

# NEWSPAPERS WORK

## WITH DIRECTORIES



### Strengths of Directories

- Wide-spread distribution
- General go-to as a reference tool (in print and online)
- Users intend to purchase
- Production is relatively inexpensive

### Weaknesses of Directories

- Many books (and categories) add to cost
- Breakthrough is challenging as competitors displayed together
- Fleeting messaging – limited visuals and copy
- Long production lead time for physical book – does not allow for recent changes or updates
- Brand purchase decision sometimes made before directories opened



Directory ad

### When to use Directories

- To ensure that your business is in the consideration set of options
- When your business is one that is likely to be sourced through this medium (e.g. take-out food, contractors, florists)
- In conjunction with other media so that the opportunity for business is maximized.

### When to use Newspapers and Directories

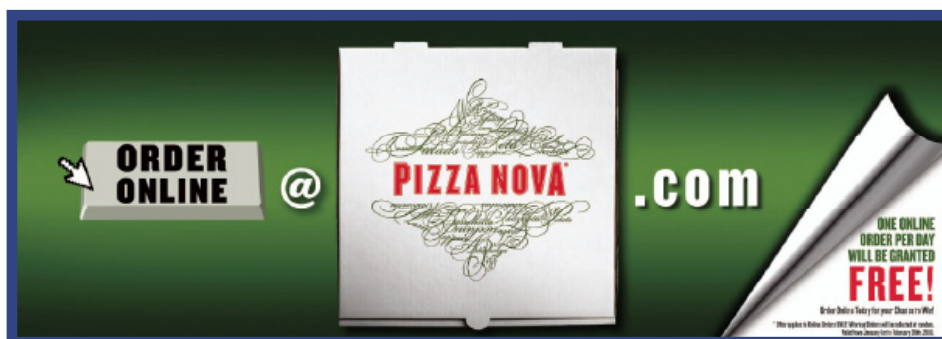
- **Local** – Newspapers and directories are strong local media that create a presence in the community when used together.
- **Awareness** – Newspapers can help build a businesses brand name – either by introducing it to the market place or by reminding the consumer. Directories then allow the business to be accessible once the name and positioning are built.
- **Detailed information** – Newspapers can provide relevant detail including coupons to drive consumer to act. Directories provide the contact details.
- **New offerings** – When there is new information to share, and it can't wait for next directory, newspapers can be used to showcase the new product or service.the overall impression of the campaign.

### Case Study: Pizza Nova

Pizza Nova is one of many operations offering pizza to the local community. In its case, an ad in a directory highlighted its offerings: pizza, wings and more.

Pizza Nova decided to introduce the ability to order online. And to encourage this, it added in the opportunity to win the order free (one free order was given out each day). To highlight this new service and its offer, Pizza Nova advertised in the local paper.

Both ads have the same colour and design elements – allowing all the communication to reinforce the brand. And working together, they help build awareness for Pizza Nova.



Newspaper ad

For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)



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