



Bringing Life Together.

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AN INNOVATIVE NEWSPAPER CAMPAIGN FROM **PETERS**COMMUNICATIONS

*Designed to **emotionally connect** with people, **attract** new-arrivals,
recapture those who wandered off,
solidify those still in the fold and
become a daily necessity.*

Extensive experience creating successful media campaigns in over one hundred markets provided the motivation to create an innovative, multi-phased, branding campaign for smaller-market newspapers.

***THIS CAMPAIGN IS TARGETED TO THE IMMEDIATE NEEDS
OF SMALLER-MARKET NEWSPAPERS.***

The need to be the information authority for the entire community.

The need to increase revenue and local penetration.

The need to keep expenses in line.

Since it is syndicated, market rates are kept extremely low.

It is designed to increase the perceptual power of the total organization.

It is especially structured to break through today's media clutter.

It is positioned to energize, focus and motivate the staff.

Everything has been designed to maximize the exclusive benefits and value of the smaller-market newspaper.

*This branding, marketing/promotion campaign from **PetersCommunications** is designed to level the playing field.*

SMALLER-MARKET NEWSPAPERS HAVE AN UNDENIABLE OPPORTUNITY.

Now, more than ever, they have the potential to *increase* growth regardless of today's unstable media environment.

OUR MISSION IS TO HELP YOU ACHIEVE IMMEDIATE RESULTS.

Bringing Life Together™ clearly defines the role of smaller-market newspapers, provides an agenda, dictates content, projects an exciting dedication and communicates a major commitment to the community.

THIS ONE BRAND WILL DELIVER THAT AND A GREAT DEAL MORE.

Content - As the primary definition of the brand, it will dictate the **quality** as well as the **quantity** of **content**. It will also communicate an important, exclusive benefit – the ability to **bring together diverse opinions and solutions** about local issues.

Dedication - It will establish a firm dedication and commitment to being the **primary source of information** about life in your community.

Motivational - It will help **motivate different groups** within the community to find ways to come together in their pursuit of growth and prosperity.

Consensus - It will lock in a consensus and **focus on what must be accomplished**.

Teamwork - It will **establish the platform for working together**, between people and their community, the newspaper and its community and finally with your employees and the management team.

Values - It will attach **an important array of expectations, values and feelings** to employees, about them, their organization, their product, their management, and their ownership.

Public Service - It will define the role of your newspaper in its service to the community – **bringing together those “who have” with those “who need”**.

MULTIPLE PHASES

The ***Strategic Plan*** is broken down into **nine sub-phases**.

Dedication --- *Creating a strong covenant with the community.*

Definition --- *"Where else will you find...?"*

Quality --- *"It starts with our people."*

Content --- *"Find yourself inside."*

Time --- *Answering, "I don't have time to read."*

Exclusivity --- *"There's only one place."*

Value --- *"Expect more."*

Circulation --- *Asking for the order.*

Image --- *Adding a warm personality to a memorable brand.*

Each phase is designed to build on the one previous. They each collectively create an expanding perception of meaningful, beneficial growth.

Perception soon becomes reality.

THIS IS A TOTAL CAMPAIGN

It includes a custom promotional logo, more than 30 custom print ads, billboards, 10 custom radio spots, an operating manual and a general media plan.

We custom the entire campaign with your brand.



CONTACT US FOR MORE INFORMATION

E-Mail ed@peterscommunications.net for details & your market rate.

COST

Agreements are twelve months in length. Cost is spread over twelve low monthly payments. Rates are based on circulation.