

CASE STUDY

PROVING NEWSPAPERS WORK : ONLINE, BLOGS & TWITTER

The Challenge

The Manitoba Home Builders Association was already undertaking (a Best Home competition) the Parade of Homes exhibition twice a year but they wanted to add a new element to create further excitement for the initiative.

The Objective

To position the Manitoba Home Builders Association and their competition as more relevant to today's consumer.

The Plan

New home buyers are generally busy professionals – usually juggling both career and family. If they are purchasing their first home, they tend to be younger and therefore are more likely to embrace social media.

Based on this, the local newspaper proposed a blog. It would run twice a year during the competition period. Ten locals would be chosen to blog (unpaid). They would be from different demographics to represent the population and their varied needs. Each blogger would tour 10 homes each for a total of 100 homes visited over the competition period. The blogs would be posted on the newspaper's site in an exclusive position on the home page. It would also be featured in the paper's Twitter feed.

The Creative

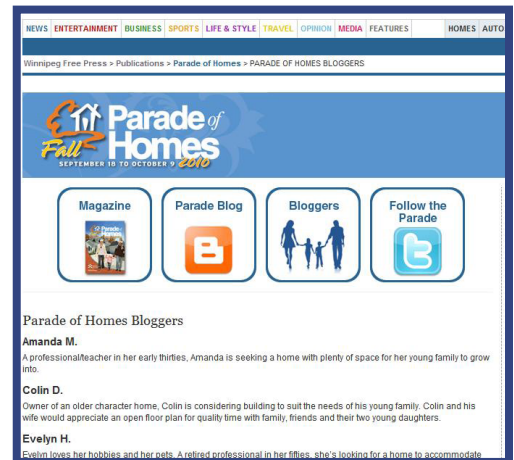
The blog button was design in-house by the newspaper and was strategically placed in a high profile location on the newspaper's home page.

An ad highlighting the blog was also featured in the "Parade of Homes" magazine that was produced specifically for these bi-annual events. The magazine was distributed with the paper and in the homes themselves ensuring that those interested had access to further information.

The paper's Twitter feed was also used to highlight the homes and send readers to the blog.

The Results

The Manitoba Home Builders Association was thrilled with the recommendation from the newspaper. They agreed to proceed and were excited about the prospect of trying something new that embraced social media. And they experienced resoundingly strong feedback from the community. Traffic to the blog exceeded expectations – and on one day it exceeded 16,000 clicks!



Blog



On Site



On Twitter

This outstanding newspaper campaign effectively targeted the local community. The compelling creative combined with its strategic placement on the appropriate pages in the newspaper allowed us to more than meet our objectives.

- Mike Moore, President of the Manitoba Home Builders Association

The Association was so pleased they are continuing their successful relationship with the newspaper and its social media initiative!

For further case studies, go to www.newspaperscanada.ca



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