



THE OKLAHOMAN
MEDIA COMPANY

be campaign

be campaign

CAMPAIGN DETAILS

Best Brand Awareness Campaign/Best Use of Social/Best Idea to Encourage Print Readership or Engagement
Group 1/Local, Regional Brands

Excerpt:

This all-new branding campaign is designed to raise key brand measures among non-subscribers by promoting the value and quality of the content we deliver and demonstrating how it can help them be the very best they can be every day. This multi-channel campaign has already yielded impressive results, with significant growth in brand favorability, purchase intent and Net Promoter Score, as well as hundreds of new subscriptions.

Challenge:

During the past 10 years, OKC has ranked among the nation's fastest-growing cities, with hundreds of thousands of new residents unfamiliar with The Oklahoman. Our challenge? Build our brand's reputation with these non-subscribers and convert them to customers.

Objective:

Create a brand campaign that captures our market's attention; measurably builds lower-funnel brand measures (favorability, purchase intent, Net Promoter Score) among non-subscribers and converts them to customers.

Campaign:

The "Be Campaign," is designed to create consumer demand by raising brand awareness, brand favorability and purchase intent.

The campaign, which highlights the quality and value of the content we deliver to market each day, uses the word "Be," followed by an adjective that describes how our content positively impacts our readers lives.

For example, an execution using the words "Be Inspired," tells the story of Lainy Fredrickson, a special needs student who won the 2017 Courage Award at The Oklahoman's All-City Prep Sports Awards event – just one example of the inspiring stories The Oklahoman brings to its readers every day.

be campaign

CAMPAIGN DETAILS

A second execution, "Be Awesome," describes how reading The Oklahoman's award-winning business content prepares readers to command the boardroom.

"Be Sidesplitting," shows two young girls enjoying classic Sunday comics, while "Be Zesty" features Dave Cathey and his popular coverage of OKC's newest restaurants.

Colorful and appealing visuals create an engaging and positive brand persona for The Oklahoman that helps break through the negativity surrounding today's news environment.

The campaign features a new tagline, "Be the very best you can be with The Oklahoman" and directs consumers to our website, OklahomaUnfolded.com, where they can learn more and subscribe.

The campaign has been promoted through numerous media channels, including television, radio, digital, e-mail, social, content, outdoor, point-of-sale, events and more.

Results:

- Brand measures among non-subscriber target:
 - **Brand favorability up 52%**
 - **Purchase intent up 15%**
 - **Net Promoter Score (likelihood of consumers recommending The Oklahoman to friends, family and colleagues) up 25%**
- 200+ new full-access subscribers (and growing)
- 20% boost in Facebook followers, from 74,048 to 88,948
- 16,808 page views to our brand website
- 15,112 unique page views on our brand website
- Campaign outperforming industry benchmarks (HubSpot, WordStream, LinkedIn, MailChimp):
 - 0.15% CTR for digital ads (70.74% above industry benchmark of 0.09%)
 - 0.96% CTR for Facebook ads (54.95% above industry benchmark of 0.62%)
 - 0.74% CTR for LinkedIn ads (110.55% above industry benchmark of 0.35%)
 - 14.00% CTR for emails (197.94% above industry benchmark of 4.70%)

The background consists of several overlapping newspaper clippings. Visible headlines include "Apparent tornado leaves destruction in Th...", "WATER", "ve an", "YOU", "State cites dozens for clean drinking water violations", "THE OKLAHOMAN", and "Opening the door". The entire image is covered with a semi-transparent pink filter.

be campaign

PRINT ADS

Teaser Campaign

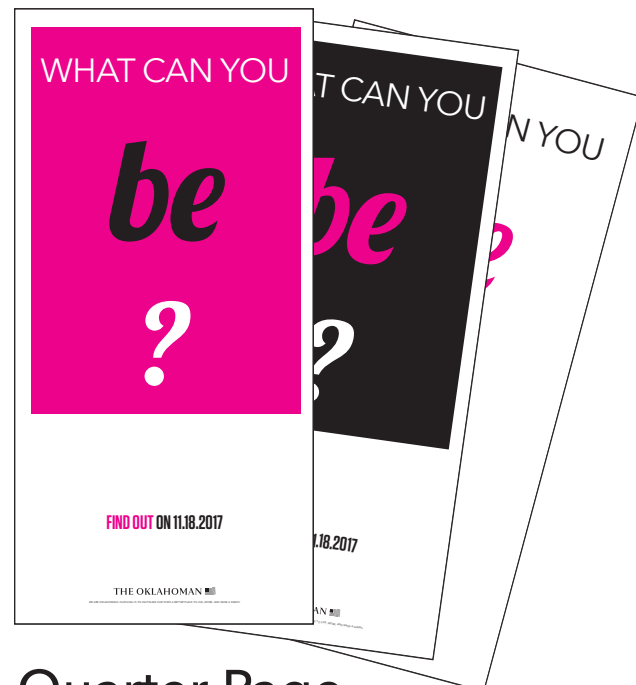
P R I N T A D S



Full Page



Half Page



Quarter Page

be campaign

FULL PAGE PRINT AD



**FOLLOW THE OKLAHOMAN'S FOOD DUDE,
DAVE CATHEY, ON HIS SPICY JOURNEY TO OKC'S
FINEST RESTAURANTS AND HIDDEN GEMS.**

The Oklahoman's own food dude, Dave Cathey, is your exclusive guide to OKC's hottest new restaurants, hidden gems and everything in-between.

be the very best you can be with The Oklahoman

**START TODAY FOR JUST \$1.54/WEEK
AT OKLAHOMAUNFOLDED.COM/SPICY**

THE OKLAHOMAN 

be campaign

FULL PAGE PRINT AD



**WITH THE OKLAHOMAN'S EXCLUSIVE
BUSINESS SCOOPS AND INSIGHTS, YOU CAN
TAKE COMMAND OF THE BOARDROOM.**

From oil and gas to construction and finance, The Oklahoman is your essential tool for OKC's latest and most in-depth business coverage. With the state's leading business reporters, like Steve Lackmeyer, Don Mecoy and Adam Wilmoth feeding you the inside scoop, you'll always be prepared to command any boardroom.

be the very best you can be with The Oklahoman

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THE OKLAHOMAN 

be campaign

FULL PAGE PRINT AD



**MAKE EVERY DAY FUN DAY WITH
CLASSIC COMICS, PUZZLES AND GAMES,
ONLY IN THE OKLAHOMAN.**

Make every day fun day with The Oklahoman. With sidesplitting comics, fun games and challenging puzzles, the whole family will enjoy The Oklahoman. You also won't want to miss all the news, information, analysis, sports and entertainment our award-winning team of journalists pack into every issue.

be the very best you can be with The Oklahoman

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FULL PAGE PRINT AD



Lainy Fredrickson receiving The Oklahoman's Courage Award by Jenni Carlson at the All-City Prep Sports Awards.

**YOU'LL FIND MOVING STORIES ON
COURAGE AND INSPIRATION, EVERY DAY
IN THE OKLAHOMAN.**

Lainy Fredrickson of Norman High School dreamed of joining the school's basketball team - but some thought her disabilities would hold her back. Not Lainy - instead, she dared to dream. Lainy overcame her obstacles, made the team, scored her first points, and in June she received the 2017 Courage Award at The Oklahoman's All-City Prep Sports Awards. Uncovering Oklahoma's stories of inspiration, determination and good old Oklahoma grit what The Oklahoman does best.

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*be*BRIGHT

KIDS WHO READ THE PAPER SCORE 25% HIGHER ON ACHIEVEMENT TESTS – ISN'T IT TIME YOUR KIDS READ THE OKLAHOMAN?

Every day, The Oklahoman provides free digital access to the newspaper for students across the state through its Newspapers in Education Program. Why? Because reading The Oklahoman helps kids become better informed, better students and helps prepare them to be productive adults.

In fact, research shows that kids who read a daily newspaper score 25% better on achievement tests than those who don't. That's something we can all get behind!

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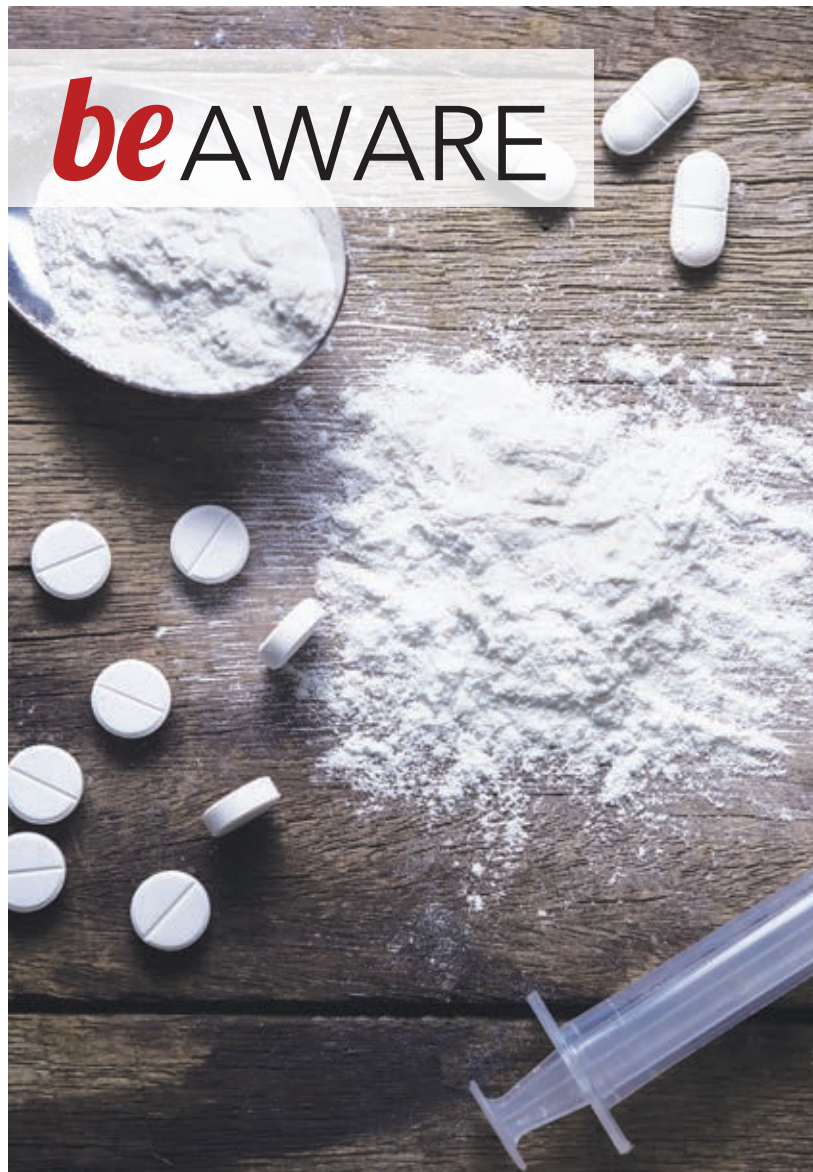
JOIN US IN SUPPORTING EDUCATION IN OUR STATE VISIT NIE.NEWSOK.COM

THE OKLAHOMAN 



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**JOURNALISM THAT MAKES A DIFFERENCE.
"THE OKLAHOMAN SHINED A LIGHT ON OPIOID
ADDICTION AND INSPIRED LEGISLATIVE CHANGES."**

- KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

The Oklahoman has been covering the opioid crisis since before it was a crisis, and according to Kris Steele, Former Oklahoma House Speaker, "after The Oklahoman's coverage of prescription drug abuse, laws were changed to make our community safer. Without the education that The Oklahoman provided, that initiative may not have been accomplished." Uncovering and helping change what's really going on in Oklahoma is what The Oklahoman does best.

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**THE BUDGET, DRUG ADDICTION, AND EDUCATION...
WHEN IT COMES TO THE STATE'S BIGGEST ISSUES,
THE OKLAHOMAN NEVER STOPS INVESTIGATING.**

Whether it's the state budget, criminal justice reform or prescription drug abuse, no one dives deeper into the issues like The Oklahoman. And no other local news brand can cover the news, analysis, or state issues like our award-winning team. The Oklahoman never stops watching, investigating or reporting.

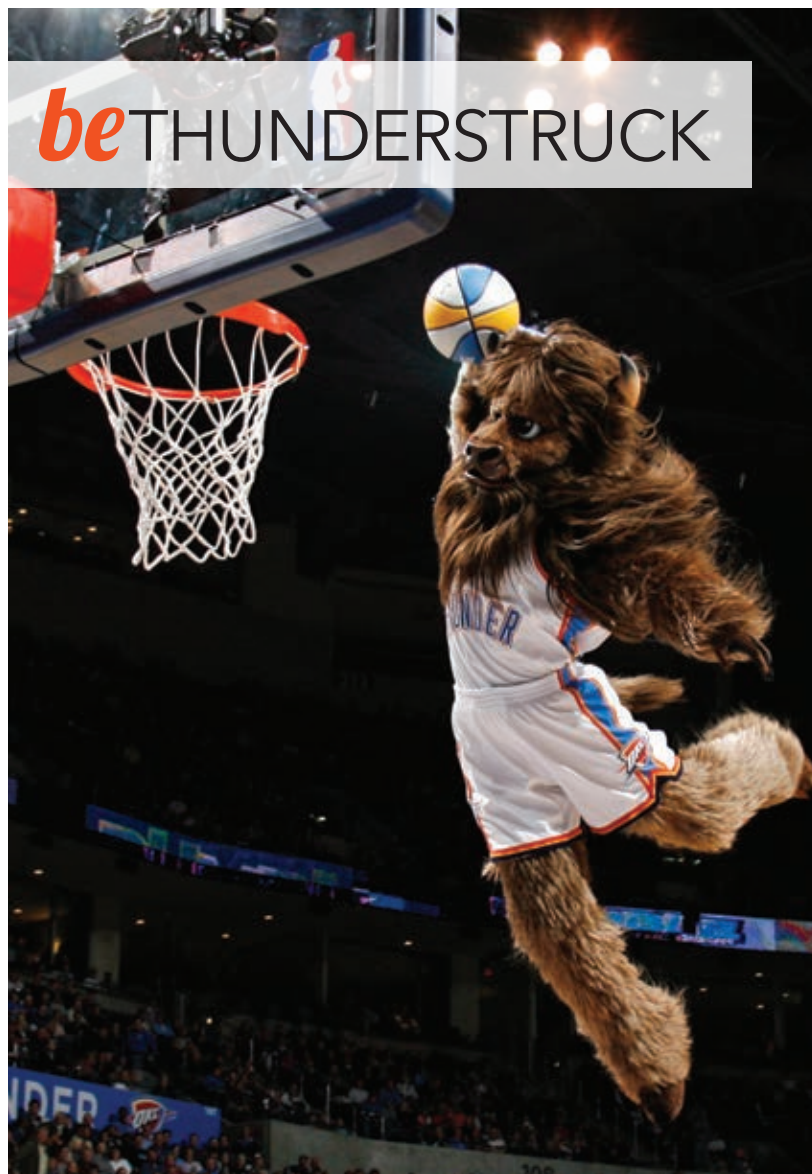
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FULL PAGE PRINT AD



NO ONE DOMINATES THUNDER
COVERAGE LIKE THE OKLAHOMAN,
NAMED NATION'S BEST SPORTS TEAM
FOUR OUT OF THE LAST FIVE YEARS.

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THE OKLAHOMAN 

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FULL PAGE PRINT AD



IMPRESS YOUR SWEETHEART THIS VALENTINE'S DAY— THE OKLAHOMAN'S DAVE CATHEY CAN SHOW YOU THE WAY!

Dave Cathey, The Oklahoman's own Food Dude, and OKC's top restaurant critic can steer you toward a dining experience that will sweep your special someone off her (or his) feet. Dave's got the inside scoop on OKC's hottest new restaurants, time-honored classics and all the sweets and eats our city has to offer. Follow Dave exclusively in The Oklahoman.

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OKLAHOMAUNFOLDED.COM/DECADENT

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THE OKLAHOMAN 

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HALF PAGE PRINT ADS



FOLLOW THE OKLAHOMAN'S FOOD DUDE, DAVE CATHEY, ON HIS SPICY JOURNEY TO OKC'S FINEST RESTAURANTS AND HIDDEN GEMS.

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HALF PAGE PRINT ADS



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- KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

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NO ONE DOMINATES THUNDER COVERAGE
LIKE THE OKLAHOMAN, NAMED NATION'S BEST SPORTS TEAM FOUR
OUT OF THE LAST FIVE YEARS.

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QUARTER PAGE PRINT ADS



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THE OKLAHOMAN 

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FULL PAGE ADS IN THE OK LIFESTYLE MAGAZINE



be DECADENT

Looking to impress your sweetheart this Valentines Day? If so, let Dave Cathey show you the way.

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JOURNALISM THAT MAKES A DIFFERENCE.

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— KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

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BE THE VERY BEST YOU CAN BE WITH THE OKLAHOMAN.

Everyday, The Oklahoman unfolds significant stories for our local community. With our dedication to the most accurate and on-deep news and information, we work tirelessly to improve the quality of life for our citizens. Hear how unfolding Oklahoma's stories have positively impacted our readers and community partners, by experiencing their personal stories below.



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THANKS TO THE OKLAHOMAN'S COVERAGE OF PRESCRIPTION DRUG ABUSE, LAWS WERE CHANGED TO MAKE OUR COMMUNITY SAFER.

So said former Oklahoma Speaker of the House Kris Steele about The Oklahoman's key role in exposing and publicizing our state's prescription drug abuse crisis.

In fact, The Oklahoman was one of the very first news organizations nationwide to report on this issue starting several years ago and we continue to follow it today.

Why? Because at The Oklahoman, community involvement is about more than raising money and donating hours for deserving charities around the state, it's about informing and protecting our citizens, and creating an environment for positive change.

Like our Purpose Statement says, we aim to make Oklahoma a better place to live, work and raise a family — and we take that mission very seriously.

beVIGILANT

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WHAT CAN YOU be?

BE THE VERY BEST YOU CAN BE WITH THE OKLAHOMAN.

OUR READERS RELY ON US FOR NEWS AND INFORMATION THEY CAN TRUST — SEE WHY YOU CAN TOO.

OUR WRITERS HAVE WON MORE AWARDS FOR EXCELLENCE IN JOURNALISM THAN ANY NEWS ORGANIZATION IN THE STATE. COME ON IN AND MEET THEM.

OUR COMMUNITY INVOLVEMENT.

FROM OPIOID ADDICTION TO CRIMINAL JUSTICE REFORM, WE NEVER STOP INVESTIGATING OKLAHOMA'S BIGGEST ISSUES.

BUILD YOUR BUSINESS WITH US.

ABOUT THE OKLAHOMAN.

THE BIGGEST TEAM.

THE BEST COVERAGE.

THE MOST AWARDS.

OUR PURPOSE STATEMENT.

FIRST AMENDMENT TO THE UNITED STATES CONSTITUTION.

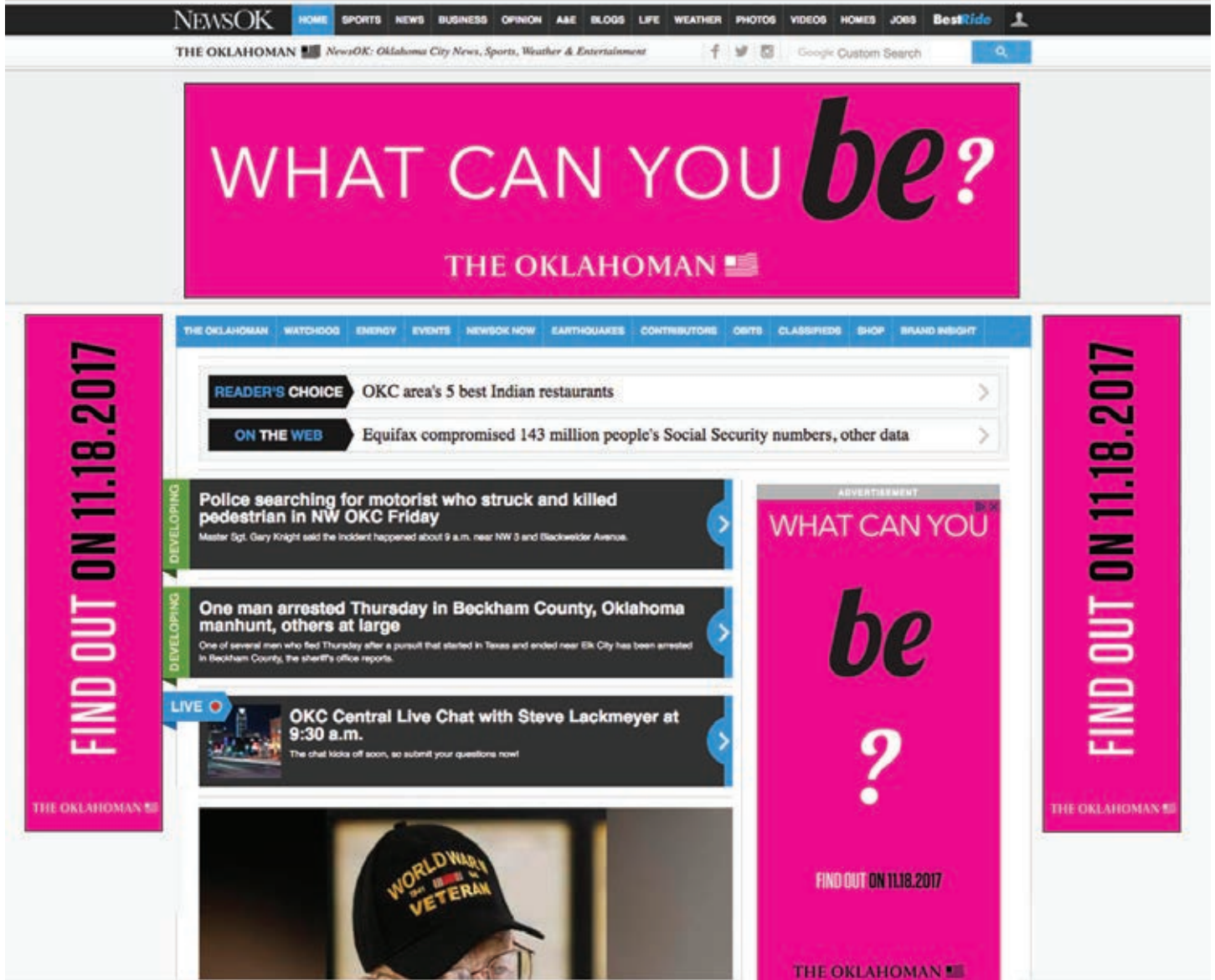
A laptop is shown from a high angle, displaying the 'besides' website. The website has a pink header with the 'besides' logo and navigation links. The main content area features several articles with images of children. A pink overlay covers the entire image, and the text 'be campaign' and 'DIGITAL ADS' is centered in white.

be campaign

DIGITAL ADS

Teaser Campaign

DIGITAL TAKEOVER ON NEWSOK.COM



be campaign

DIGITAL ADS ON NEWSOK.COM

The screenshot displays the NewsOK.com homepage with the 'beAWARE' campaign integrated into the layout. The campaign features a background image of white powder, pills, and a syringe.

Top Banner:

beAWARE
be the very best you can be with The Oklahoman

"THE OKLAHOMAN SHINED A LIGHT ON OPIOID ADDICTION AND INSPIRED LEGISLATIVE CHANGE."
JARRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

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THE OKLAHOMAN

Navigation Bar: NEWSOK | HOME | SPORTS | NEWS | BUSINESS | OPINION | A&E | BLOGS | LIFE | WEATHER | PHOTOS | VIDEOS | HOMES | JOBS | Best Ride | THE OKLAHOMAN | NewsOK: Oklahoma City News, Sports, Weather & Entertainment | Google Custom Search

Left Sidebar:

beAWARE
be the very best you can be with The Oklahoman

SUPPORT JOURNALISM THAT MAKES A DIFFERENCE FOR JUST \$1.54/WEEK

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THE OKLAHOMAN

Right Sidebar:

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THE OKLAHOMAN

Main Content Area:

THE OKLAHOMAN | WATCHDOG | ENERGY | EVENTS | NEWSOK NOW | EARTHQUAKES | CONTRIBUTORS | ORBS | CLASSIFIEDS | SHOP | BRAND RIGHT

READER'S CHOICE OKC area's 5 best Indian restaurants

ON THE WEB Equifax compromised 143 million people's Social Security numbers, other data

DEVELOPING Police searching for motorist who struck and killed pedestrian in NW OKC Friday
Master Sgt. Gary Knight said the incident happened about 9 a.m. near NW 3 and Blackwelder Avenue.

DEVELOPING One man arrested Thursday in Beckham County, Oklahoma manhunt, others at large
One of several men who fled Thursday after a pursuit that started in Texas and ended near Elk City has been arrested in Beckham County, the sheriff's office reports.

LIVE OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.
The chat kicks off soon, so submit your questions now!

World War II Veteran

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NewsOK


HOME SPORTS NEWS BUSINESS OPINION A&E BLOGS LIFE WEATHER PHOTOS VIDEOS HOMES JOBS Best Ride

THE OKLAHOMAN NewsOK: Oklahoma City News, Sports, Weather & Entertainment

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THE OKLAHOMAN WATCHDOG ENERGY EVENTS NEWSOK NOW EARTHQUAKES CONTRIBUTORS ORTS CLASSIFIEDS SHOP BRAND RIGHT

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OKC area's 5 best Indian restaurants

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DAVE CATHEY, YOUR GUIDE TO ALL THINGS EDIBLE

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DIGITAL ADS ON NEWSOK.COM

HOME PAGE TAKEOVER

The screenshot shows the NewsOK.com homepage with a 'be' campaign takeover. The top navigation bar includes links for HOME, SPORTS, NEWS, BUSINESS, OPINION, A&E, BLOGS, LIFE, WEATHER, PHOTOS, VIDEOS, HOMES, JOBS, and BestRide. Below the navigation bar is a search bar and a Google Custom Search button. The main content area features a large banner for 'beSIDESPLITTING' with the text 'GET YOUR CLASSIC COMICS ONLY IN THE OKLAHOMAN' and a 'START TODAY FOR \$1.54/WEEK' button. Below this, there are several news stories and promotional banners. On the left sidebar, there is a 'beSIDESPLITTING' banner and a 'be the best you can be with The Oklahoman' banner. The main content area includes a 'READER'S CHOICE' section for 'OKC area's 5 best Indian restaurants', an 'ON THE WEB' section for 'Equifax', and a 'Police searching for motorist involved in pedestrian in NW OKC' story. A central banner for 'be the best you can be with The Oklahoman' is prominently displayed. On the right sidebar, there is another 'beSIDESPLITTING' banner and a 'be the best you can be with The Oklahoman' banner. The bottom of the page features a 'WORLD WAR II VETERAN' story and a 'be the best you can be with The Oklahoman' banner.

NewsOK.com navigation bar: HOME, SPORTS, NEWS, BUSINESS, OPINION, A&E, BLOGS, LIFE, WEATHER, PHOTOS, VIDEOS, HOMES, JOBS, BestRide. Search bar: Google Custom Search.

Top banner: beSIDESPLITTING. GET YOUR CLASSIC COMICS ONLY IN THE OKLAHOMAN. START TODAY FOR \$1.54/WEEK.

Left sidebar: beSIDESPLITTING. MAKE EVERY DAY FUN DAY WITH CLASSIC COMICS, ONLY IN THE OKLAHOMAN. START TODAY FOR \$1.54/WEEK. THE OKLAHOMAN.

Main content area: READER'S CHOICE: OKC area's 5 best Indian restaurants. ON THE WEB: Equifax. Police searching for motorist involved in pedestrian in NW OKC. One man arrested Thursday in manhunt, others at large. OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m. The chat kicks off soon, so submit your questions now.

Center banner: be the best you can be with The Oklahoman. START TODAY FOR JUST \$1.54/WEEK.

Right sidebar: beSIDESPLITTING. MAKE EVERY DAY FUN DAY WITH CLASSIC COMICS, ONLY IN THE OKLAHOMAN. START TODAY FOR \$1.54/WEEK. THE OKLAHOMAN.

Bottom section: WORLD WAR II VETERAN. be the best you can be with The Oklahoman. START TODAY FOR \$1.54/WEEK. THE OKLAHOMAN.

be campaign

DIGITAL ADS ON NEWSOK.COM

HOME PAGE TAKEOVER

The screenshot displays the NewsOK.com homepage with a 'beSPICY' campaign takeover. The top navigation bar includes 'THE OKLAHOMAN', 'NewsOK: Oklahoma City News, Sports, Weather & Entertainment', social media icons, and a search bar. A large hero banner at the top features a man eating a taco with the 'beSPICY' logo and 'THE OKLAHOMAN' text.

The main content area is divided into several sections:

- Navigation Bar:** THE OKLAHOMAN, WATCHDOG, ENERGY, EVENTS, NEWSOK NOW, EARTHQUAKES, CONTRIBUTORS, OBITS, CLASSIFIEDS, SHOP, BRAND INSIGHT.
- Reader's Choice:** OKC area's 5 best Indian restaurants.
- On the Web:** Equifax.com.
- Security numbers, other data:** (with a right arrow).
- Police searching for motorist and pedestrian in NW OKC Friday:** Master Sgt. Gary Knight said the incident happened about 10:30 a.m. on Friday.
- One man arrested Thursday in manhunt, others at large:** One of several men who fled Thursday after a pursuit that started in Texas and ended near Elk City has been arrested in Beckham County, the sheriff's office reports.
- OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.:** The chat kicks off soon, so submit your questions now!
- World War II Veteran:** A photo of an elderly man wearing a 'WORLD WAR II VETERAN' cap.

The 'beSPICY' campaign is prominently featured in several locations:

- Left Sidebar:** A vertical banner with the 'beSPICY' logo, a photo of Dave Cathey eating, and the text 'FOLLOW DAVE CATHEY ON HIS SPICY FOOD JOURNEY' and 'START TODAY FOR JUST \$1.54/WEEK'.
- Center:** A large purple box with the text 'be the best you can be with The Oklahoman' and 'START TODAY FOR JUST \$1.54/WEEK'.
- Right Sidebar:** A vertical banner with the 'beSPICY' logo, a photo of Dave Cathey eating, and the text 'be the best you can be with The Oklahoman' and 'START TODAY FOR JUST \$1.54/WEEK'.
- Bottom Right:** A purple box with the text 'FOLLOW THE OKLAHOMAN'S FOOD DUDE, DAVE CATHEY, ON HIS SPICY JOURNEY TO OKC'S FINEST RESTAURANTS AND HIDDEN GEMS.' and 'START TODAY FOR JUST \$1.54/WEEK'.

be campaign

DIGITAL ADS ON OKLAHOMAN.COM

THE OKLAHOMAN

Wednesday, January 31

NEWS OPINION OBITS WEATHER BUSINESS SPORTS LIFE PHOTOS VIDEOS CLASSIFIEDS COMICS BINGO

OKC district will have to find a new superintendent

Oklahoma City Public Schools Superintendent Aurora Lora submits a letter of resignation on the same day the board is scheduled to meet to...

THE OKLAHOMAN

beAWARE

THANKS FOR SUPPORTING JOURNALISM THAT MAKES A DIFFERENCE

THE OKLAHOMAN

Funds raised for funerals after two die in fire

A woman and her 12-year-old granddaughter died Monday of injuries suffered in a house fire near downtown Oklahoma City, and money is now being raised for their funerals, family members said.

NEWS EXTRA

HEALTH

NATION

POLITICS

WORLD

These sections have been added by our editors today for The Oklahoman's digital subscribers.

beAWARE

"THE OKLAHOMAN SHINED A LIGHT ON OPIOID ADDICTION AND INSPIRED LEGISLATIVE CHANGES."

KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

THE OKLAHOMAN

beAWARE

THANKS FOR SUPPORTING JOURNALISM THAT MAKES A DIFFERENCE

THE OKLAHOMAN

TODAY'S PRINT REPLICA

THE OKLAHOMAN

OKC district will have to find a new superintendent

'New American moment'

be campaign

DIGITAL ADS ON OKLAHOMAN.COM

THE OKLAHOMAN

Wednesday, January 31

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THE OKLAHOMAN

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MAKE EVERY DAY FUN DAY WITH CLASSIC COMICS, PUZZLES AND GAMES, ONLY IN THE OKLAHOMAN

THE OKLAHOMAN

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"New American moment"

be campaign

DIGITAL ADS ON OKLAHOMAN.COM

THE OKLAHOMAN

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THE OKLAHOMAN'S FOOD DUDE, DAVE CATHEY, IS YOUR GUIDE TO ALL THINGS EDIBLE IN OKC

THE OKLAHOMAN

beSPICY

THE OKLAHOMAN'S DAVE CATHEY, YOUR GUIDE TO ALL THINGS EDIBLE

THE OKLAHOMAN

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THE OKLAHOMAN

OKC district will have to find a new superintendent

be campaign

DIGITAL ADS

WHAT CAN YOU **be**?

THE OKLAHOMAN 

beAWARE

**SUPPORT JOURNALISM
THAT MAKES A DIFFERENCE
FOR JUST \$1.54/WEEK**

THE OKLAHOMAN 

beSIDESPLITTING

**GET YOUR CLASSIC
COMICS ONLY IN
THE OKLAHOMAN**

**START TODAY FOR
\$1.54/WEEK**

THE OKLAHOMAN 

beSPICY

**FOLLOW DAVE CATHEY,
YOUR GUIDE TO ALL THINGS EDIBLE
FOR JUST \$1.54/WEEK**

THE OKLAHOMAN 

beSIDESPLITTING

**MAKE EVERY DAY FUN DAY WITH
CLASSIC COMICS, PUZZLES AND
GAMES, ONLY IN THE OKLAHOMAN**

THE OKLAHOMAN 

beSPICY

**DAVE CATHEY, YOUR GUIDE
TO ALL THINGS EDIBLE**

START TODAY FOR JUST \$1.54/WEEK

THE OKLAHOMAN 

beAWARE

**WITH ITS ADDICTED OKLAHOMA SERIES,
THE OKLAHOMAN UNCOVERED A CRISIS
AND INSPIRED LEGISLATIVE CHANGE.**

THE OKLAHOMAN 

beSIDESPLITTING

**GET YOUR CLASSIC
COMICS ONLY IN
THE OKLAHOMAN**

**START TODAY FOR
\$1.54/WEEK**

THE OKLAHOMAN 

beAWARE

**SUPPORT JOURNALISM
THAT MAKES A DIFFERENCE
FOR JUST \$1.54/WEEK**

THE OKLAHOMAN 

320X50

beSIDESPLITTING

**GET YOUR CLASSIC
COMICS ONLY IN
THE OKLAHOMAN**

START TODAY FOR \$1.54/WEEK

THE OKLAHOMAN 

beAWARE

**SUPPORT
JOURNALISM
THAT MAKES A
DIFFERENCE FOR
JUST \$1.54/WEEK**

THE OKLAHOMAN 

300X100

beSPICY

**DAVE CATHEY,
YOUR GUIDE TO ALL
THINGS EDIBLE**

**be the very best you can be
with The Oklahoman**

START TODAY FOR JUST \$1.54/WEEK

THE OKLAHOMAN 

beAWARE

**SUPPORT
JOURNALISM
THAT MAKES A
DIFFERENCE FOR
JUST \$1.54/WEEK**

THE OKLAHOMAN 

728X90

300X250

480X200



The background features a low-angle shot of a modern building with a grid of windows, overlaid with a solid pink color. Faint, semi-transparent text is visible in the background, including "THE OKLAHOMAN", "WHAT CAN YOU", "be?", "NEWSOK", "Joe Nixon reaches ple", and "Mey's office".

be campaign

VIDEO

Teaser Campaign

DIGITAL VIDEO SCREEN

WHAT CAN YOU
be?

be INFORMED

FIND OUT
ON 11.18.2017

THE OKLAHOMAN 

watch video on thumbrive

be campaign

TV



watch video on [thumbrive](#)

A hand holding a tablet displaying a 'be campaign' email blast. The background is a solid magenta color. The text 'be campaign' is in a large, white, sans-serif font, with 'be' in italics. Below it, 'EMAIL BLASTS' is in a smaller, white, all-caps, sans-serif font. The tablet screen shows a blurred version of the same 'be campaign' email blast, with the text 'WHAT?', 'be', and 'FIND OUT ON 11.' visible.

be campaign

EMAIL BLASTS

Teaser Campaign

E M A I L



be campaign

E M A I L

How Do OKC's Movers And Shakers Command The Boardroom?
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beAWESOME

With The Oklahoman's exclusive business scoops and insights, you can take command of the boardroom.

How do OKC's Movers and Shakers command the boardroom? They know preparation is the key, and the key to preparation is reading The Oklahoman's exclusive, in-depth business news and analysis. In fact, research shows that more of OKC's key decision-makers rely on The Oklahoman for local news and information than any other source (Scarborough 2017).

The bottom line? From oil and gas to construction and finance, The Oklahoman is your essential tool for OKC's latest and most in-depth business coverage.

And with the state's leading business reporters, like Steve Lackmeyer, Don McCoy and Adam Wilmoth leading you the inside scoop, you'll always be prepared to command the boardroom.

Find out how you can Be Awesome every day by supporting [#JournalismThatMatters at OklahomanUnfolded.com](#)

be the very best you can be with The Oklahoman

START TODAY FOR JUST \$1.54/WEEK*

THE OKLAHOMAN 

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We respect your right to privacy:
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The Oklahoman Media Company
100 W. Main, Suite 100, Oklahoma City, OK 73102 USA

What Can You See?
Having trouble reading this email? [View it in your browser](#) | [Forward to a friend](#)

WHAT CAN YOU be?

beSIDESPLITTING



SEE HOW

beZESTY



SEE HOW

beAWESOME



SEE HOW

We give you everything you need to be the very best that you can be.

DISCOVER MORE

THE OKLAHOMAN 

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How To Make Today The Best Sunday For One
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Make every day fun day with classic comics, puzzles and games, only in The Oklahoman.

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How To Read OKC's Spiciest Secret?
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beSPICY



Follow The Oklahoman's Food Dude, Dave Cathey, on his spicy journey to OKC's finest restaurants and hidden gems.

be the very best you can be with The Oklahoman

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be campaign

E M A I L

What Have You Thought To Give Into The Deep Issues?
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beVIGILANT



"Thanks to The Oklahoman's Coverage of Prescription Drug Abuse, Laws Were Changed to Make Our Community Safer."

So said former Oklahoma Speaker of the House Kris Steele about The Oklahoman's key role in exposing and publicizing our state's prescription drug abuse crisis.

In fact, The Oklahoman was one of the very first news organizations nationwide to report on this issue starting several years ago and we continue to follow it today.

Why? Because at The Oklahoman, community involvement is about more than raising money and donating hours for deserving charities around the state, it's about informing and protecting our citizens, and creating an environment for positive change.

Like our Purpose Statement says, we aim to make Oklahoma a better place to live, work and raise a family -- and we take that mission very seriously.

Support #JournalismThatMatters at OklahomanInfofeed.com.

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What Can You Do?
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WHAT CAN YOU **be**?




beTHUNDERSTRUCK

SEE HOW



beBRIGHT

SEE HOW




beVIGILANT

SEE HOW

We guarantee everything you need to be the very best that you can be.

DISCOVER MORE

THE OKLAHOMAN 

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What Have You Thought To Give Into The Deep Issues?
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beBRIGHT



Did you know...
kids who read the paper score 25% higher on achievement tests?

Isn't it time your kids read The Oklahoman?

be the very best you can be with The Oklahoman

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THE OKLAHOMAN 

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beTHUNDERSTRUCK




No one dominates Thunder coverage like The Oklahoman, named nation's best sports team four out of the last five years.

If you are the biggest Thunder fan, then you know there's only one place that will give you the coverage you want and deserve, The Oklahoman.

Find out how you can be the best Thunder fan and be Thunderstruck every season by supporting #JournalismThatMatters at OklahomanInfofeed.com.

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be campaign

E M A I L

Are You Aware Of Our State's Biggest Issue?
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beAWARE

Journalism that makes a difference.

"The Oklahoman shined a light on opioid addiction and inspired legislative changes."

- KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

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What Happens When You Break Through Your Obstacles?
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beINSPIRED

You make your own dreams come true.

Lainy dreamed of getting to play in a high school basketball game, and during the biggest rivalry game of the year, Lainy was called in to play. Once in the game, the ball was thrown to her and she scored a basket, causing cheers to erupt throughout the entire stadium.

To read more about Lainy's inspiring story, and more just like hers, visit [OklahomaUnfolded.com](#). Because only Oklahoman writers can tell the very best stories about Oklahomans.

be the very best you can be with The Oklahoman

START TODAY FOR JUST \$1.54/WEEK*

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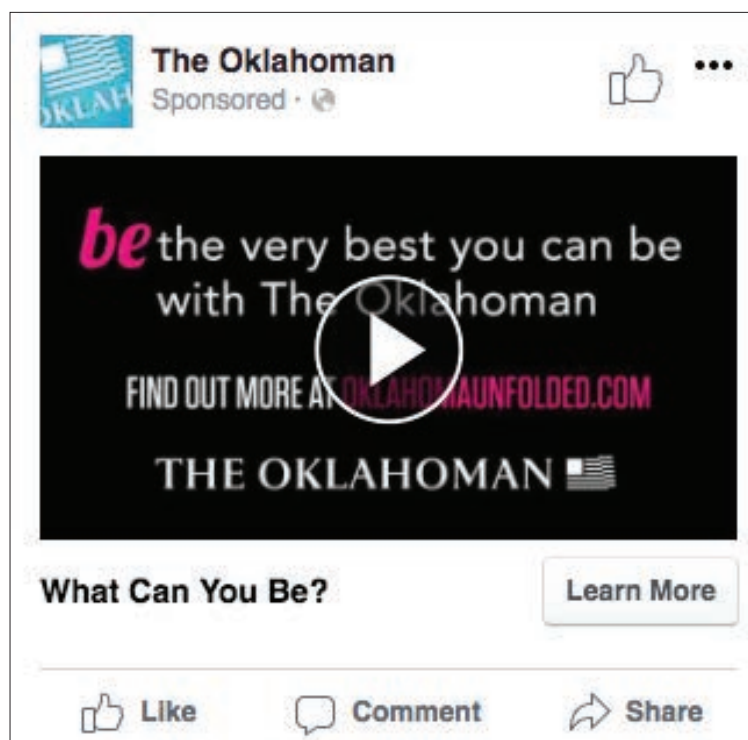
The background is a solid pink color. In the top right corner, there is a faint, semi-transparent image of a laptop keyboard, showing keys like 'fn', 'control', 'alt', and 'option'. In the bottom left corner, there is a faint, semi-transparent image of a computer mouse.

be campaign

S O C I A L A D S

Teaser Campaign

F A C E B O O K A D S




be campaign

F A C E B O O K A D S

The Oklahoman
Sponsored (demo) · 🌐

Follow Dave Cathey's spicy food journey to OKC's finest restaurants, hidden gems and everything in between!



beSPICY

Are you an insatiable foodie?
Check out our new limited time offer for new subscribers!


OKLAHOMAINFOLDED.COM [Learn More](#)

You, Ashley Howard and 59 others · 4 Comments

Love Comment Share

The Oklahoman
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the State budget, drug addiction, education, poverty, etc ... when it comes to the State's biggest issues The Oklahoman never stops investigating ...



beVIGILANT

Be Vigilant
be the very best you can be with The Oklahoman


OKLAHOMAINFOLDED.COM [Learn More](#)

21 Comments

Like Comment Share

NewsOK
Sponsored (demo) · 🌐

No one dominates Thunder coverage like The Oklahoman and we're not the only ones who think so. That's why they've been named the nation's best sports team four out of the last five years!



beTHUNDERSTRUCK

Where Do You Turn For The Best Thunder Coverage?
No one dominates Thunder coverage like The OKLAHOMAN, named nation's best sports team four out of the last five years. LEARN WAYS TO BE MORE WITH THE OKLAHOMAN JOIN US TODAY FOR JUST \$1.54/WEEK**special introductory...

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73 · 7 Comments

Like Comment Share

NewsOK
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Remember the feeling of reading the comics with your family every Sunday? Continue that tradition with your kids, and make every day fun day with our classic Sunday comics, puzzles and games!



beSIDESPLITTING

Be Sidesplitting
be the very best you can be with The Oklahoman


OKLAHOMAINFOLDED.COM [Sign Up](#)

59 · 5 Comments

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NewsOK
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Kids who read the newspaper, like The Oklahoman, score 25% better on achievement tests compared to kids who don't.



beBRIGHT

Did You Know?!

OKLAHOMAINFOLDED.COM [Learn More](#)

25 · 5 Comments

Like Comment Share

be campaign

LINKEDIN ADS

The Oklahoman
2,136 followers
2mo

With it's Addicted Oklahoma series, The Oklahoman uncovered a crisis and inspired legislative change. Support journalism that makes a difference. goo.gl/5pTUv0



20 Likes · 2 Comments

Like Comment

Likes

Storyman Beeks Great job - have you done reporting on children's education? A series on the power of storytelling and it's demise in modern education, I think would be very revealing.

Creating awareness - very powerful. ...see more

Bryan Jones My retired K3 partner and I are covering Oklahoma and surrounding areas giving free Drug Awareness Presentations. We have reached just under 4000 students and adults since August and could use some help getting the word out. We've been featured by NewsOne Tulsa and Oklahoma News 3, as well as the Tulsa World and I believe the C ...see more

Like Reply

Add a comment...

The Oklahoman
2,136 followers
2mo

What can you be? Find out how The Oklahoman can help you be the very best you can be. goo.gl/kb5qte




2 Likes

Like Comment

The Oklahoman
2,136 followers
2mo

Read Lanny's story of courage & inspiration, & find other stories similar to that only in The Oklahoman. #JournalismThatMatters <https://goo.gl/WveLU>



23 Likes · 2 Comments

Like Comment

Likes

Ladonna Hibbard Trying to shine the on my dad's idea 4 the lady's. In the war torn. Dad just. Away. 2011 trip to my dad

Like Reply


Natasha Watts She was my husband's student and he was her assistant coach. She put a smile on his face and a laugh in his belly everyday!

Like Reply

Add a comment...

The Oklahoman
2,136 followers
2mo

Then you need to follow The Oklahoman's own Food Dude, Dave Cathey, on his spicy journey to OKC's finest restaurants & hidden gems.



Are you an insatiable foodie?
oklahomanfoodie.com

20 Likes

Like Comment

Likes

The Oklahoman
2,136 followers
2mo

Did you know that kids who read the paper score 25% higher on achievement tests? Don't you think it's time your kids read The Oklahoman? goo.gl/U1q7N



2 Likes

Like Comment

The Oklahoman
2,136 followers
2mo

With The Oklahoman's exclusive business scoops and insights, we have everything you need to know in order to take command of the boardroom.



Ready to Take Command of the Boardroom?
oklahomanboardroom.com

1 Like

Like Comment

Likes

The Oklahoman
2,136 followers
2mo

Budget, drug addiction, and education ... when it comes to the state's biggest issues, The Oklahoman never stops investigating. <https://goo.gl/Dv6ibv>



1 Like

Like Comment

Likes

The Oklahoman
2,136 followers
2mo

Make every day Fun Day with classic comics, puzzles and games, only in The Oklahoman. <https://goo.gl/4GVskX>



1 Like

Like Comment

SIDESPLITTING

be campaign

MORE CREATIVE
PROMOTIONS

CLASSIC SUNDAY COMICS,
PUZZLES, CROSSWORDS &
ONLY IN THE

Teaser Campaign

POSTERS IN BUILDING HALLWAY



be campaign

POSTERS IN BUILDING HALLWAY



WITH THE OKLAHOMAN'S EXCLUSIVE BUSINESS SCOOPS AND INSIGHTS, YOU CAN TAKE COMMAND OF THE BOARDROOM.

be the very best you can be with The Oklahoman

THE OKLAHOMAN



MAKE EVERY DAY FUN DAY WITH CLASSIC COMICS, PUZZLES AND GAMES, ONLY IN THE OKLAHOMAN.

be the very best you can be with The Oklahoman

THE OKLAHOMAN



KIDS WHO READ THE PAPER SCORE 25% HIGHER ON ACHIEVEMENT TESTS – ISN'T IT TIME YOUR KIDS READ THE OKLAHOMAN?

be the very best you can be with The Oklahoman

THE OKLAHOMAN



FOLLOW THE OKLAHOMAN'S FOOD DUDE, DAVE CATHEY, ON HIS SPICY JOURNEY TO OKC'S FINEST RESTAURANTS AND HIDDEN GEMS.

be the very best you can be with The Oklahoman

THE OKLAHOMAN

Teaser Campaign

WINDOW CLINGS



be campaign

WINDOW CLINGS

beAWARE



beSIDESPLITTIN



beBRIGHT



beINSPIRED



beAWESOME



WHAT
CAN
YOU

be

beSPICY



Dave Cathey, The Oklahoman's Food Writer

FOLLOW THE OKLAHOMAN'S FOOD DUDE,
DAVE CATHEY, ON HIS SPICY JOURNEY
TO OKC'S FINEST RESTAURANTS AND
HIDDEN GEMS.

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