9) NEWSPAPER NEEDS SOCIAL MEDIA CAMPAIGN TO ENGAGE NON-SUBSCRIBERS

Summary

Fewer people are reading the news, or using online news sources.

Challenge:
Create a social media campaign designed to reach non-subscribers and to promote products on all platforms. Our products include print subscriptions to *The Plain Dealer*; subscriptions to our digital replica edition; our website, cleveland.com; and our mobile apps on iPad, iPhone, Android devices. Or, is there another more innovative method that will increase readership and web users?

1) The name of your company / organization?

The Plain Dealer

2) Explain your “challenge.” Be as descriptive as possible, providing relevant background or other information to help student competitors clearly understand the problem to be solved.

Create a social media campaign designed to reach non-subscribers and to promote our products on all platforms. Our products include print subscriptions to *The Plain Dealer*; subscriptions to our digital replica edition; our website, cleveland.com; and our mobile apps on iPad, iPhone, Android devices.

3) How would you know if a student entry has produced a good solution? That is, how would you measure the effectiveness of the solution (e.g. surveys, online audience metrics, etc.)?

A good solution would be reflected in increased subscriptions; increased traffic on our websites; and increased downloads of our apps.

4) Are there additional criteria against which the proposed solution should be evaluated? (e.g. well-designed, attractive interface, usability, mobility, low-cost implementation, etc.)?
The campaign must be able to be implemented by existing staff members in a relatively time-efficient manner.

5) What resources are available to help inform and guide the student competitors (e.g. data sources, reports, articles, audience metrics, etc.)?

The Alliance for Audited Media (formerly Audit Bureau of Circulation) and they should examine our existing social media efforts.

6) Please provide the name(s) and contact information of someone we may contact if we have questions about your “challenge.”

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Challenge #9

The Cleveland Plain Dealer newspaper needs a social media campaign designed to reach non-subscribers and promote the products it offers on multiple platforms. Its products include print subscriptions to The Plain Dealer, subscriptions to its digital replica edition, its cleveland.com website, as well as its mobile apps for the iPad, iPhone and Android devices. If not a social media campaign, is there another more innovative method for increasing readership and web users?

Written materials¹:

1. Cover page with title, number of the challenge addressed, list of contributors and contact information.
2. One page executive summary w. title – required (12-point type, may be single-spaced)
3. White paper
   a. Required: Title, problem restatement and proposed solution (What is your innovation?), maximum three pages
   b. Required: Measurable aims: how will you know if your solution works, maximum one page.
   c. Required: Project description, maximum of 10 pages total
      i. Required: Evidence to support your approach
      ii. Required: Necessary resources to implement your solution
      iii. Required: Implementation plan. The company says your idea “must be able to be implemented by existing staff members in a relatively time-efficient manner.”
      iv. Required: Timeline
      v. Required: Messaging and strategy. Describe the essential components of your marketing campaign, including the messages you intend to use, as well as your overall strategy.
      vi. Optional: Describe how you will define success for your solution.
4. Required: Financial Information – no page limit
   i. Required: Proposed budget and budget justification
5. Appendixes – optional, no page limit. Note: judges are not required to read appendices.

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¹ All written materials in the white paper must be in a normal 12-point type, double-spaced, unless otherwise noted. Charts, tables, illustrations and embedded spreadsheets may be single-spaced. Final deliverables of the cover sheet, executive summary and white paper must be three, and only three, separate Word documents or PDF files.
**Presentation Materials**

1. Set of PowerPoint slides without voiceover – maximum 20 slides as a PowerPoint file OR
2. Link to a viewable set of PowerPoint slides with voiceover – maximum 20 slides, 5 minutes OR
3. Link to viewable video presentation, maximum 5 minutes.

**NOTES:** The company says a “good solution would be reflected in increased subscriptions, increased traffic to our websites and increased downloads of our apps.” Contest competitors are encouraged to examine Plain Dealer circulation and digital data from the Alliance of Audited Media. They also should examine The Plain Dealer’s existing social media efforts.

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2 If the presentation materials are posted on a private website, complete instructions for accessing the site must be given.