

Innovation Award



KEY
EXECUTIVES

Mega- Conference

Solutions, Success Stories
and New Ideas

Newspaper or company name: The Virginian-Pilot

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Entry submitted by: Erica Smith

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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)

The Virginian-Pilot created quizzes to entertain and build a subscriber base for a new newsletter.

The Times of Tidewater newsletter launched in February. To build awareness and subscribers for the weekly newsletter, a series of quizzes were created, based on local knowledge and trivia. Three history-based newsletters added 979 subscribers to the Times of Tidewater newsletter list. The quizzes were promoted on pilotonline.com, through other newsletters and in social media posts.

Quiz details:

- [How much do you recall about these fun places around Hampton Roads?](#): Places that used to be. Of the people who took the quiz (nearly 3,000), 19.5 percent signed up for Times of Tidewater.
- [I grew up in Hampton Roads](#): You only know the answers if you grew up here. Of the people who took the quiz (just short of 1,000), 13.1 percent signed up for Times of Tidewater.
- [How much do you know about the streets of Hampton Roads?](#): How local streets got their names. Of the people who took the quiz (almost 2,000), 14.2 percent signed up for Times of Tidewater.

These have been loyal subscribers, too. Times of Tidewater has had steady growth, ending the year with 3,153 subscribers. In December, it had a unique open rate of 39 percent, a total open rate of 60 percent, and a unique click-through rate of 10.2 percent.