



Brief set by

The Times & The Sunday Times

In collaboration with

Charlie Robertson*

Create a campaign to show that being well informed is worth paying for

Related Disciplines

Advertising
Integrated Campaigns
Digital Marketing

Deadline

20 March 2019, 5pm GMT

*Sadly, Charlie Robertson passed away on October 1 2018, before the briefs were launched. You can read a tribute to Charlie in the tutor pack.

The back story

The Times & The Sunday Times keep us not just informed, but well informed on what matters in life. They're a considered, reliable and balanced source of knowledge. Importantly, they're trusted. (They're the only newspapers in the world which can be quoted in a court of law.)

They offer an incredible diversity of opinion so that readers can understand the story from multiple viewpoints. This, in turn, encourages people to challenge their own views and be equipped to know your times.

See further information for full details on *The Times* and *The Sunday Times* messaging.

What's the challenge?

People have access to questionable 'news' sources and social media in an instant, for no cost. The Times and The Sunday Times' content isn't knee-jerk or sensationalist. It's considered and accurate.

The use of print media is slowly fading away and being replaced by digital consumption. Their print reader is, on average, 76. They offer a paid-for digital subscription service, but even the average age of this reader is 54.

Create a campaign or activation concept that:

- persuades people that considered news and content are worth your time and worth paying for
- drives online subscriptions, engaging a relatively younger audience
- cuts through the noise of other media outlets.

How can you persuade people to subscribe to the 'trusted guide to life'?

Who are we talking to?

You're targeting a different generation to The Times & The Sunday Times' typical reader.

These people are aged 35+ and value being composed, in the know, and in control in any given situation. They strive for personal and professional improvement. They want access to quality in amongst the copious amounts of free and fake news that's available to them. That is why they need The Times & The Sunday Times in their life.

Things to think about

How to communicate quality

Unlike social media platforms or papers such as the Daily Mail, The Times & The Sunday Times advocate quality and prioritise publishing accurate journalism. You need to persuade people that they are the trustworthy source of news.

How to think beyond the obvious

This isn't just about selling news. The Times & The Sunday Times offer an incredible breadth, depth and variety of content.

How to target the audience

This generation is at the heart of the beginnings of social media, according to Oxford University. 53% of a 35 to 44 year old's main source of news is online (including social media): higher than any other source. 8% of this age group said that their main news source was just social media.*

How to research into people's habits

Different age groups use social media differently. So don't assume everyone's habits match your own. **

How to fit in with the branding and tone of voice

This is a respectful, mature brand that's never underhand nor wordy. The Times & The Sunday Times don't force opinion; instead, they provide information to help readers form their own. See further information pack.

The important stuff

Create an ad, integrated or digital marketing campaign or activation concept across relevant channels.

You must refer to both The Times and The Sunday Times, and nail the key point of differentiation between them and other newspapers.

Show how to use the 'Know your times' strapline/ethos in your work.

What to submit and how: Read *Preparing Your Entries* before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); **physical** supporting material; if your mainpiece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).