

Chattanooga Times Free Press

Problem

How does a local newspaper use OOH to attract a greater readership?

Solution

Utilize a digital OOH campaign to give viewers a teaser of breaking, relevant headlines covered by the news outlet.

Background

At the initial time the plan was constructed the Times Free Press (TFP) wanted to promote special events & expos. One major opportunity was the development of digital dynamic content, which could be a game changer for the TFP. Creative was a challenge due to so many sponsorships that TFP's events have and of course the it wanted to include them in every creative piece. A big need for the TFP was promoting multiple events due to close proximity in dates but the biggest issue for the TFP in our analysis was; how does TFP sell more papers?

Objective

The advertising objective was to promote multiple events at the same time, but more so to sell more papers and increase subscriptions. The target was all adults 18+ living in Chattanooga Metro area.

Strategy

The strategy was for the TFP to run on an 8 panel Digital Network in Chattanooga. With the Digital Network, the campaign could easily reach all adults 18+ in the City and surrounding areas with strategic placement. Digital allowed the team to meet the objective of promoting multiple events at the same time by rotating creative every time the TFP digital slot came up.

The overall creative strategy for the TFP was to help sell more papers by promoting events, and attracting attention with effective changeable messages. After the TFP had been running its changing events for several months, changeable messages evolved with the implementation of dynamic content the team was able to creatively and strategically make the Newspaper relevant... again by allowing them to report breaking news as it happened.

The idea was to use Twitter and run Headlines across the digital network. It was met with major excitement from the TFP, the ideas started rolling and "Breaking News" became a major part of the overall campaign. The new creative was to show headlines or breaking news. As soon as the first headline ran on all 8 digital network units at the same time the TFP became the



most timely media outlet in Chattanooga.

Plan Details

Markets: Chattanooga Metro

Flight Dates: January 2015 - November 2015

OOH Formats Used: Digital

Target Audience: All adults 18+

Budget: The TFP's only media spending was allocated to Digital Outdoor Advertising. "We are not spending any other money on any type of advertising", Deborah Dwyer, Director of Marketing.

Results

Although the TFP did not provide quantifiable results, it was stated by the Director of Marketing, "In collaboration with the team the implementation has been virtually flawless. The impact of the project has been significant in our strategy to diversify our distribution channels and deliver the most timely and accurate information to the community". One of the best examples of the timeliness was amidst ongoing turmoil within our Public School System the TFP was able to announce the retirement of Hamilton County Department of Education's Superintendent to the entire city while the School Board Hearing was still in progress and before any other media outlet could report the news.

As the initial objective was to promote events the TFP was able to draw more audience attention to "Breaking News" because now the community is looking for it.

Concurrent with the TFP campaign, the team was running a teaser campaign featuring only the word "UBIQUITOUS". After a month of buildup, a press conference was held by Coca-Cola to announce it was the sponsor, and TFP broke the headline within minutes across the digital network and across the city, thus being first to the punch to break news the public had been waiting for all month.

Audience Metrics

Target Audience TRPs: 94.6

Target Audience Reach: 55.28%

Target Audience Frequency: 6.8

Additional Relevant metrics: 390,421 weekly impressions with 8,100 plays per day

