



KEY EXECUTIVES

# Mega-Conference

Joining together for media solutions

## MEGA-INNOVATION AWARD ENTRY FORM

**Is your company innovative?** Have you:

- Introduced a new product, service or go-to-market approach that is substantially changing your current or future business model?
- Grown your digital revenue to be a critical portion of your revenue mix?
- Tapped into new audiences with a new approach to publishing?
- Diversified your revenue to be less dependent on traditional newspaper advertising?
- Created a culture of innovation for your employees?

If the answer is “YES” to any or all of these questions, **YOU NEED TO APPLY FOR THIS AWARD!**

This award will be present to a single newspaper or to a multi-property media company -- not to an individual person.

***The winner will be announced Wednesday, February 24, 2016, at the Mega-Conference in Austin, Texas. Judges will be announced soon.***

### YOUR COMPANY:

COMPANY:

ADDRESS:

CITY, STATE, ZIP:

SUBMITTED BY:

TITLE:

PHONE:

EMAIL:

***Scroll down to continue***

***Deadline for entries:  
January 7, 2016***

## NEW REVENUE CHANNELS:

What new product(s) or approaches have you introduced in the past 3 years that is/are making a significant difference to your business model today or is expected to significantly alter your business model in the near future?

In addition to a description of your products or approaches, please provide links to showcase examples or mail 10 printed samples to: Mega-Innovation Award, 3680 N. Peachtree Road, Suite 300, Atlanta, GA 30341. (300 words or less, suggested)

## BUSINESS MODEL TRANSFORMATION:

### DIGITAL REVENUE:

My digital revenue was \_\_\_\_\_ percent of my total revenue over the past 12 months.

Digital revenue at my company grew \_\_\_\_\_ percent this past year over the previous year.

### NON-CORE REVENUE:

Have you diversified your revenue in other ways beyond print and digital, such as events or agency services (PR work, logo development, competitive media placement, etc.?)

Yes

No

If yes, what percentage of your total advertising revenue comes from these streams? \_\_\_\_\_ percent

What do you expect it to be in three years? \_\_\_\_\_ percent

Please provide any additional details or comments that you would like judges to consider:

## AUDIENCE DEVELOPMENT:

Please describe any innovative audience approaches your company has taken that has allowed your company to reach more readers, new audience segments (eg: millennials, sports fanatics, etc.), or improve subscriber engagement. How has this impacted subscriptions, open rates, social shares or total audience? (300 words or less, suggested)

## SALES & MARKETING APPROACH:

Check which of the following most applies to you:

We have trained all sales executives how to sell digital products.

We have a separate staff to sell digital and/or new initiatives.

We have specialized people who sell the complicated stuff and help the rest of the staff sell our new and/or digital product mix.

Please describe any innovative sales and marketing approaches you have taken that have helped your company improve the trajectory of your revenue: (300 words or less, suggested)

## ORGANIZATIONAL & COMPANY CULTURE TRANSFORMATION:

Please describe how your company has changed its organizational structure, work environment and/or rewards to encourage innovation. (300 words or less, suggested)

Date submitted: