



1928

CONTENT

powered by AdNews



YOU KNOW AS WELL AS US THE POWER OF AN EXEMPLARY CONTENT CAMPAIGN. WHAT YOU MIGHT NOT KNOW ABOUT *ADNEWS* IS THAT WE HAVE BEEN IN THE BUSINESS OF CREATING CONTENT FOR **90 YEARS**. THAT GIVES US A PRETTY STRONG HEAD START, DOESN'T IT?

WE ALSO HAVE TWO OTHER DISTINCT ADVANTAGES: WE UNDERSTAND YOUR BUSINESS, WHAT IT IS YOU'RE TRYING TO ACHIEVE AND THE WIDER LANDSCAPE YOU'RE OPERATING IN – THAT'S OUR BREAD AND BUTTER; DAY-IN, DAY-OUT.

OUR SECOND ADVANTAGE IS OUR READERSHIP: 170,000 AVERAGE MONTHLY UNIQUE ONLINE READERS, 19,000 NEWSLETTER SUBSCRIBERS, 5,000 PRINT SUBSCRIBERS, 16,000 FACEBOOK FOLLOWERS, 8,500 LINKEDIN FOLLOWERS, AND 40,600 ON TWITTER – FOR THE MOST PART (OK, MAYBE NOT THE WHOLE TWITTER ARMY) THEY ARE LOYAL, ENGAGED AND SMART.

YOU PROBABLY KNOW WHO OUR READERSHIP IS: THEY ARE YOUR COLLEAGUES, CLIENTS, RIVALS, OR MORE PERTINENTLY, YOUR FUTURE CUSTOMERS. DISTRIBUTING CONTENT THROUGH OUR CHANNELS IS AN ENDORSED INTRODUCTION TO THAT CLIENT OF THE FUTURE.

LET US SHOW YOU WHAT 90 YEARS' EXPERIENCE LOOKS LIKE.
WELCOME TO 1928 CONTENT.

NICOLA RICHES
ASSOCIATE PUBLISHER

Why 1928 Content?

- ◆ ESSENTIAL COMBINATION OF **PRODUCTION & AMPLIFICATION**
- ◆ AN ESTABLISHED, ENGAGED, SAVVY AND HIGHLY SOUGHT-AFTER **AUDIENCE**
- ◆ A TEAM OF WRITERS, DESIGNERS AND CREATORS WHO ARE FIRST AND FOREMOST **PUBLISHING EXPERTS**
- ◆ WRITERS, EDITORS, SUBS, DESIGNERS, VIDEO MAKERS AND AUDIO ENGINEERS WHO HAVE AN IMPLICIT **UNDERSTANDING** OF THE ADVERTISING, MARKETING AND MEDIA LANDSCAPE – AND ITS EXPECTATIONS
- ◆ THE **ABILITY** TO BREATHE LIFE INTO YOUR STORIES IN A MULTITUDE OF DIFFERENT WAYS
- ◆ A STRONG, **ENGAGED NETWORK** ON SOCIAL MEDIA, AND A SOCIAL MANAGER WHO CAN OPTIMISE IT
- ◆ THE STRIKING OF AN **INDEPENDENT** EDITORIAL TONE VIA AN ADNEWS LENS

THE 1928 CONTENT OFFERING

Our production capabilities know no bounds, and every client will require a different editorial push, or branded content function.

- ◆ News articles (on the fly; or as part of your editorial calendar)
- ◆ Assistance in devising an editorial calendar
- ◆ Digital and print features
- ◆ Interviews, conducted by our journo's, edited by editors with 20+ years' experience
- ◆ Profile pieces
- ◆ Hijack our "Five-mins with" articles (snappy intros to your execs)
- ◆ Be a part of our "Meet The Team" articles (an intro to your entire team)
- ◆ Social media campaigns
- ◆ Opinion pieces – with assistance or not, depending on your writing confidence
- ◆ Op-eds – plus help if required to devise and write successful op-eds
- ◆ Surveys
- ◆ Research pieces (fuelled by AdNews, or fuelled by you)
- ◆ White papers
- ◆ Analysis pieces
- ◆ Inclusion in our investigative work in print
- ◆ Videos
- ◆ Podcasts (bespoke, or inclusion in our monthly editorial podcast)
- ◆ Roundtable discussions, accompanied by print and digital assets
- ◆ Opportunity to roll out content at our AdNews Live and Summit events
- ◆ Any other ideas that come to mind. Let's try and shake things up together.



ACCENTURE INTERACTIVE

Brief: To amplify Accenture's position as a key and innovative thought leader in the media, marketing and martech space via an integrated four-month content program across AdNews' full suite of channels.

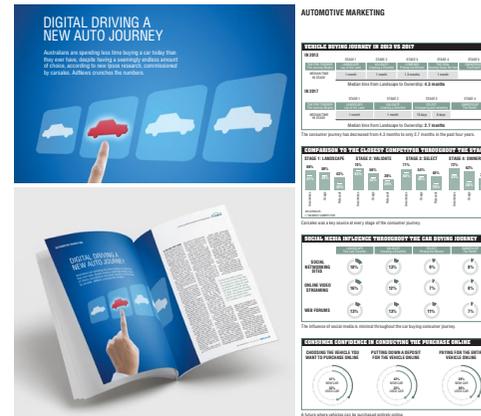
Execution: Four single page features in print; features re-purposed for online coverage; regular inclusion in AdNews daily newsletter; five video interviews with senior Accenture executives led by AdNews editor; podcast featuring two Accenture executives; full campaign backing with social push across all channels.



CARAT

Brief: Today, consumers know more about the products, services and brands that interest them than ever before, which makes culture more important to building brands than category. How does AdNews partner with Carat to explore the big shift from category to culture?

Execution: 20 leading Aussie marketers invited to an intimate, exclusive breakfast roundtable. Discussion was filmed for an edited video that was distributed on AdNews and AdNews' YouTube channel. Backed by double page feature in print; two content pieces online and a social push across all channels.



CAR SALES

Brief: To amplify Carsales' position as the nation's premier portal for automotive buying, selling and market intelligence via a compelling, integrated content program across AdNews' full suite of channels. The content program had to be a 'must consume' to anyone involved in the automotive sector.

Execution: Four-page 'State of the Motor Market' comprehensive print report; six online stories published over a two to four-week period and distributed via daily newsletter and social. Backed by a strong display campaign: two full page brand advertisements in consecutive issues of AdNews; four weeks of online display, MRECs and banners across run of site; four weeks MRECs on the AdNews daily newsletter.



RADIUM ONE

Brief: Tribes are emerging and growing at pace. People are feeling the need to share and connect in a more authentic way, with people who share genuine passions, values or interests. From a marketer's perspective, tapping into this tribal behaviour and building teams of advocates is essential for brands. But how can brands find and embrace their tribe?

Execution: AdNews devised, produced and hosted an invite-only roundtable discussion with several leading Australian marketers. Over a two-hour breakfast, we sparked the conversation – driven by AdNews editor Pippa Chambers – and recorded the outcomes for video, and for a double page feature in print that was later disseminated online.

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