



CONTENT OVERVIEW

1. SOLUTION DESCRIPTION

- CLIENT GOALS
- CONCEPT OF THE CAMPAIGN
 - CAMPAIGN SITE
 - BANNER ADD
 - PRINT ADD

2. CONCEPT DEVELOPMENT

- AIDA MODEL
- LAUNCH PLAN AND PLATFORM CHOICES
- LAUNCH FLOW CHART
- USER PROFILE & SCENARIO

3. DESIGN AND TECHNICAL DOCUMENTATION

- VISUAL IDENTITY
 - RESEARCH OF INFORMATIONS VISUAL IDENTITY
- DESIGN DOCUMENTATION OF THE PRODUCTS
- WIREFRAME & MOCKUP FOR THE CAMPAIGN WEBSITE
- USABILITY ON THE WEBSITE
- PRODUCTION BUDGET
- PROJECT MANAGEMENT

1. SOLUTION DESCRIPTION

CLIENT GOALS

The goal is to deliver a marketing campaign, which can help Information gain 500 subscribers within one year with the 5+1 service. This is as stated by the client, Information in the brief.

CONCEPT OF THE CAMPAIGN

We want to convey the idea, that this type of subscription is ideal for our target group. We wanted to do it without talking negative about their main product (the printed paper), thus straying from the ecological approach which we initially discussed using, as some readers of the newspaper might find that offensive. We have focused more on the digital aspect, keeping in mind, that it is also about the combination of the two.

The main messages that we want to convey through this campaign is:

- It is still the same content - but with a new technology behind.
- The importance in combining the digital and analogue aspects in your subscription.
- 5+1 is not better or worse, but it is ideal for some

We have thought a lot about what Information told us at the client brief. This product is not a big new thing and the campaign and the budget is somewhat low-key. We want to reflect that in our campaign solution.

We wanted to capture the mood of Information, by using a language similar to the one used in their other ads. All of the campaign elements are build up the same way. It consists of three payoffs, which all work together:

“Det handler om hvordan du får din Information”
“It’s about how you get your Information”

“Det handler om at finde den rigtige Kombination”
“It’s about finding the right Combination”

“Det handler om tradition og Innovation”
“It’s about tradition and Innovation”

The substatement to all of these are:

“Med 5+1 får du det bedste fra begge verdener”
“With 5+1 you get the best from both worlds”

The statements are all build up the same way (starting with: It’s about...) referring to the actual product, but can also be interpreted in a larger sense. Like the first one, “It’s about how you get your Information“, refers to both the word “information“ in general and also to the paper (and how you get it - on which platform)

The “dog ear“ effect is used in all visual elements to represent both the combination of print and analogue and to give the idea of some new technical power behind the paper.

On the following pages we will describe in detail the different elements of the campaign:

- The Campaign Website
- The Banner Ads
- The Print Ads

All products can be seen on ec10040.monline.dk

CAMPAIGN SITE

The campaign website is the place where we want to attract traffic in order to inform the readers about the 5+1 service, and stimulate them to fill in the subscription form. The main idea was to connect all media channels (newspaper ads, web banners, web site) with one style, so users can see similarities between all those platforms.

The layout was build as a single-page website divided in to 3 sections: General information with a headline, information about the 5+1 service and a subscription form where users need to follow 3 steps in order to sign up for the service.

We added navigation that works as anchorpoints within the page. When the user clicks on one of the buttons, the page scrolls down and the user goes directly to the selected section. In order to connect the webpage with social networks, facebook and twitter buttons were added. This is not the main focus though. The general idea was to build a simple and clean web page, that will guide the user through the content and provide the same feeling as the web banners and the paper ads.

BANNER ADS

The web banners where made in three standard sizes - 930x180, 728x90 and 300x250 pixels. The idea behind the banners was to create a way to attract the users attention, and link them to the campaign website.

In order to reach user attention, USP was used. To give it more interaction when hovering the banner - flash animation was added. When the user places a cursor on top left area of the banner, the corner starts moving so it looks like the user is pull-

ing out the corner with his cursor, showing that on the one side it is newspaper and behind some code, to show that there is something digital behind the 5+1 service.

PRINT ADS

The print ads will be featured in Informations own paper. For the duration of the campaign there will be a full-size ad in the paper monday to friday. In the saturday edition there will be a special ad consisting of three spots of different sizes on consecutive pages.

Page 7 (right side of the paper) will show a quarter-page ad in the right corner of the page, showing only the “dog ear” flip with code behind it and showing the 5+1 logo and the URL for the campaign website.

On page 11, there will be a half-page ad revealing a little more, building up to the full-page ad on page 15. In the full-page ad more information about the product will be revealed in a descriptive text.

The concept behind this is to show that the 5+1 one is a new way of combining subscriptions. Furthermore we want to emphasize that it is still the same paper and content, just with “new” technology behind it. It is a combination of print and digital media.

The page-numbers are relative and can be used as Information wishes. The point is that it is a build up and that it will appeal to the readers curiosity.

2. CONCEPT DEVELOPMENT

AIDA MODEL

Information brings an innovative idea of how to combine the digital newspaper with the analog. Now the question is, which way is better to inform the readers of the new product?

We have considered reaching three goals with our advertising:

1. TO INFORM
2. TO PERSUADE
3. TO REMIND

ATTENTION, INTEREST, DESIRE, ACTION

These goals go very well together with the AIDA model that says: to get Attention, hold Interest, arouse Desire, and then obtain Action. We also found the word innovation important for 5+1, since Information is the first to provide that type of subscription service in Denmark.

ATTENTION

First we need to get people's attention. This should be done by using offline and online media. In our case banners and print ad would be the right choice to raise an interest in people's minds.

The banner ads will link to the campaign website where the user will have the information about the 5+1 service available.

Since Information is looking for a target group which already know of them, they should place these ads on their own website.

INTEREST

If the previous stage succeeded, people would move on to visit the the campaign website .

DESIRE

The provided information on the website is presented in an honest, interesting and appealing way, so the users should get inspired by that and take an action.

ACTION

The desire turns into an action. Interested users make the choice and hopefully subscribe for 5+1 service.

Hopefully, they are satisfied with service and spread Information further to friends and family.

In this case comeback contribution has been successfully accomplished.

LAUNCH PLAN AND PLATFORM CHOICES

WHAT

Our campaign proposal will consist of:

- A campaign web site
- 2 banners - one functional
- 2 different ad types for the printed paper

WHERE

- The campaign site will be an independent site, and not a sub-site on information.dk. It could be hosted on the URL www.5plus1.dk

- The 2 banners will be shown on information.dk, and will link to the campaign site.

- The ads will be shown in the newspaper.

WHEN

The campaign will start 2 weeks prior to the launch of 5+1, and will run for 6 weeks in total. During these 6 weeks, it will go through 3 phases; pre-launch, launch and post-launch, this can be seen in the launch flow chart in the following pages. We are focusing on the pre-launch, but we have suggestions to the next stages as well.

HOW

Our campaign is focused on hitting the areas where it is easy to find the target group, and where the costs are low.

Information has a budget of 50.000 to 100.000 kr. for this campaign, and we felt that making video, big launch events or mul-

iple posters would end up being too costly for them, and not really in line with the product. Therefore we suggest that Information will take a more low-key approach. Our solution includes making a campaign website, with all the necessary info, and focus advertising of this 5+1 campaign site on the digital outlets that Information already have (information.dk, their Facebook group and Twitter account), and also the newspaper.

The campaign site will focus on usability and simplicity. It will contain info about the product, the prices and feature a sign up formula. The campaign site should use a persuasive design in order to get people to sign up for the service after reading the info, rather than finding themselves put off by too much content, or confusing navigation.

The banners will match the website in design, and be simple, yet intriguing. They should make the user feel interested, in order for them to click and visit the campaign site.

We suggest placing the 3 ads we have made in the Saturday newspaper, as it is the biggest edition of the week. The ads will be featured on three different pages, all in different sizes, as described earlier.

Monday to friday, only the single full page ad big ad will be featured.

The style being used here is also similar to the website and banners, in order to keep the level of recognition.

The ads should be a good way of also reaching the readers who doesn't go to Informations digital outlets that often.

LAUNCH PLAN AND PLATFORM CHOICES

..continued

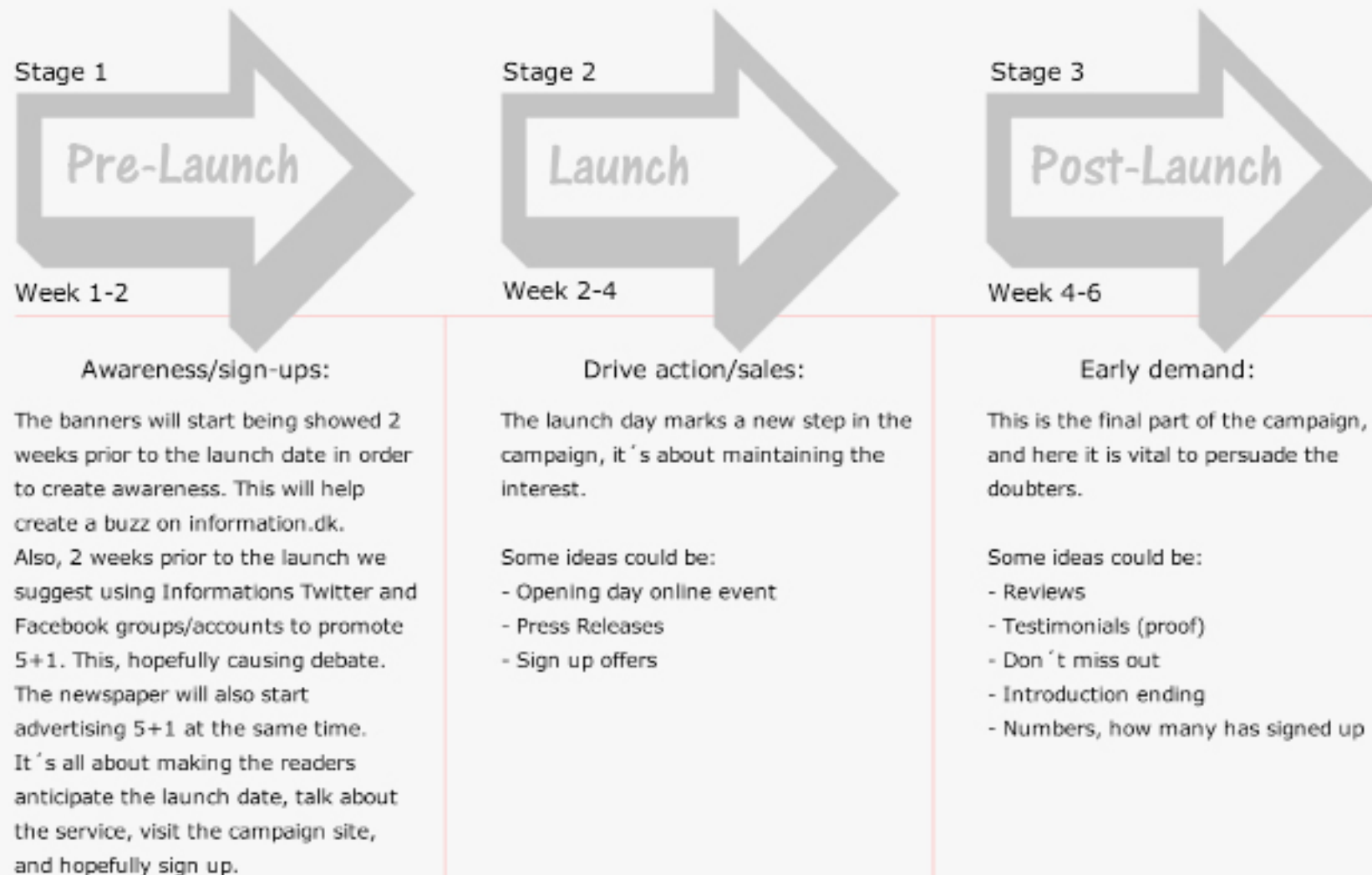
The use of Information's Facebook group and Twitter account is an obvious choice. We suggest making people aware of the campaign and product, by posting about it 2 weeks before launch.

Information readers are infamous for their debating skills and interest, so hopefully the users will find the news of the product interesting enough to comment on it and start a discussion. This should help the paper gain sign ups during the pre-launch, or at least help people having the product name in the forefront of their minds, when it actually launch.

Information made it clear in the brief, that they are not really looking to brand new readers for this service, they are more interested in maintaining the same readers, and not lose them in "the lost generation" age. Therefore we felt it would be optimal to target these people online, and in the newspaper, as the suggested target group is already familiar with Information.

Our opinion is that Information doesn't need to advertise themselves to a new audience, in order to reach their goal of gaining 500 subscribers to the 5+1 service. Most of these 500 subscribers could be found within our suggested target group, therefore we have set ourselves a goal of getting at least 300 subscriptions from our target group.

LAUNCH FLOW CHART - 6 WEEKS



USER PROFILE & SCENARIO

Name: Jannie Thygesen

Age: 36

Settlement: Denmark, Copenhagen

Occupation: A project-leader for Københavns Kommune

Relationship status: Married to Bradley Allen

Children: 2 daughters; Lily 4 years old & Kamma 9 months

Jannie has been a subscriber to Information, but because of her family and job, she does not have much time to read. Since Politiken does not have as many heavy articles like Information, she decided some time ago to be their subscriber. Jannie is a weekend subscriber for Information because she has time to read it during Saturday and Sunday.



USER SCENARIO

It is a Saturday morning and Jannie has been to the baker. She returns home and her husband has emptied the mailbox and placed the Information paper on the kitchen table. Well seated at the table with her husband Bradley, she pulls out the paper. Jannie starts to turn over the pages to look through the newspaper. Until page 7. She stops, because there is something on that page, which demands her attention. She wonders a little bit about the “dog ear” flip which shows some code behind, she notices the 5+1 logo and the URL of the campaign site. She reads on without thinking about it. At page 11 she spots the half page with the catching slogan, which builds up her interest she reads on without any further actions. She hasn't really noticed the URL.

At page 15, where she finally sees the whole page ad with the catching slogan that speaks directly to her about the 5+1 service and. Now pages 7 and 11 makes more sense to her. Since she sees this ad as interesting and useful, she shows the ad to her husband Bradley. They talk a little bit about it and they finish eating and reading. After breakfast Bradley pulls out his laptop, and together they look up the campaign site for 5+1.

She is able to change the subscription right away to the 5+1 on the campaign site as she feels it would fit her needs. At the same time she calls Politiken's customer service and cancels her subscription with them.

3. DESIGN AND TECHNICAL DOCUMENTATION

VISUAL IDENTITY

We have decided to lean on Informations already existing visual identity in order to create a coherence between this campaign, and other of their existing or previous campaigns. So before we got started we researched Informations visual style both in their website and the printed paper. The following are the most important pointers.

RESEARCH OF INFORMATIONS VISUAL IDENTITY

- The red “fingerprint” in the logotype, is a reference to the days of the resistance.
- The Logotype a reference to older days, there hasn't been many changes since 1945.
- There is consistency in the top banner, there must be some guidelines regarding what commercials Information accept for the top banner in the web edition.
- Photos on the website and in the newspaper are of a more artistic nature. There's often use of Gaussian blur. The pictures are usually kept in black/white colour contrast. Political pictures are mostly kept in black, with a hard lighting.
- It's not typical news footage, skewed angles are often used when pictures of politicians are seen.
- Politics and Culture are the dominating themes in the articles. A questioning attitude towards politics in general.

- Articles are often of a reflective nature, having an entirely different journalistic perspective, compared to the usual sensationalism that the majority of newspapers share.
- The font used for headings is Georgia.
- The font for text is Helvetica.
- Links are consistently blue in the web edition for clarity.
- An exception is made in the blue blog section, it has red links.

Based on this information we created a moodboard for Informations visual identity.

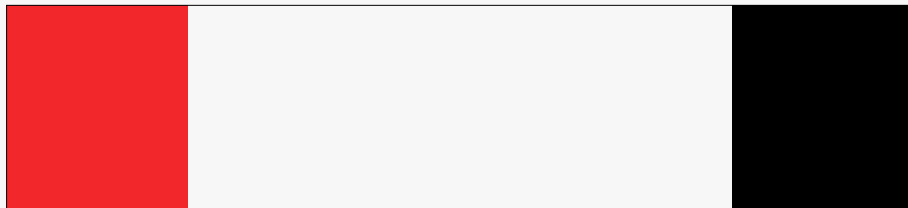


DESIGN DOCUMENTATION OF THE PRODUCTS

Colors, fonts and graphical elements such as logo of the newspaper and fingerprint were kept and used in our banners, campaign site and printed ads.

COLORS

Three colors are continuous throughout this campaign. The red color is from Informations logo and the color is also used on their website. We used black for all text, both in the printed ads and on the digital elements (banners and campaign site). The background-color is an almost white/light grey.



FONTS

For the printed ads and the web banners we are using Times New Roman for the headlines, combined with Informations own logotype for specific words. We have chosen a serif font on all platforms for the big headlines in order to keep the feeling of print. For the smaller sections of text we are using a sans-serif for legibility, in this case Helvetica Neue.

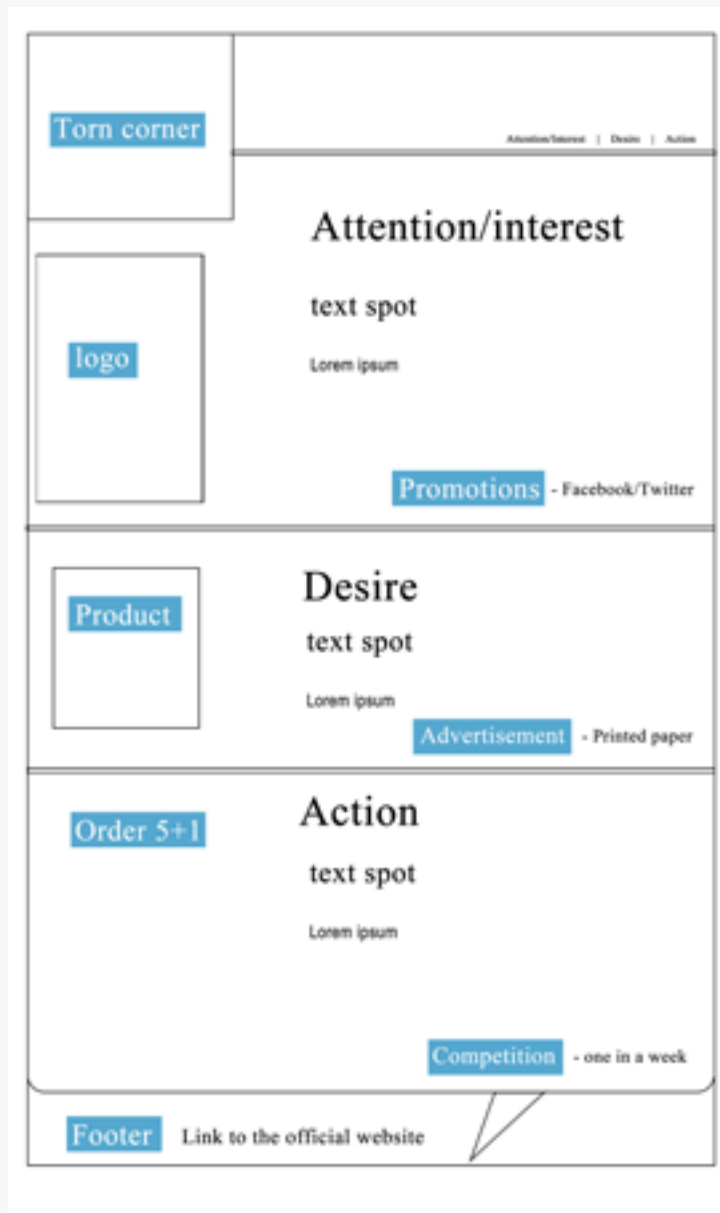
Times New Roman

Det handler om

Det bedste fra begge verdener. Digitalt i
hverdagen og analogt i weekenden

Helvetica Neue

WIREFRAME & MOCKUP FOR THE CAMPAIGN WEBSITE



USABILITY ON THE WEBSITE

The campaign site consists of one simple page, excluding deep linking or other subpages.

We felt that a single-page website would fit the campaign in the most beneficial way. The reason why we wanted one single page is that we believe it's in order with the style and attitude of Information, simplicity is a keyword we associate with Information.

There are links on the top of the page linking to the three sections of the page locally.

PRODUCTION BUDGET

Salary for Group 5						Productions costs for Information					
Our salaries	Hourly rate	Person	Day	Time	Costs	Production costs	Size	Days in week	price per. Week	Total week	Costs
<u>Concept development + idea</u>						<u>Print in Newspaper</u>					
Analysis	500	6	1	2	6.000,00	1 quarter paper	75mm	Saturday	1.162,50	6	6.975,00
Project management	500	1	1	1	500,00	1/2 paper	180mm	Saturday	11.340,00	6	68.040,00
Total					6.500,00	1 paper	365mm	Saturday	18.615,00	6	111.690,00
						Total					186.705,00
<u>Art directors</u>						<u>Web Banner online</u>					
3 x Banner	500	2	2	4	8.000,00	1 whole page	365mm	Monday-Friday	25.000,00	6	150.000,00
Campaign site						Right page			25%		37.500,00
mock up	500	2	2	2	4.000,00	Total					187.500,00
wireframe	500	1	2	2	2.000,00						
Print in Newspaper	500	1	4	6	12.000,00	Leaderboard	930px*180px		12.000,00	2	24.000,00
1/3 page						Medium rectangle top	300px*250px		10.000,00	2	20.000,00
1/2 page						Total					44.000,00
1 page											
Total					26.000,00						
<u>Technical development</u>						Total					
Banner	500	3	3	6	27.000,00						418.205,00
Total					27.000,00	The prices are from Information.dk					
<u>Other</u>											
Research, materials					2.000,00						
Total											
Total excel. VAT					61.500,00						
VAT	25%				15.375,00						
Total incl. VAT					76.875,00						

PROJECT MANAGEMENT

In the beginning of this project, we decided to work with SCRUM as the main project management tool. After one day of work though we noticed that this method was not appropriate for our project. SCRUM is a comprehensive management tool and the size of our project somewhat foreseeable, as it has been divided in to two smaller parts with two big milestones: The Analysis Report and The Solution Report with the Client Take-Away Report.

We had an initial brainstorm to get an overview of the project. We then divided the work to the group members, and held daily meetings where we talked about the work we had done. After discussing, evaluating and agreeing on each part of the report, we could plan the next the steps of the project, taking into account the time and work that we had left.

The main collaboration tool that we used was Google Docs, where every member uploaded their work and the remaining group members could read, comment and discuss the uploaded items. Especially the commenting has worked very well, as it was a good way to get feedback on the work.

Our brainstorm process took many turns, but turned out to provide us with the general idea behind the reasoning in our advertising concept.

“The best of both worlds” was the starting point for our brainstorm, which later developed into an idea on evolution. This idea developed into describing the product as a progression of technology.

In the end we held on to the idea of technological progression, our reasoning is that it better demonstrates the features of the product.

DEAR TEACHERS : THANKS FOR READING

Remember to check out Groups 5 Monline website. We created a very userfriendly interface for seeing all of our products. Enjoy!

ec10040.monline.dk