

# Innovation Award



KEY  
EXECUTIVES

## Mega- Conference

Solutions, Success Stories  
and New Ideas

Newspaper or company name: McClatchy

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### AUDIENCE DEVELOPMENT

Please describe any innovative audience approaches your company has taken that has allowed your company to reach more readers, new audience segments (for example: 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)

A popular trend across many industries is taking advantage of the subscription economy. Everywhere you look you can get a subscription to music, clothing boxes, food preparation or even exercise apps.

With all of these different subscriptions taking over our consumers' wallet, we have to do something to set ourselves apart to build loyalty and engagement for our brands.

McClatchy completed its Rewards launch in February of 2018 and has grown to over 155,000 members. Rewards allows members to earn points in a variety of engaging programs, including quizzes, reader polls, playing games, reading stories and watching videos. We also reward subscribers with points for activities like enrolling in autopay and using automated services for subscription requests. Points can be redeemed for entries into contests for prizes such as event tickets and gift cards. In 2018, we gave away over 24,000 prizes to our members.

One of the most popular parts of the program is puzzles and games. We worked with our partner to add more puzzles to Rewards and standardize their solution across all markets. In 2018 we have seen an increase of 230% in revenue share for pre-roll video and display ads.

The design of Rewards was to improve subscriber retention – and has since exceeded our expectations. When comparing Rewards members vs non Rewards members, we have seen an increase of 13% on 13 week retention and an increase of over 25% on 52 week retention. We anticipate the 52-week retention to continue to grow.

For 2019, our target is 250,000 members and growing engagement with the program. Enhancements to the program in 2019 include; investment into prizes with direct prizes that a member can “purchase” with their points and a discount partnership that will be exclusive to Rewards members in all McClatchy markets.