





CAMPAIGN DETAILS

Best Use of Social Media Group 1/Local, Regional Brands

Excerpt:

In an effort to dramatically grow our social media footprint, The Oklahoman created a marketing campaign that increased Facebook followers 25% and drove 40,000 page views to OklahomaUnfolded.com, our marketing website.

Challenge:

Our internal research showed that The Oklahoman's social media footprint ranked in the middle of ten similarly-sized markets. Our challenge was to significantly increase our social footprint in order to lead those markets and increase reach and engagement with consumers outside of our current subscriber demographic.

Objective:

The primary objective of this campaign was to grow Facebook likes and engagement for The Oklahoman outside our current subscriber demographic.

Campaign:

We partnered with The Oklahoma City Zoo to create a marketing campaign called The Oklahoman's Zoofari Art Contest. Children were asked to enter the contest by drawing their favorite animal; the drawings were then posted on OklahomaUnfolded.com (The Oklahoman's marketing website) where the entire community could vote for their favorite and become an Oklahoman Facebook follower. We also made it possible for voters and participants to share the contest with their friends and family through their social networks in hopes of increasing their position in the ranks. This ensured that our brand would reach consumers outside of our own properties.

Results:

- The Oklahoman grew its Facebook footprint 24.92% to 63,648 followers and is now ranked #2 among markets its size
- 40,027 total page views; more than three-quarters were uniques (33,939), maximizing our unduplicated audience
- Nearly 200 entries
- Nearly 8,000 votes
- Exceeded campaign performance norms for digital and FB ads, and email marketing:
 - o 0.16% CTR for digital ads (76.71% above industry benchmark of 0.09%)
 - o 0.93% CTR for Facebook ads (50.69% above industry benchmark of 0.62%)
 - o 12.81% CTR for emails (172.62% above industry benchmark of 4.70%)

PRINT

Full Page



FULL PAGE PRINT AD





KIDS, DRAW YOUR FAV WILD ANIMAL & YOU COULD WIN A HUGE OKC ZOO PRIZE PACK FOR THE WHOLE FAMILY!

How do you enter?! EASY! Just follow these three steps. First, you have to draw your favorite wild animal. Second, have your parents like The Oklahoman on Facebook and upload your art to OklahomaUnfolded.com/Contests. Third, don't let your parents forget to sign the consent form!

The drawing with the most votes at the end wins a family membership to the Oklahoma City Zoo & Botanical Gardens for a whole year, exclusive behind-the-scenes tours, a chance to adopt one of the animals, your art on permanent display at the Zoo, and much, MUCH more!

Enter Here: OklahomaUnfolded.com/Contests

THE OKLAHOMAN

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE
A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.



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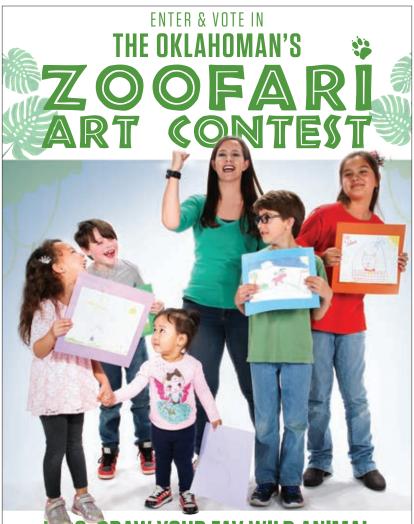
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HALF PAGE PRINT ADS









THE OKLAHOMAN'S

VOTE FOR YOUR FAV WILD ANIMAL DRAWING AND ONE LUCKY KID. MAYBE YOURS

Vote At OklahomaUnfolded.com/Contests

The drawing with the most votes at the end wins: bership to the OKC Zoo for a whole year • exclusive behind-the-scen pt an animal • art permanently on display • and much MUCH more!



QUARTER PAGE PRINT ADS



DIGITAL

DIGITAL TAKEOVER ON NEWSOK.COM HOMEPAGE



DIGITAL TAKEOVER ON NEWSOK.COM HOMEPAGE



EMAIL BLASTS

EMAIL



Subject Line:
School's Almost Out
– Don't Miss This
Zootastic Prize Pack!

EMAIL



Subject Line: Summer Break Approaching Too Fast?

The count was sent to "Chamadada" ICK.

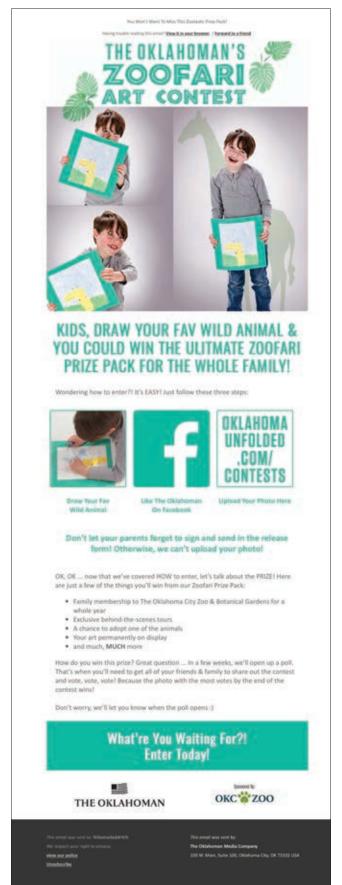
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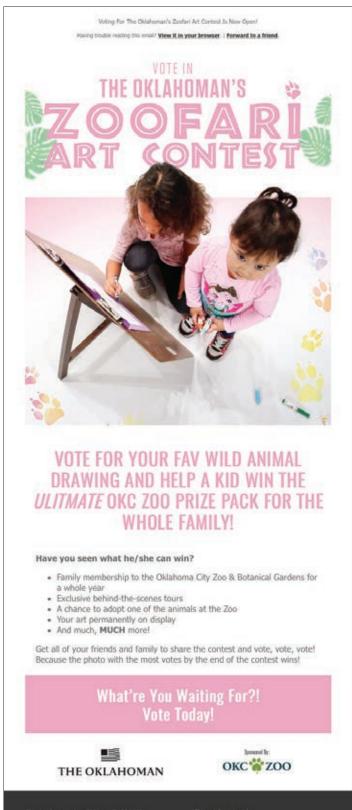
This amount and sent By:
The Oklahoman Media Company
100 W Mann, Suite 200, Oklahoma City, OK 75500 USA

EMAIL



Show Us Your Fav Wild Animal & You Could Win The Ultimate Okc Zoo Prize

EMAIL



Subject Line: Voting For The Oklahoman's Zoofari Art Contest Is Now Open!

This entail was sent to: %:%-emails.ddr%:%-We respect your right to privacy: view our policy This ernal was sent by: The Oklahoman Media Company 100 W. Main, Suite 100, Oklahoma City, OK 73102 USA

EMAIL



Subject Line:

We Can't Believe How Cute These Animal Drawings Are -Have You Voted Yet?

This critical was sent to: %Nemailaddr%NN
We respect your right to privacy:
view our policy

7his email ness sent by: The Okfahoman Media Company 100 W. Mars, Suite 100, Okfahoma City, OK 7310 USA

EMAIL



Subject Line:
The Oklahoman's Zoofari Art
Contest Voting Has Begun
... Have You Checked It Out Yet?

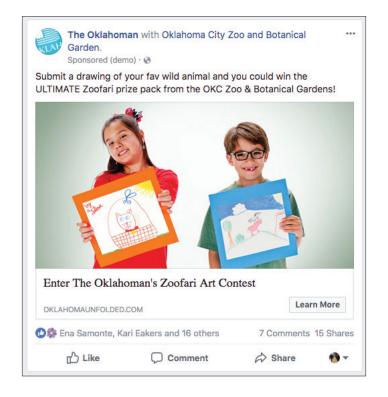
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100 W. Marr, Suite 100, Oklahoma Oby, CK 7310
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LANDING PAGE

LANDING PAGE

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START TODAY FOR JUST \$1.54/WEEK



Vote For Your Fay Wild Animal Drawing

Vote for your favorite wild animal drawing and one lucky kid, maybe yours, will win our AMAZING OKC Zoo prize pack:

- · Family Membership to the OKC Zoo for a whole year
- · Exclusive behind-the-scenes tours to see the grizzly bears, elephants, sea lions and more
- · Adopt an animal of your choice
- · Art permanently on display
- 4 Zoo-It-All passes for unlimited rides, tickets, and more to attractions like the Elephant Tram, Centennial Choo Choo Train, Sea Lion Show and Sting Ray Bay
- Deluxe lunch for 4 at either Canopy Bay or Big Rivers Chicken and Waffles

Here are th

Choose From One Of The Drawings Below! (The voting period for The Oklahoman's Zoofari Art