

# Cartoon

## FOR

July, 5th





*In the room today*





 Despina Karakosta

 22 yo

 Greece

 Digital marketing expert & food lover.

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***If I was to read one  
of the economist's  
articles, it would be***



Peas please me

How globalisation  
created British  
cuisine...

*...and ruined its reputation*





 Caroline Vanderbecq

 23 yo

 Belgium

 Account manager & travel junkie.

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*If I was to read one  
of the economist's  
articles, it would be*

## Business

Aug 13th 2016 edition >

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The tourism industry

Nothing to see here



 Eliška Hyánková

 21 yo

 Czech Republic

 Graphist & Art lover.

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***If I was to read one  
of the economist's  
articles, it would be***



Success in art

To get to the top of  
the art world, start  
there in the first place

*The sites of artists' first exhibitions are crucial to  
their careers*





 Mathilde Halimi

 23 yo

 France

 Account manager & synchronised ice skating dire

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***If I was to read one  
of the economist's  
articles, it would be***



**Better Play, Lesser Pay**

**Where female athletes  
are more popular than  
male ones**

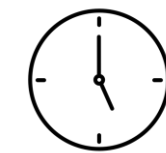
*And still get paid less*

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Jorden Allaert



24 yo



Belgium



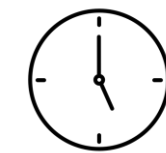
Web developper & guitar hero.

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Sam Naggar



26 yo



France



Strategic planner & music addict

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***If I was to read one  
of the economist's  
articles, it would be***

Damned with praise

## The meaning of Kendrick Lamar

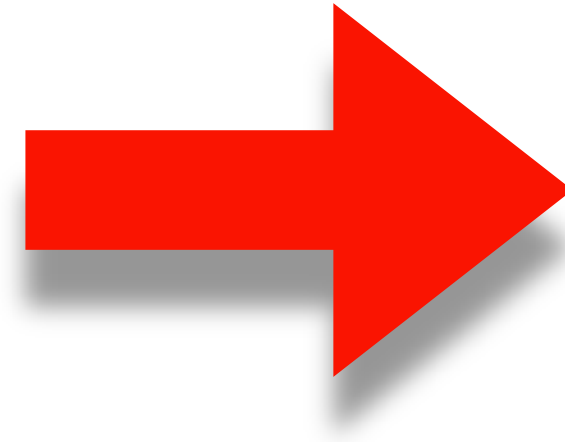
*America's most revered rapper feels the weight of  
the crown on his new album*



**Our mission**

**Make William *sexy* again.**





**You are an incredible brand.**

The  
Economist



**An amazing history,  
strong purpose,  
numerous loyal readers,  
iconic logo,  
most influential people in the world,  
some of the best ad campaigns ever made**

**...**

Sexism and the City.  
New episodes daily?

#IWD

The Economist

In opinion polls,  
100% of Economist  
readers had one.

The Economist

Not all mind expanding  
substances are illegal.

The Economist

Independence  
we  
still  
whatever  
we

The Economist

means  
can  
take  
side  
want.



Sexism and the City.  
Newspaper Society.  
**A newspaper**

#1  
**made for**

Not all mind expanding  
substances are illegal.  
**corporate elitism .**

In opinion polls,  
100% of Economist  
readers had one.

The Economist

The Economist

The Economist

The Economist

means  
can  
take  
side  
want.

**And as a result,  
now you are facing the biggest  
problem of your history.**



**70%  
of your audience  
is over 40.**



**They **know** and **love** your brand  
and they have enough money  
to read you.**





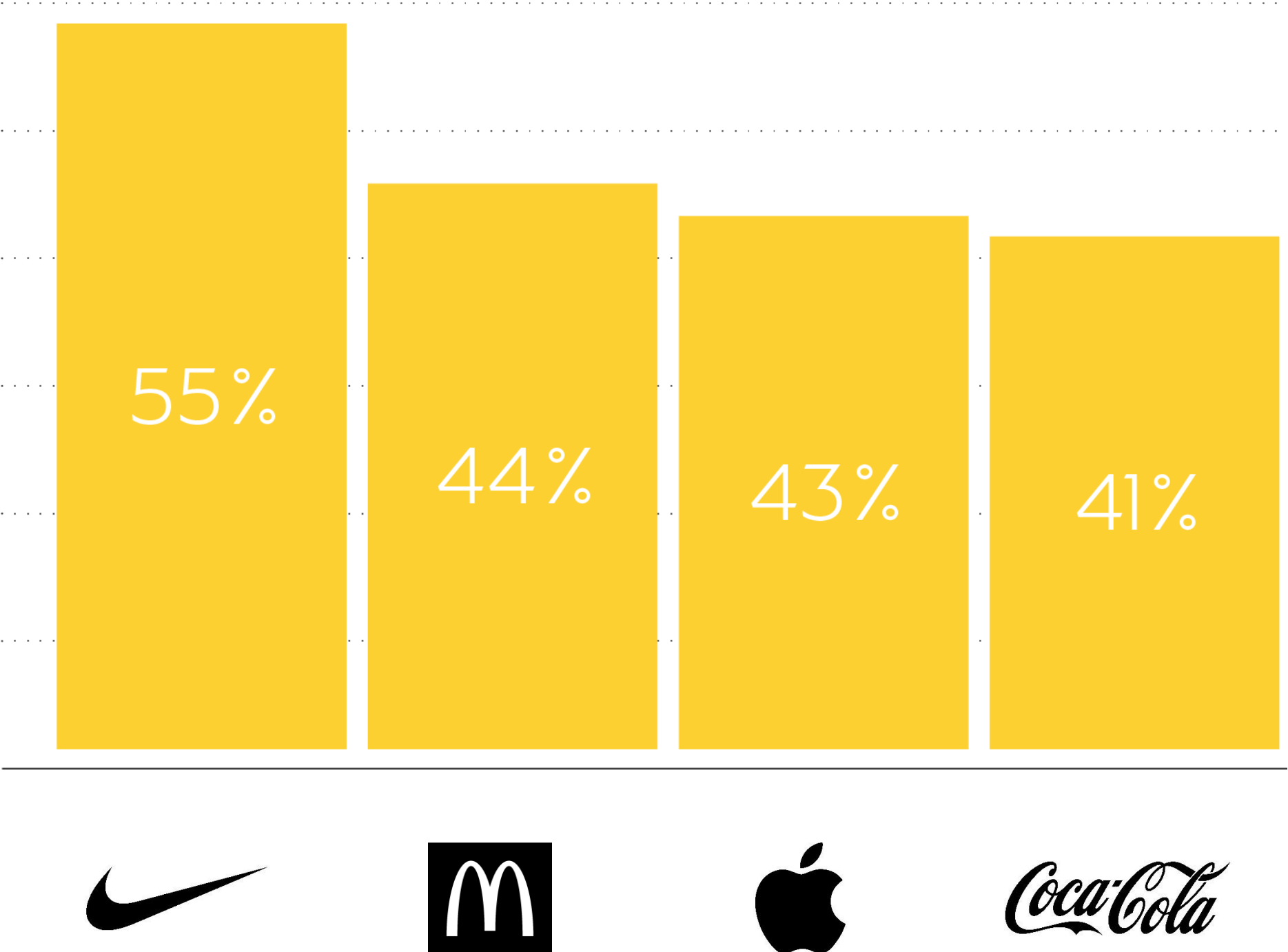
**In not that long,  
a large part of them  
will die.**



**You can't become  
the brand that you deserve to be  
if you don't win over the –much discussed–  
millennials.**



That's what some of the biggest brands on earth have already achieved



# As well as some of your competitors

THE LEARNING NETWORK

## Teenagers in The Times

Monthly collections of Times articles featuring young people in the news.

Latest


Search

June 6, 2019

### Teenagers in The Times: May 2019

Our roundup of the news stories and features about young people that have recently appeared across sections of NYTimes.com.

By THE LEARNING NETWORK




May 2, 2019

### Teenagers in The Times: April 2019

Our roundup of the news stories and features about young people that have recently appeared across sections of NYTimes.com.


By THE LEARNING NETWORK



April 4, 2019

### Teenagers in The Times: March 2019

Our roundup of the news stories and features about young people that have recently appeared across sections of NYTimes.com.





**So, how can we find in your DNA,  
a way to reconnect with this  
new generation of readers to win them over ?**



So, how can we find in your DNA,  
a way to reconnect with this  
**new generation of readers** to win them over?

**Who the f\*\*\* are they ?**



# MILLENNIALS

## THE AGE OF AGE

One of the largest generations in history is about to move into its prime spending years. Millennials are poised to reshape the economy; their unique experiences will change the ways we buy and sell, forcing companies to examine how they do business for decades to come.

## The Millennial Consumer

### Debunking Stereotypes

# WHY CAUSE TO USE MOBILE MILLENNIALS



## Meet the Millennials

Produced under the umbrella of KPMG's "IT's Her Future" Programme

## WHO ARE THE MILLENNIAL SHOPPERS? AND WHAT DO THEY REALLY WANT?

Research puts to rest a number of Millennial myths and highlights marketers can use to engage and serve this trillion-dollar demographic.

## The Millennial Economy 2018

Millennials are changing with the world around them





**Forget the bullshit.**

**Let's ask them !**

We asked millennials what  
type of news they actually  
read

Psychology

Art

Sport

Music

Lifestyle

Cinema

Tech

Environnement

Society



Psychology Art Sport

Music


Much more than just

economics

Lifestyle

Cinema

Environment Society

A large, thin black circle is centered on the left side of the image. Inside the circle, there is text centered horizontally and vertically.

**People truth :**  
As a young person,  
I am constantly curious  
and I want to learn  
about various different subjects.



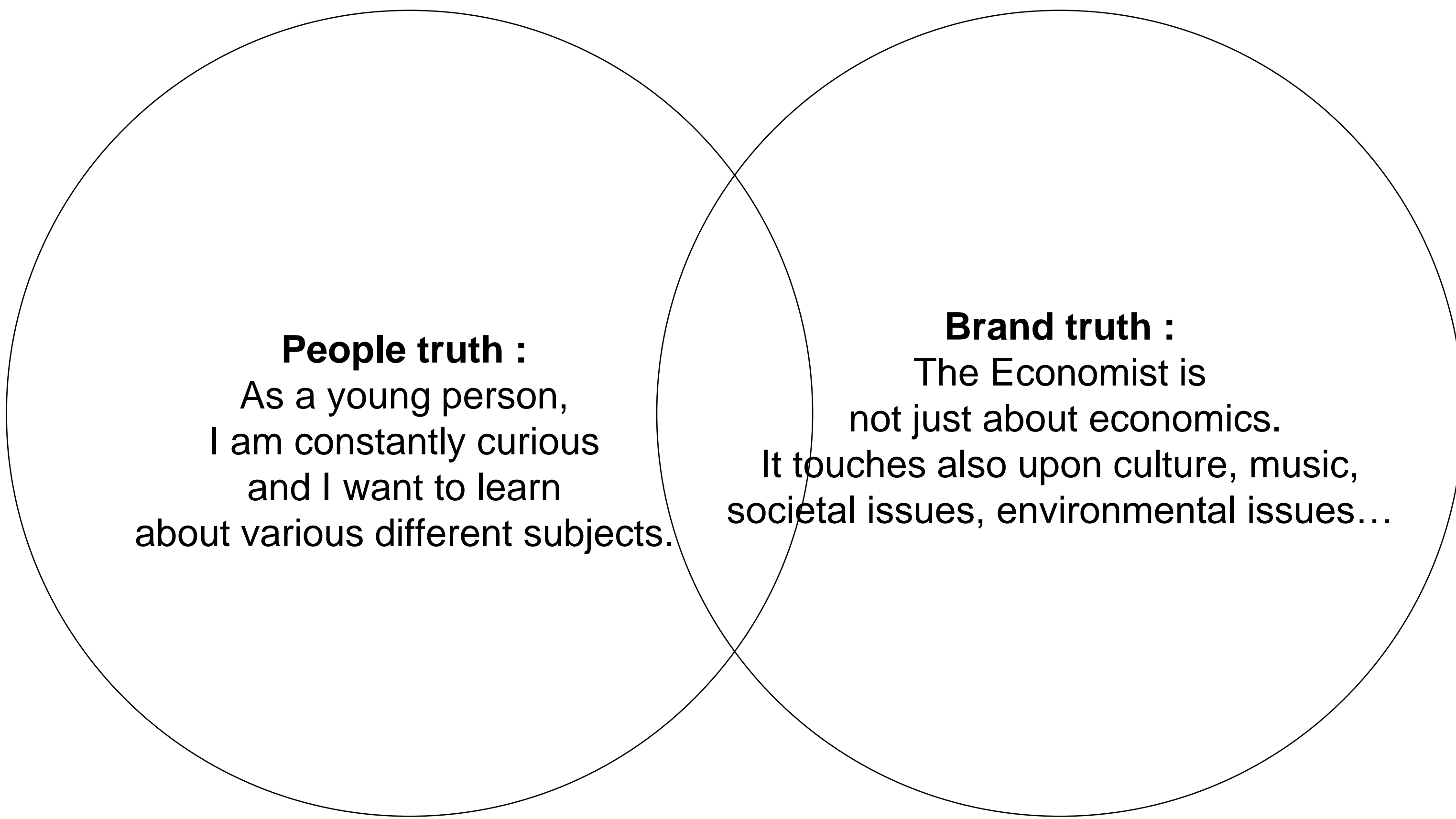
**Brand truth :**

The Economist is

not just about economics.

It touches also upon culture, music,  
societal issues, environmental issues...







Let's show them that we are  
**so much more** than they think.

Let's show them that we are :  
**The (not only) economist**

**#thenotonlyeconomist**



The (not only)  
**Economist**

**How are we going to do it ?**

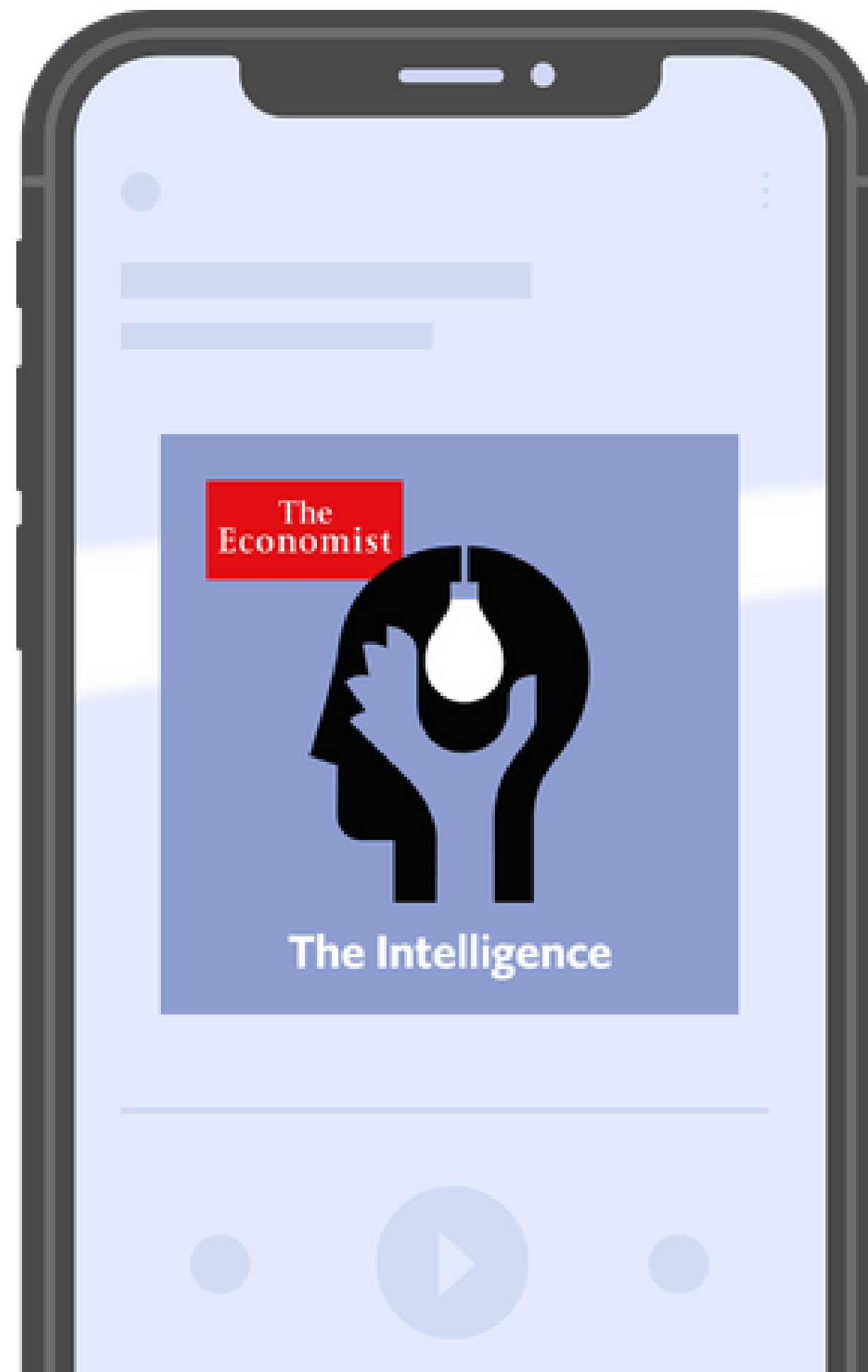
2

**Strong  
strategic biaiis**



**1. Promote a new format, much more adapted to our target group through a strong social media campaign.**

# Podcast



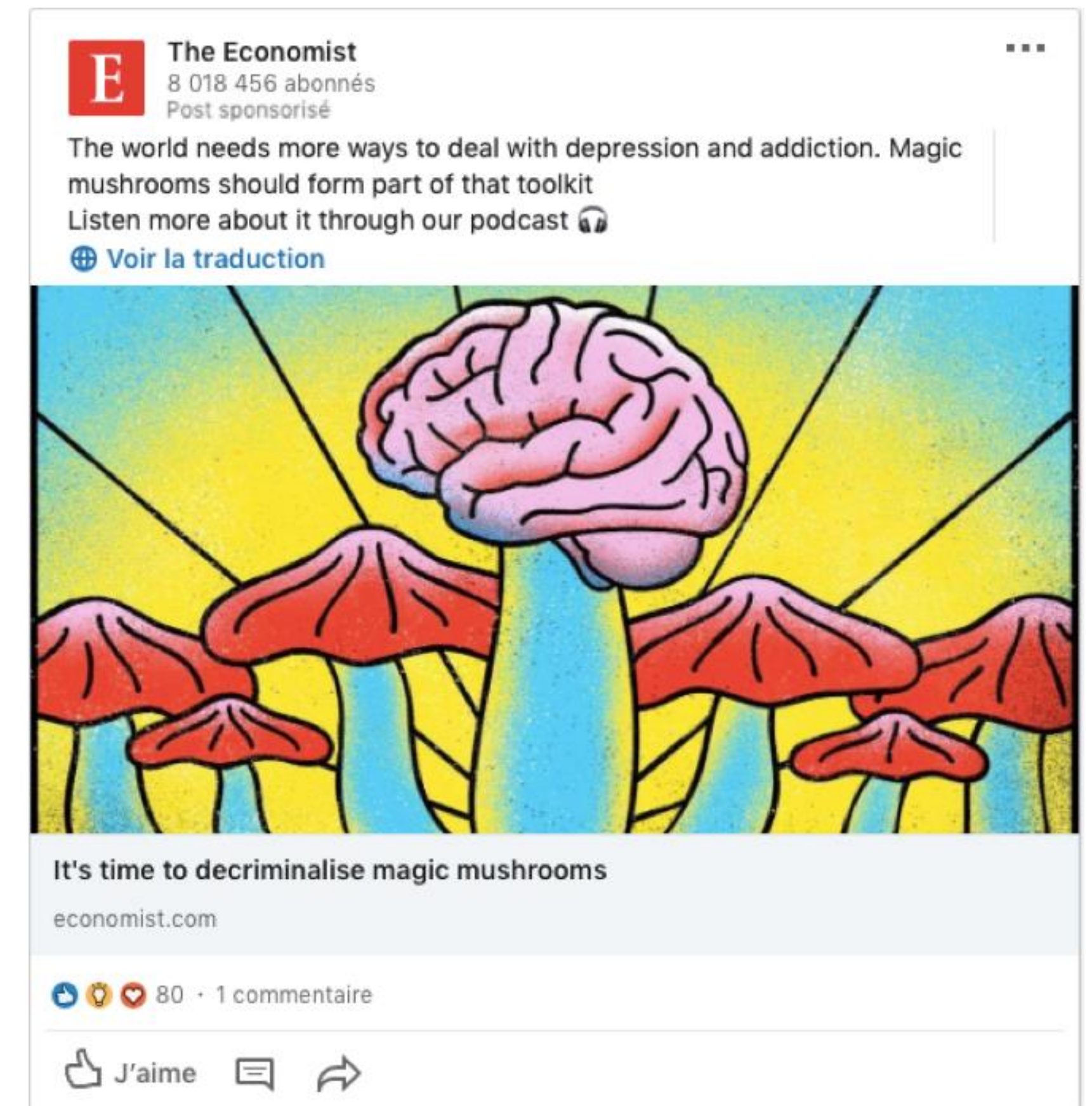
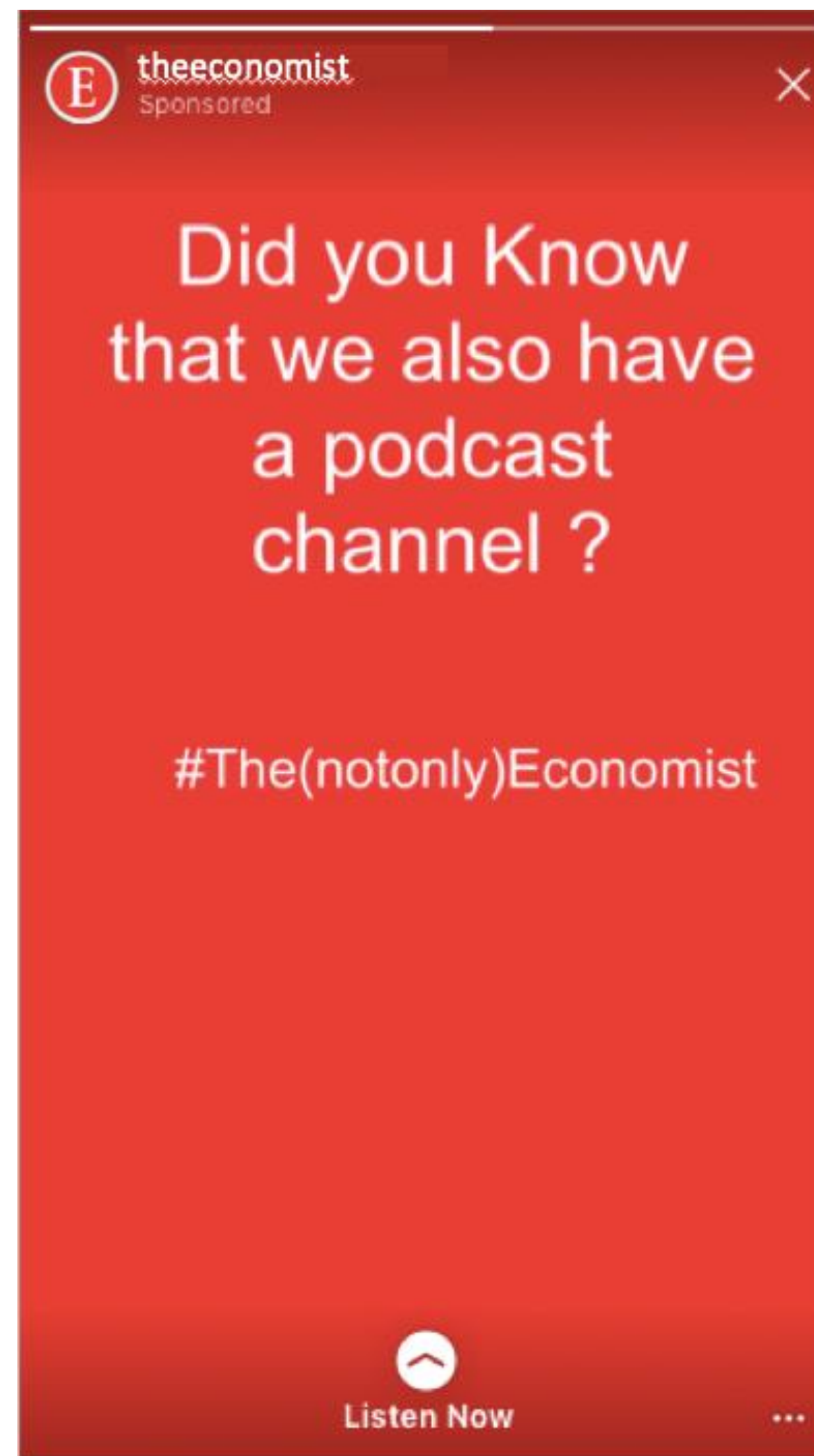
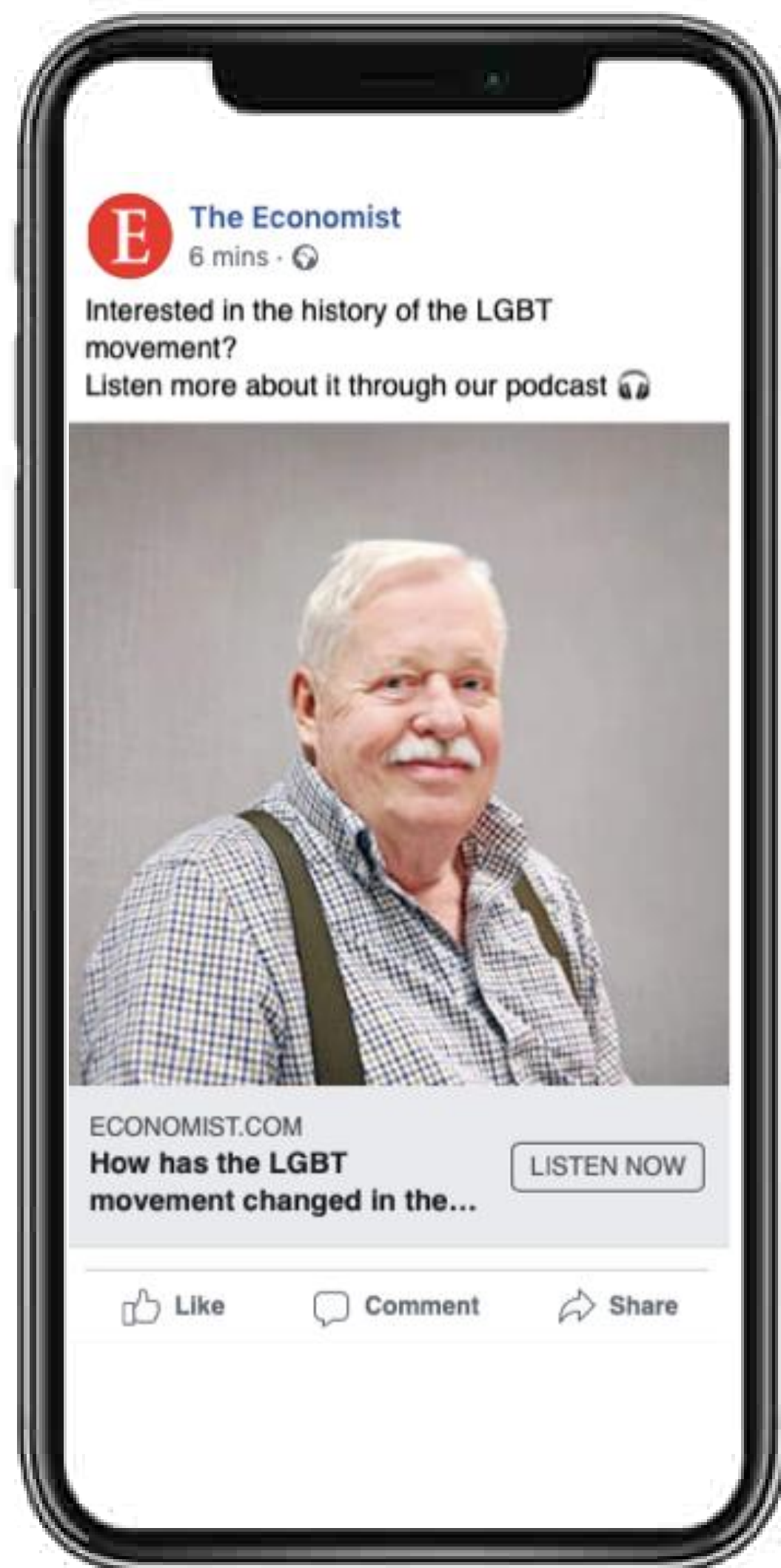
# Why ?

## UK:

- 6 million weekly users
- 50% more than 5 years ago.
- Half of podcast listeners are under 35, while only 29% of traditional radio listeners are under 35.

*Source: Ofcom, UK*





**2. Be part of the millennials' daily "routine" to raise awareness and recruit new subscribers.**



**NETFLIX**







## Insight :

What do young people love? Their series.

And what do they love even more about them? Making all kinds of interesting connections with their daily lives.

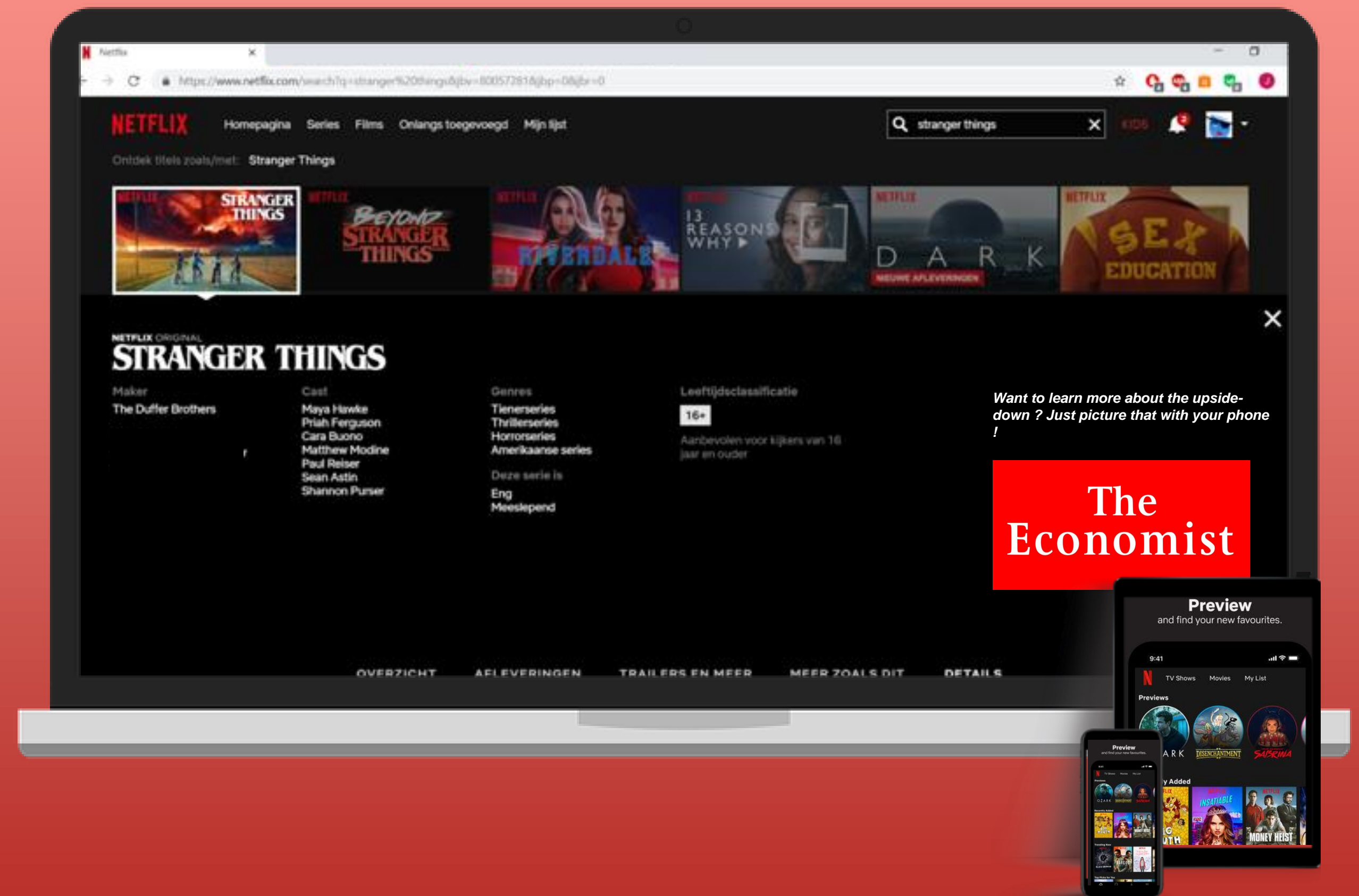
## Idea :

When the end titles roll, the economist's logo will pop up on the right corner. By scanning it with his/her phone, the user will be redirected to the corresponding (or closely related) article in the Economist.

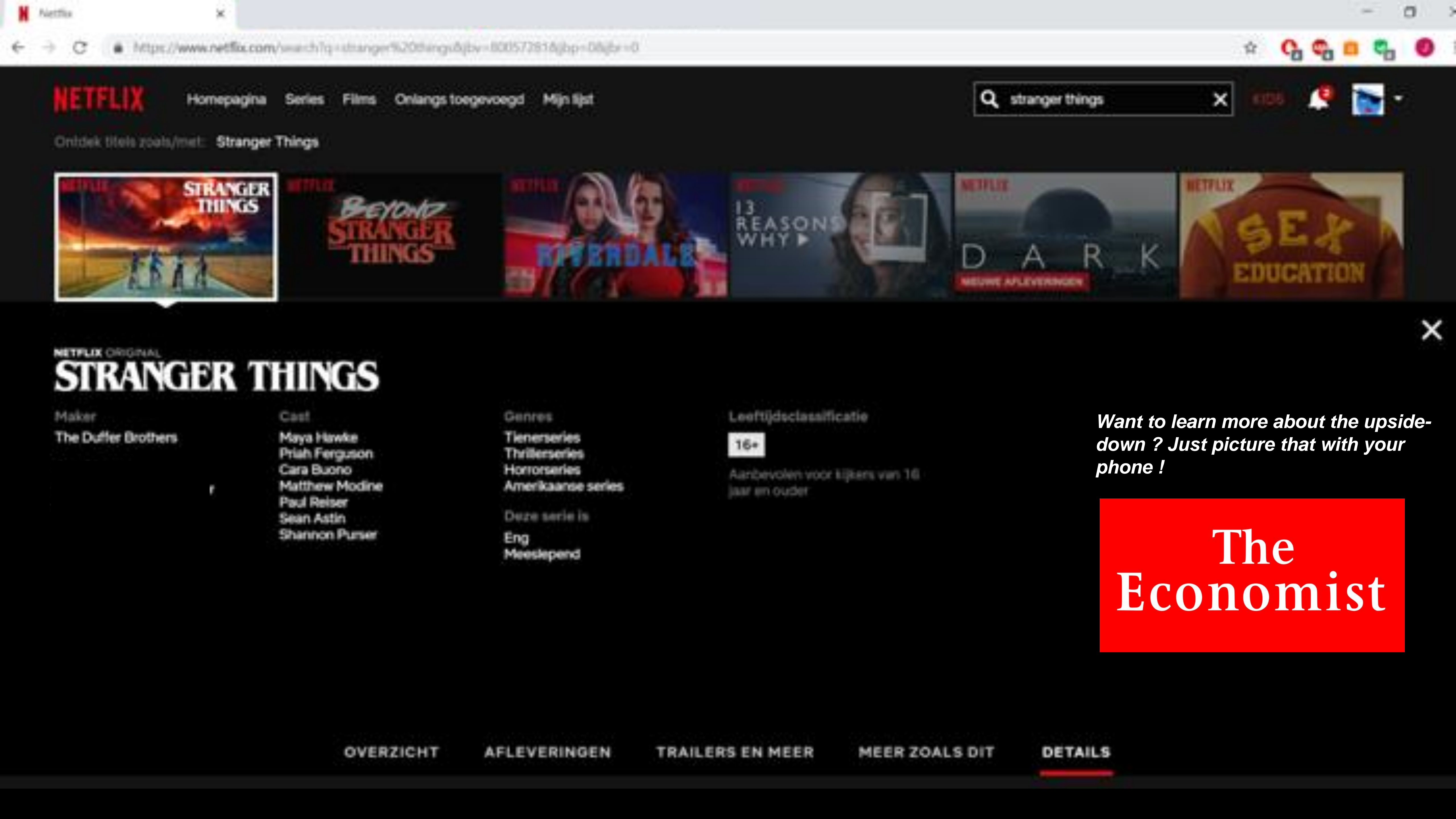
## Goals :

Link the Economist to a hot and trending platform, by making a intelligible connection between fact (academic articles, research) and fiction (tv series).

Show the cultural part of their articles and prove that the Economist is not just about economics.







NETFLIX

Homepagina

Series

Films

Onlangs toegevoegd

Mijn lijst



stranger things



€105



Ontdek titels zoals/met: Stranger Things



NETFLIX ORIGINAL

# STRANGER THINGS

Maker

The Duffer Brothers

Cast

Maya Hawke  
Priah Ferguson  
Cara Buono  
Matthew Modine  
Paul Reiser  
Sean Astin  
Shannon Purser

Genres

Tienerseries  
Thrillerseries  
Horrorseries  
Amerikaanse series

Deze serie is

Eng  
Meestepend

Leeftijdsclassificatie

16+

Aanbevolen voor kijkers van 16  
jaar en ouder

*Want to learn more about the upside-down ? Just picture that with your phone !*

The  
Economist

OVERZICHT

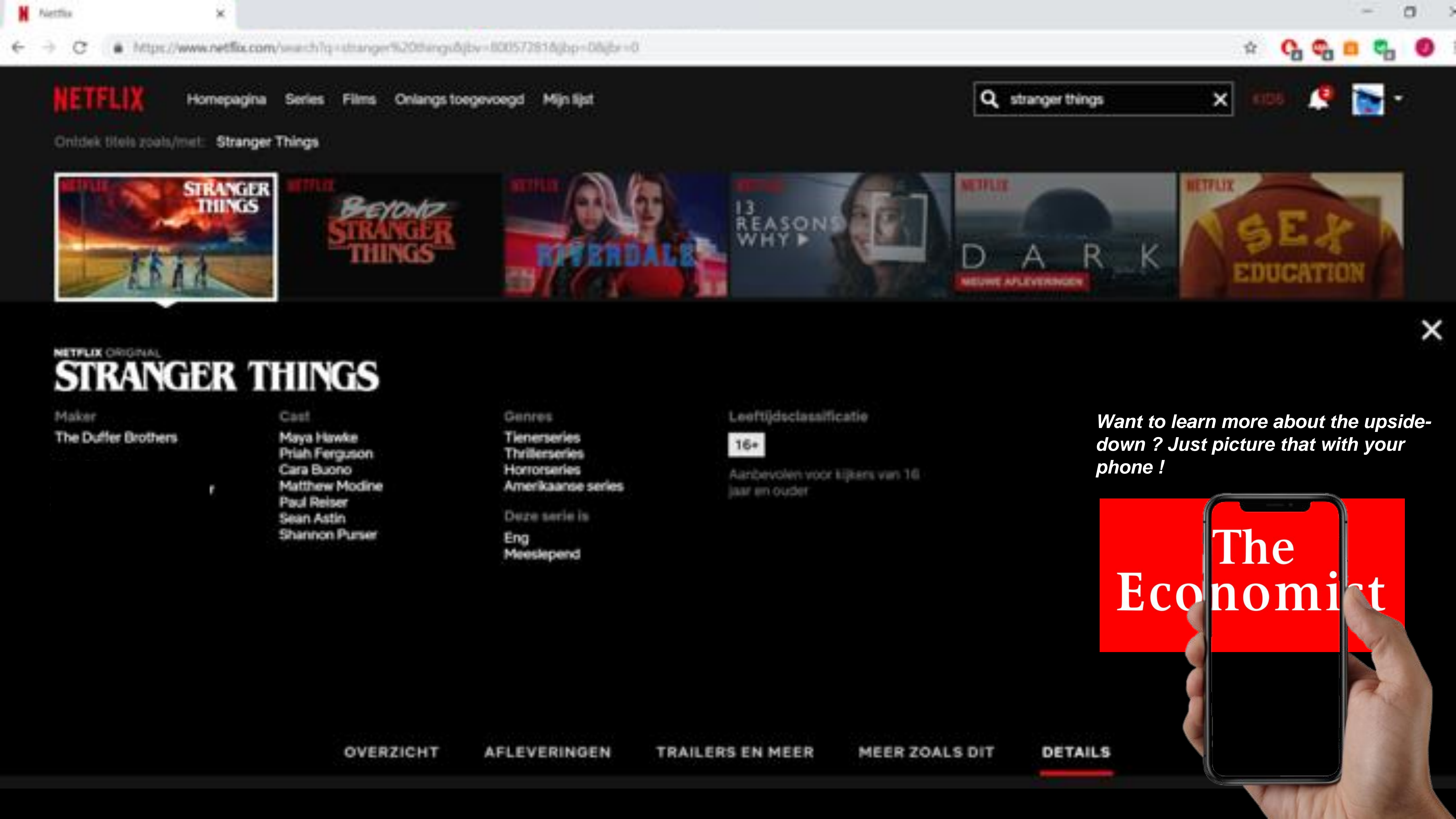
AFLEVERINGEN

TRAILERS EN MEER

MEER ZOALS DIT

DETAILS





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stranger things



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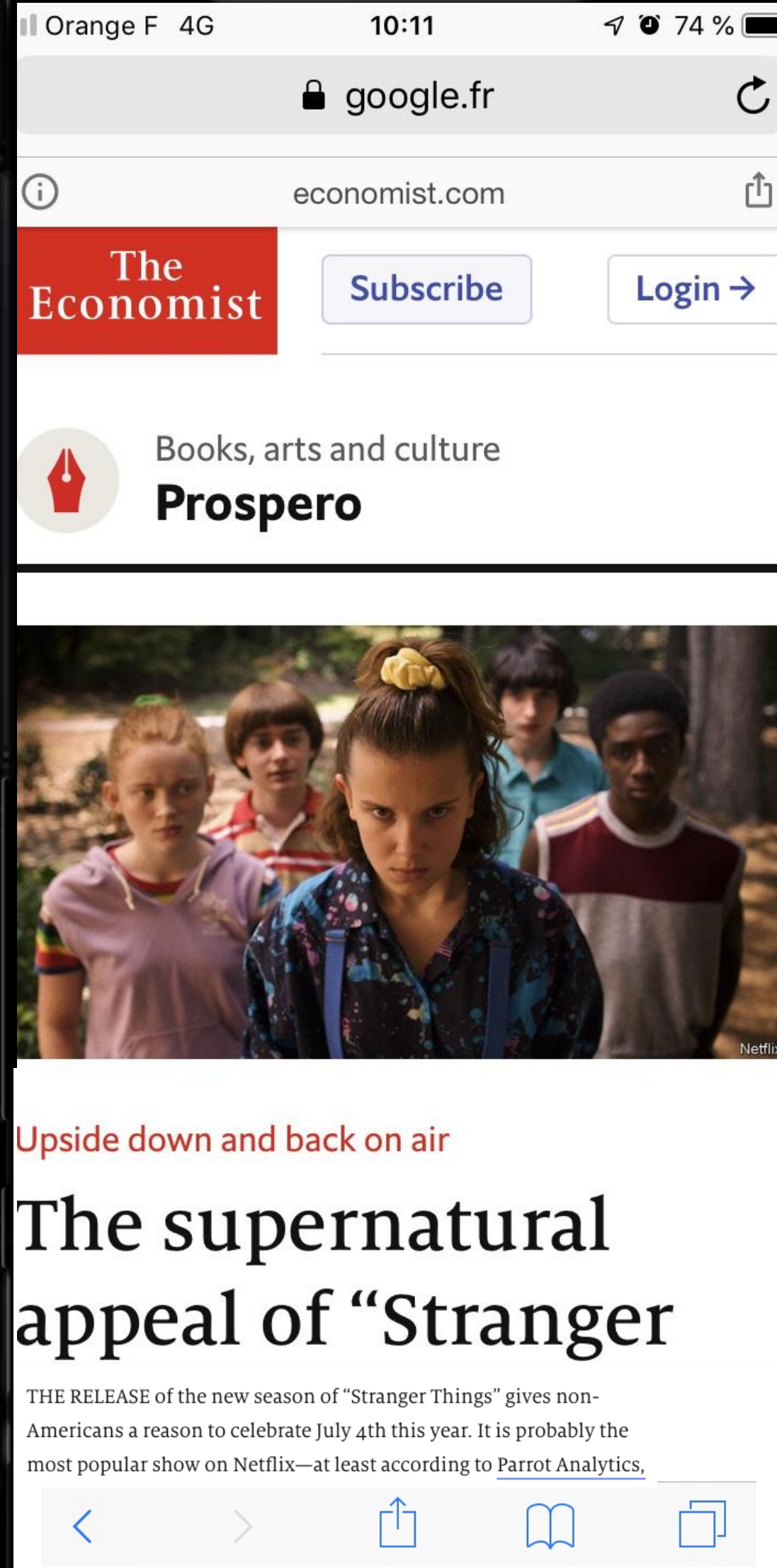
AFLEVERINGEN

TRAILERS EN MEER

MEER ZOALS DIT

DETAILS









X



# The Economist Insight :



What do young people love? Their morning coffee.

And what do young Brits love? Their morning Starbucks coffee. Starbucks has nearly 1,000 stores in the UK. Its primary target market is men and women aged 25 to 40.

They account for almost half (49 percent) of its total business.

With a 53% positive perception, Starbucks is more popular among Millennials than any other age groups.

## Idea :

We are going to install questions and facts - which can all be traced back to the economist's material - on the coffee cup sleeves.

The format will be questions in all kinds of subjects such as: "Did you know that certain animals have their own way of treating cancer? If you read/listened/watched the Economist you would."

## Goals :

Compared to classic media, incorporating a printed mind blowing fact on something so simple but of "everyday use" such as a morning coffee will work very well because it's going to be surprising.

In this way we are both raising awareness, but most importantly changing perception of the Economist being a "stiff" "unapproachable" and strictly economics-focused







The  
Economist

X

Harry Potter  
WIZARDS  
UNITE

## Insight :

With a structure similar to Pokémon Go, this new game is already looking promising.

It stars the most British –and lovable- character ever created, Harry Potter.

While younger generations are almost apathetic towards him, millennials have grown up with Harry Potter and feel strongly about anything related to him.

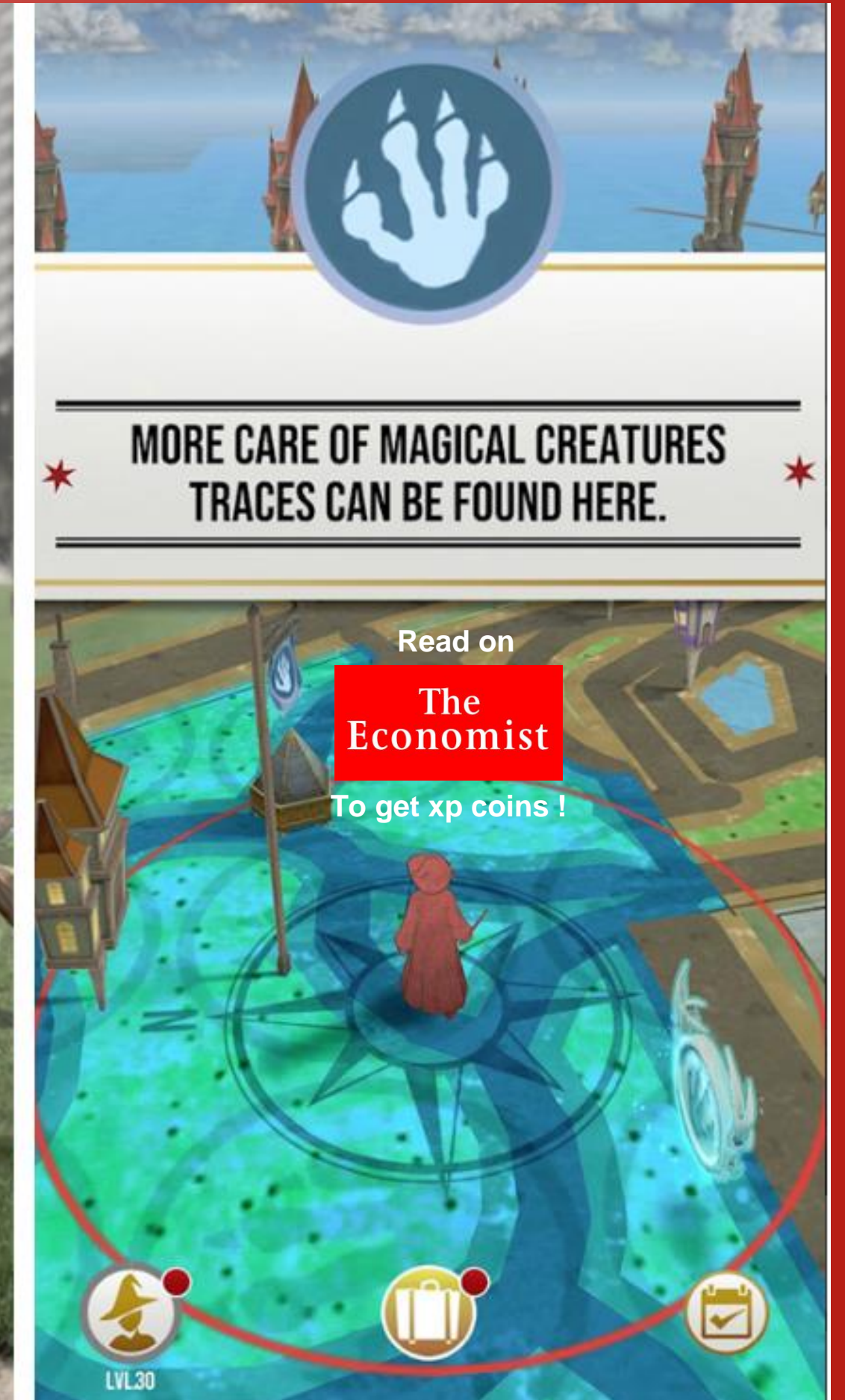
## Idea :

Players can gain additional experience points by exploring the economist. The more they read, the more they earn.

## Goals :

Raise awareness and find new potential consumers by linking the newspaper to a trendy and very promising game in UK.

All that is needed to be done is establish again an intelligible connection:  
*Knowledge is wisdom, and what more is a modern wizard but a very wise individual?*





A man with a grey beard and hair, shirtless, is standing in shallow water. The background is a sunset with a gradient of orange, red, and purple. The water is dark blue with white foam from the man's feet.

Thank you !

Cartoon



# Important Notes

**42:** 1. Fluid and versatile in what concerns media. 2. Unexpected and versatile in what concerns content and image.

**44:** The good thing is, The Podcast already exists (and so does the YouTube channel for example). Yet the focus is still placed upon the printed and the digital newspaper. In order to make a difference and even more than raise awareness, change perception (after all, millennials have heard of the Economist, they're just not interested in reading it because they do not actually know it), the Economist needs to put itself out there as so much more than a newspaper. It is even more a channel of knowledge, fluid and versatile in what concerns the way it can be consumed as well as the material that it contains.

**45:** Why Facebook:

Because it is primarily a very large platform, but most importantly because of the simple fact that most millennials do not actually go on specific websites to read their news, but get them directly through Facebook.

Why Instagram:

Instagram stories in particular are very easy to use in order to get quickly redirected to the Podcast.

Why LinkedIn:

We believe special consideration should be given to LinkedIn. It is a platform users join while actively searching for a job in their field, in other words, right after they have graduated University. While getting ready for Interviews and applying for positions they need to be well rounded and up to date with current happenings. With its versatile material, the Economist can be their best ally in achieving this task.

In all three platforms we choose to promote mostly the podcast, precisely because of its promising numbers and because of the fact that it highlights the Economist as so much more than a “stiff” and “traditional” newspaper.



# Important Notes

**47:** If we want to reach this younger generation, we need to be where there are.

A creative approach based on strategic and relevant touchpoints.

Three key collaborations with brands totally unexpected. After all, for our generations it is all about thinking outside the box.

**54:** Collaboration with Starbucks

This is going to raise awareness of the economist precisely because it will be completely unexpected. People sometimes skip over traditional media ads because they oftentimes feel “forced”. However incorporating a printed mind blowing fact on something so simple but of “everyday use” such as a morning coffee does not even feel like an ad this much. Moreover, when we pick our coffee up, we unconsciously take a quick look at it, (to check the name spell in the case of Starbucks for example) so placing something so unexpected there will grab the target group’s attention.

Other than raising awareness this will also help change the perception of the economist as an economics centred magazine. For one it will highlight the fact that the economist has a great variety of material that caters to the most peculiar interests and minds, hitting straight to the point. In addition it will also shift this perception that the magazine is stiff, exactly by being unexpected and more lighthearted, partnering up with such a fresh brand as Starbucks.

Starbucks is trying to get consumers to get more involved in the product in several ways. Starbucks is marketed as a status item. The function or performance benefits of the brand are important to consumers, but they also choose particular brands because it can be used to express their personality, social status, or affiliation (symbolic purposes) or to fulfil their internal psychological needs. A partnership with a newspaper can be part of this personal accomplishment and increase consumers’ loyalty towards Starbucks.