

# Reigniting a Brand Through Content-driven Brand Partnership



## THE CHALLENGE

- To begin the reinvigoration of a well-established, high-awareness company brand — led by a new and innovative product.
- To raise the opinion of the brand via that new product, through the showcasing of best in class design, technology, craftsmanship and experience.
- To change opinions and perceptions, and bring new, younger customers to the brand.

## THE EXECUTION

The Globe Media Group developed a major editorial initiative that celebrated the transformative influence of leading Canadians, which aligned perfectly with the advertiser’s own story of transformation. A comprehensive multi-platform custom-content partnership was created which ran as a series in print and digital for six months. A number of exclusive events were also developed, which provided experiential opportunities for the advertiser to engage with their target.

## CUSTOM CONTENT PARTNERSHIP

IN PRINT		ONLINE		'TRANSFORMATIVE' CUSTOM EVENTS	
	Full pages High Impact Ads		Partnered online content Video Rich		4 events (2x Toronto 2x Vancouver) Advertiser Sponsored with product integration

## THE RESULTS

(% improvement exposed vs. unexposed)

BRAND IMPACTS	EXPOSED TO		
	PRINT ONLY	ONLINE ONLY	PRINT AND ONLINE
Familiarity	+ 129%	flat	+ 186%
Brand Favourable Opinion	+ 18%	+ 5%	+ 36%
Product Favourable Opinion	+ 22%	flat	+ 39%
Brand Attributes	+ 19 to 24%	+ 31 to 50%	+ 26 to 60%
<b>Consideration</b>	<b>+ 88%</b>	<b>+ 57%</b>	<b>+ 129%</b>

## THE BOTTOM LINE

- This campaign proved the power of integrated, multi-platform campaigns to our advertiser
- We demonstrated that Print remains a relevant lead medium for driving brand lift across an integrated buy
- By delivering a content-driven program that was relevant to the client’s brand, we created a positive brand impact that strongly lifted familiarity, increased perception, improved opinion and purchase consideration

To learn more, contact your Globe Account Manager.