



Profitable Print Sales Promotion

Never Out of Fashion

Damian Eales, Group Marketing Director

News Corp Australia

A universal challenge



Print



Digital

...requires a two fold response

Both grow digital faster

And slow print decline



News Corp Australia

the value
that we see
in print



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A vision of sustainability

Both customer value

And shareholder value



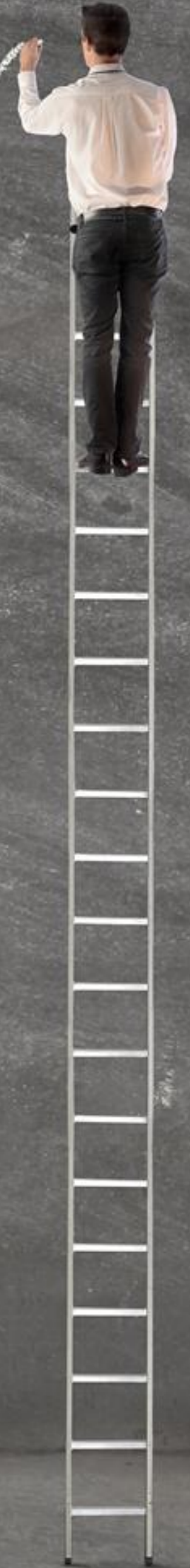
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Success looks like...

Both positive circulation

And super premium yield

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Simple activation...



...Done differently

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we have created a guiding

principles

to achieve retail promotion success

Part of something bigger

Relevant to our customer

Brand appeal

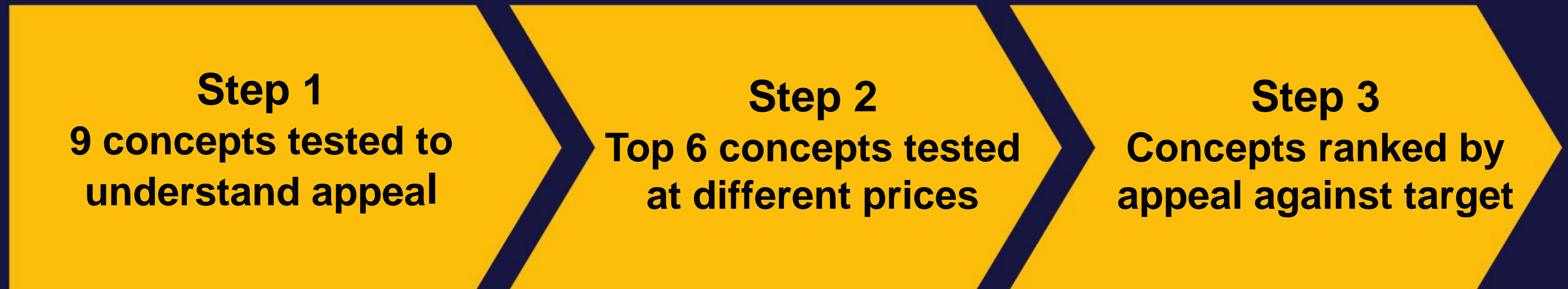
Undisputable value

Integrated

Broad internal support

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Rigorous research program



The promotion

Day 1

Free DVD and Collectors Case



Day 2

A different DVD each day for just \$2.50



...when you purchase your paper

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Established the "Big Idea"

ACTIVATE
CURIOUS
KIDS

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Built an integrated campaign

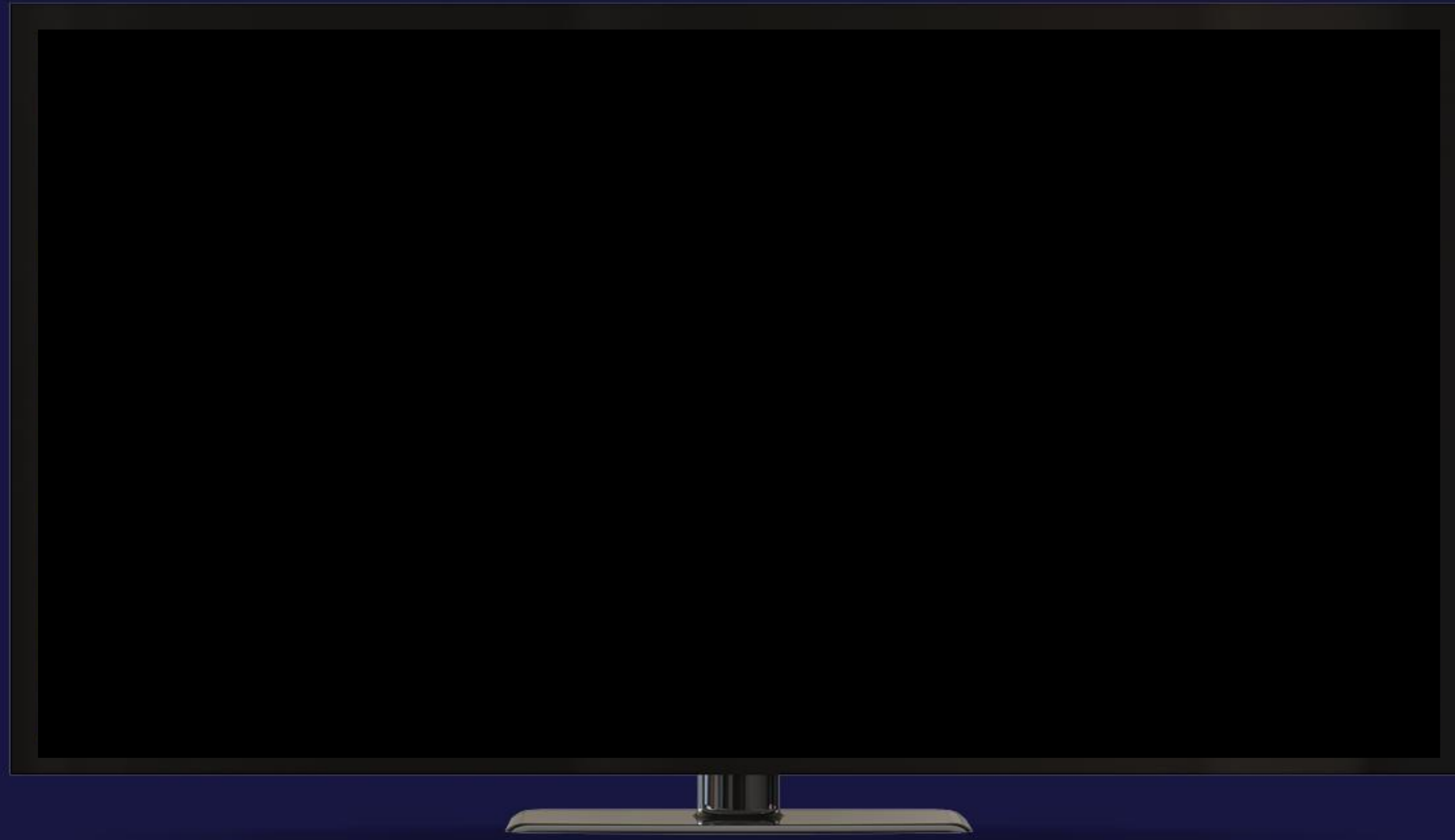


EDITORIAL
SUPPORT
& PR



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Built an integrated campaign



News Corp Australia

Built an integrated campaign

OOH

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Built an integrated campaign

Daily print ads



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Built an integrated campaign



FRONT PAGE
AT LAUNCH



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Built an integrated campaign

In-store

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Results in 14 days

A man in a dark suit and hat stands on the peak of a large, craggy rock formation. He is holding a briefcase in his right hand and looking out over a vast, hazy landscape under a cloudy sky. The scene is backlit, creating a silhouette effect and a sense of accomplishment.

+600k incremental copies sold
(+50% vs. forecast)

+100k incremental readers
MOM

+3.2 million DVDs sold
(6% of total market)

Net profit positive

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million units

June 2014
Mr. Men

September 2014
Sir David Attenborough
DVD Collection

December 2014
Taste Mini cookbooks

February 2015
Disney CD collection

April 2015
ANZAC 100 years
Exclusive Coins
collection

The central graphic shows a hand holding a stack of promotional items. At the top is a Mr. Men book set. Below it are Sir David Attenborough DVD covers. In the middle are Taste Mini cookbooks and Disney CD covers. At the bottom is an ANZAC 100 years Exclusive Coins collection. The items are arranged in a stack, with the hand holding the bottom part. The background is dark blue with yellow text and graphics.

...And there is more to come

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TVC



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TVC



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MERCURY TV Tasmanian

The David Attenborough
Essential Collection



Profitable Print Sales Promotion
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Thank You

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