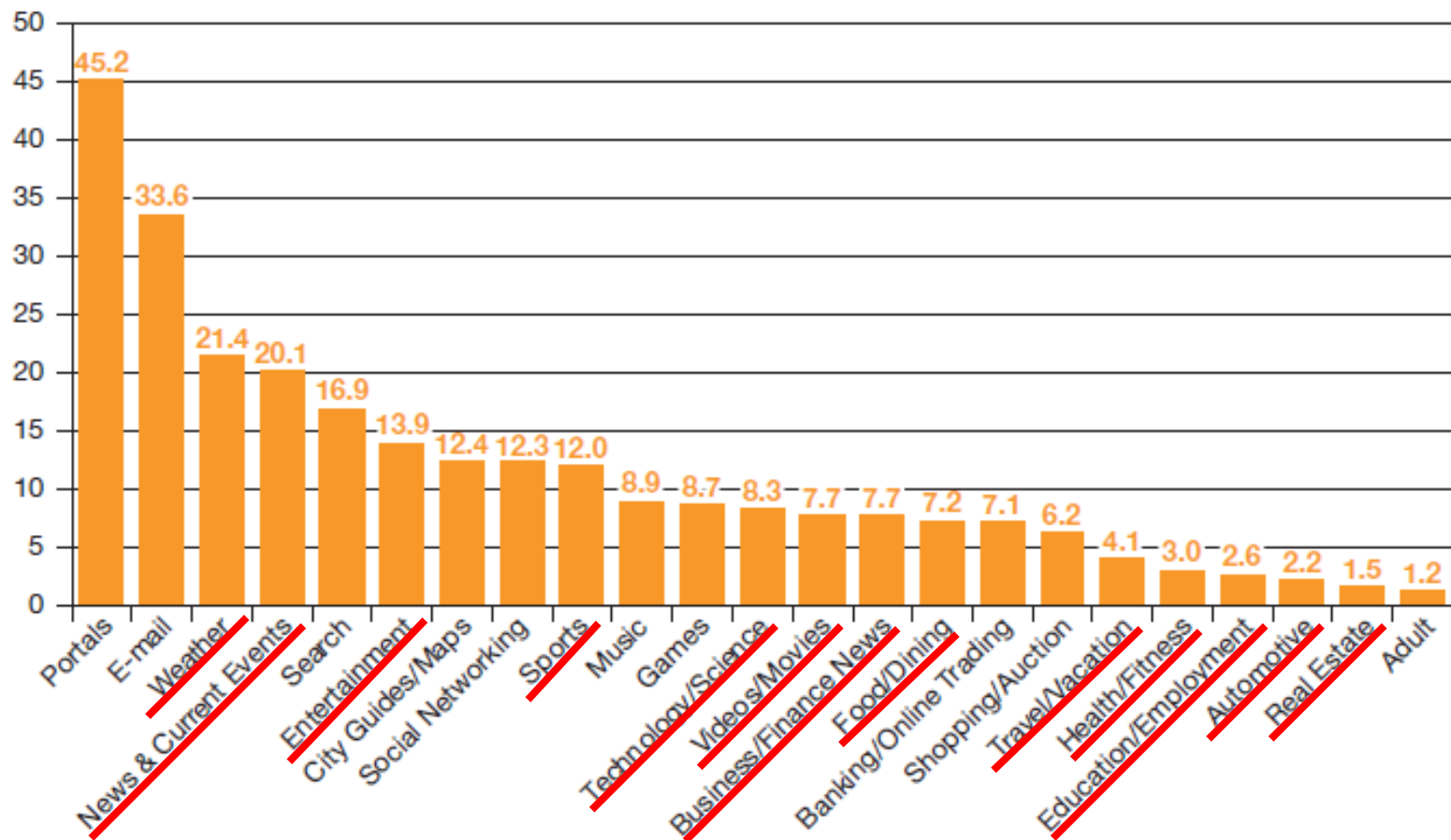




Mobile

Millions

Mobile Internet Users by Category



Source: Nielsen Mobile

© WAN-IFRA 2009





E-readers

What is it:

Light, electronic device for reading books, newspapers, textbooks (retail: \$260-850)

Manufacturers:

Amazon's Kindle (A&D),
Barnes & Noble's Nook (B),
Sony Reader (C),
Apple iPad (E)

Opportunity:

Students, women
Sales to double in 2010*



*Consumer Electronics Association



Blyth Academy, Sony Canada
and Pearson Canada make

Digital Textbooks a reality



Blyth Academy is the first high school in Canada to announce the supply of Sony® Reader Digital Books in place of printed textbooks.

Together with Sony Canada and Pearson Canada, the world's largest educational publisher, Blyth Academy will replace traditional textbooks and provide each student with their own personal Sony Reader.

Blyth Academy is one of Canada's leading private schools with three campuses in Greater Toronto and International accredited programs in 28 countries around the world.

For more information on Blyth Academy:

www.BlythEducation.com
email info@blytheducation.com
416 960 3552

Blyth
be brilliant!

Reader™
SONY
PEARSON





Augmented reality





Gesture-based interface



Media Post, Fast Forward: Reality Check, November 1, 2009; <http://gizmodo.com/346845/orange-shows-off-gesture-based-interaction-screen-touch-screens-look-on-in-horror>



**Finally, do you have a
personal philosophy?**





Live Long!

On June 19, 2009,
Tomoji Tanabe,
the world's oldest man
died in Japan.
He was 113.

He drank milk and
read a newspaper everyday!

Globe and Mail, June 25, 2009





Be Happy!

What do happy people do?

Read a newspaper!

And they read the paper at significant rates through all demographic categories.





I think we are perfect fit





