



Mega Conference 2016

# Revenue Ideas to Go!

Investing in a “true” agency model

&

Dusting off old products and creating easy-to-go revenue solutions.

Statesman **MEDIA**

Scott Pompe

## **Statesman Studio**

### Agency Services

- Research & Data
- Creative & Branding
- Content & Copywriting
- Digital Design
- Media Placement



Everything we do starts with research:

Statesman Studio invests in market research to provide our clients with the intelligence they need to make their businesses more profitable and increase their Marketing ROI. We utilize secondary tools such as Scarborough Research, Nielsen and Borrell.

## Secondary Research: Market Information

- Demographics
- Consumer spending
- ZIP rankings

## Audience Profiles

- Print & digital audiences
- Target audiences

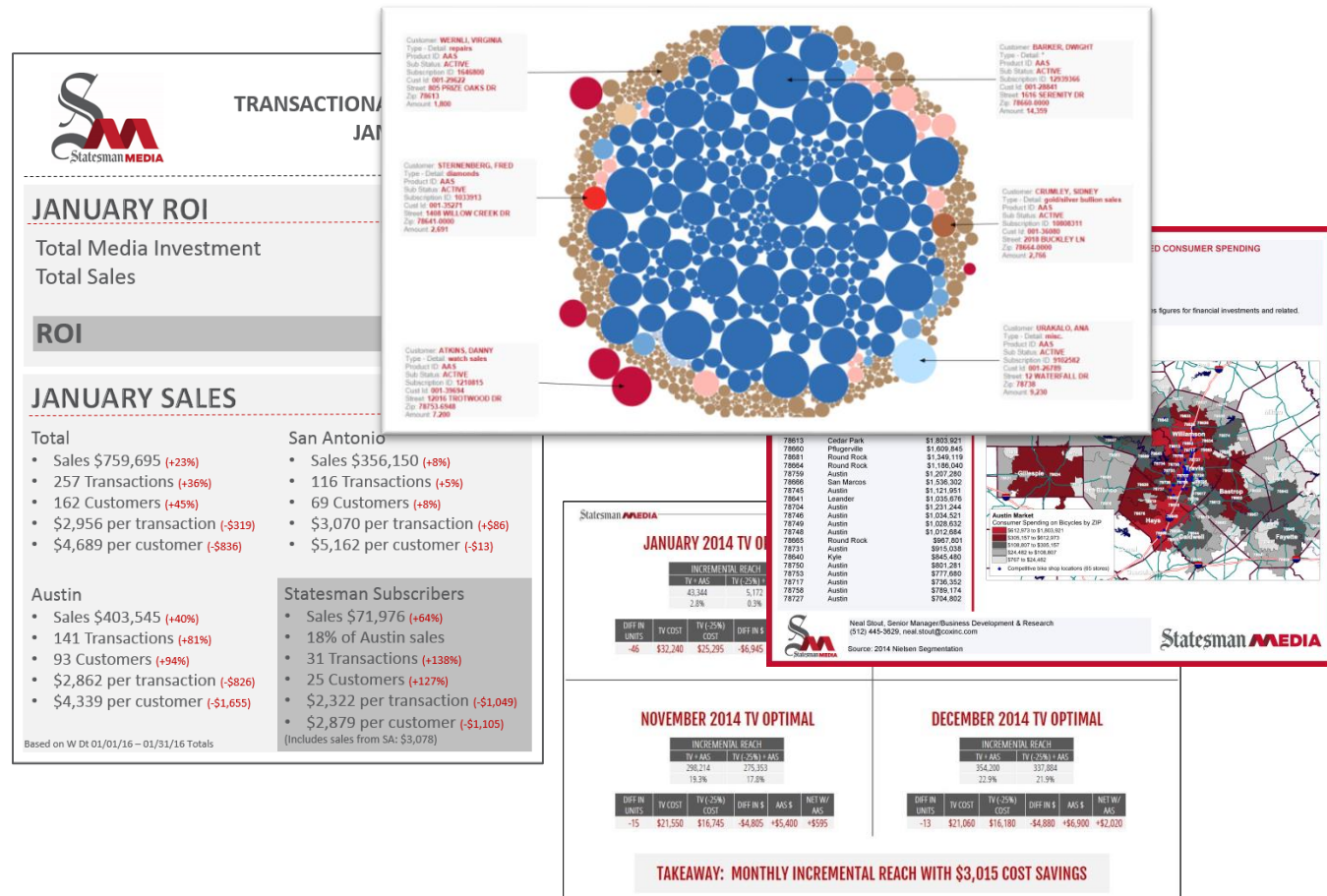
## Competitive Media

- Reach & frequency reports

## Transactional Analysis:

### ROI Results

### Customer Analysis





# RELEVANT RESULTS



TRAVISSO



# Improved Monetization of Legacy Products

- Top Workplaces Company Profiles
  - Video: premium upsell
  - Hosted on Statesman.com
  - Provided to company for their site



## Dusting Off Old Products



# TRADITIONAL PRODUCTS REVAMPED

## Statesman Homes:

A weekly tab featuring native and local content that launched in November 2014. Strategically, we wanted to expand real estate revenues and audience to Saturday. It has been a huge success and delivered new businesses that were not engaged with the Statesman because we were not relevant. We have exceeded revenue goals by 60% YTD.

“ I am not sure when you started the new sections, I love reading those.”



## TRADITIONAL PRODUCTS REVAMPED



## Statesman Cars:

A dedicated weekly section with automotive content from Wheelbase Communications, produced local content, and a native platform for dealers, Statesman Cars has exceeded our expectations in readership and revenue. We launched in November 2014 and have exceeded revenue goals 40% YTD.

“I like the new formats and new sections. The auto section is really good.”  
 “Fresher Visual design and content (i.e. Life, Homes and Auto section).”

# MOBILE TARGETING

## Precise Fencing

Mobile users are always in motion.  
Your targeting should be too.

Typical GeoFencing



Precise Fencing





# MOBILE RETARGETING

## EXTENDING THE INFLUENCE OF LOCATION TARGETING

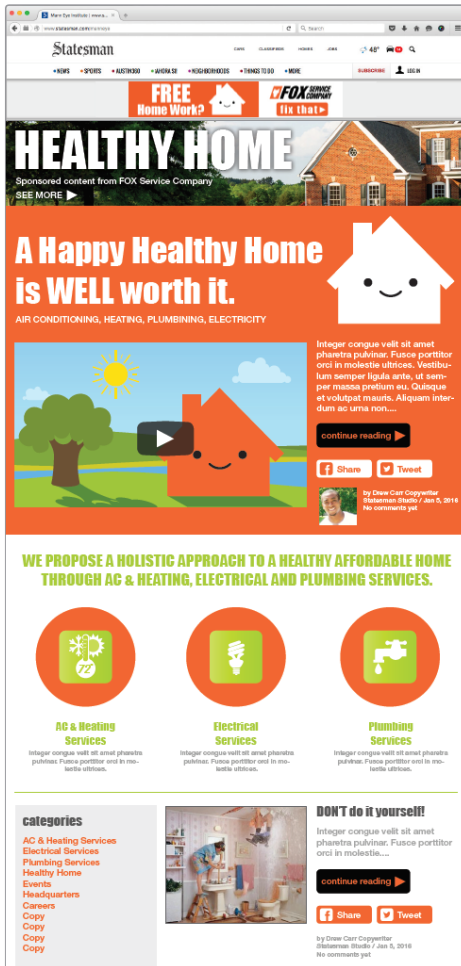


### Location Retargeting

Pairing user Retargeting with precise fencing strategies, enhances the relevance of any campaign. By pinpointing engaged consumers and continuing to influence them as they go about their mobile-driven lives, brands and businesses remain top of mind and on the list when decisions are made.



## NATIVE CONTENT



**HEALTHY HOME**  
Sponsored content from FOX Service Company  
SEE MORE ▶

**A Happy Healthy Home is WELL worth it.**  
AIR CONDITIONING, HEATING, PLUMBING, ELECTRICITY


Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices. Vestibulum semper ligula ante, ut semper massa pretium eu. Quisque et volutpat mauris. Aliquam interdum eu urna non...

continue reading ▶

Share Tweet


by Drew Carr Croppertell  
Business Weekly / Jan 5, 2016  
No comments yet

**WE PROPOSE A HOLISTIC APPROACH TO A HEALTHY AFFORDABLE HOME THROUGH AC & HEATING, ELECTRICAL AND PLUMBING SERVICES.**




**AC & Heating Services**

Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices.



**Electrical Services**

Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices.



**Plumbing Services**

Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices.

**categories**

- AC & Heating Services
- Electrical Services
- Plumbing Services
- Healthy Home
- Events
- Headquarters
- Careers
- Copy
- Copy
- Copy

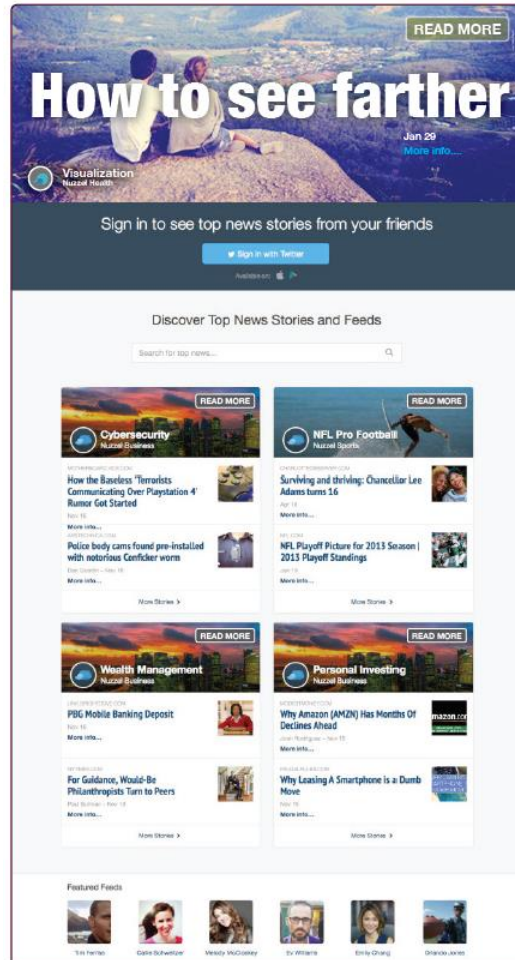
**DON'T do it yourself!**

Integer congue velit sit amet phasellus pulvinar. Fusce porttitor orci in molestie ultrices.

continue reading ▶

Share Tweet

by Drew Carr Croppertell  
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Jan 29  
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Visualizations  
Natalia Health

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Natalia Business

**How the Business 'Terrorists' Communicating Over Playstation 4? Rumor Got Started**

by Drew Carr Croppertell  
Business Weekly / Jan 29, 2016  
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Natalia Business

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by Drew Carr Croppertell  
Business Weekly / Jan 29, 2016  
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Business Weekly / Jan 29, 2016  
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**Why Leasing A Smartphone Is A Dumb Move**

by Drew Carr Croppertell  
Business Weekly / Jan 29, 2016  
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**Featured Feeds**



18 December 2015

**18th Annual Austin Home & Garden Show**

January 15-17, 2016 - Austin Convention Center

**BUY TICKETS**

Go to [austinhomeandgardenshow.com](http://austinhomeandgardenshow.com) to get your tickets now!

The Austin Home and Garden show is now in its 18th year. With thousands of square feet of exhibits you'll find the latest in products and services for everything from builders, contractors, materials, decks, pools, spas, entertainment systems, storage, plants, landscape displays/materials, kitchenware, and much more. The show will include design showcases, garden displays and demos, seminars and sales, plus an art gift and gourmet area. There will also be pet adoptions by the Austin Humane Society and the Austin Animal Shelter. You're guaranteed to find something you like, whatever your home and garden needs.







# NATIVE CONTENT

## National Instruments: Setting a Record Pace for Corporate Wellness

by Dan Hamrah  
Statesman Content Marketing

It's no secret that National Instruments is a well-run company. One of Austin's perennial high-tech frontrunners, NI was recently honored by Forbes as among the 100 Best Companies to Work For in the nation for the 15th consecutive year. In 2014, The Active Times named NI as one of the 50 Fittest Companies, awarded to organizations that provide their employees with the biggest and best opportunities to embrace fitness and health. Chalk it up to robust employee wellness program, a fully equipped 24/7 on-campus fitness center, and a passion for corporate-wide participation in events such as the Cap10K.

### A Starting Point

Susan Thompson, NI's Wellness Director, was responsible along with NI employee and fellow runner Richard Yavorsky, for establishing the company's first running team more than a decade ago. A 17-year Austinite whose resume runs the gamut of competitive road races, Susan was particularly drawn to the Cap10K.

"I was amazed by the size of the race, which eclipsed most marathons I ran," she said. "At NI, we knew about the corporate challenge and thought we could form a team. But I had no idea (our participation) would grow to such extremes."

In the beginning, you could count the number of NI Cap10K Team Challenge runners on both hands. The second year saw NI's team double. By their third Cap10K, NI had 50 runners.

### Creating Momentum

NI's participation in the Cap10K Team Challenge has grown steadily since those early races: 90 runners in 2012; Over 100 in 2013; and 130 runners in 2014. Why such steady growth?

"It's the excitement our employees have for running such a popular and highly visible event," said Susan. "It's the largest 10K in Texas and it's right here in Austin. It's a scenic, challenging course and our team enjoys running on the city streets through some of our major landmarks."

"It's flat-out fun," added Bobby Garcia, Fitness Specialist at NI's corporate fitness center, which is managed by Cooper Wellness Strategies TM. "You've got a mix of professional runners and people running in crazy costumes. Plus, Cap 10K does a great job of choosing great charities to support."

NI plans for the Cap10K Team Challenge months in advance. Their 2015 Cap10K kickoff meeting takes place in early January. It's a brown bag lunch typically attended by 50 or more employees – many of them first-time runners – that explains the mix and outsize of NI's participation in the race.

"It's important to involve employees who want to get healthier," said Bobby. "We encourage first-timers or those who have participated in our other wellness programs such as HEED (Healthy Eating Every Day) and our Smoking Cessation program."



In fact, participation in the Cap10K Team Challenge is so popular that NI has instituted a lottery system that places wellness program participants at the front of the running team list.

### Winning Results

NI would like you to know that they've won the Cap10K Team Challenge 10 years in a row. In fact, they've collected so many Cap10K Team Challenge champion trophies that they've outgrown the trophy case that adorns the fitness center entrance.

"We have a certified running instructor at our fitness center," said Susan. "It's grown to the point where we have two groups of 15 runners based on skill level: one for beginners and the other for intermediate skill-level runners."

While NI employees are definitely driven by the Cap10K Team Challenge competition, winning isn't the main reason NI always has such strong and successful participation year after year.

"What's exciting for me are the personal successes I've seen," said Susan. "About six years ago one of our employees gave up smoking and began running at our fitness center. He decided to join the corporate team for the Cap10K – his first race ever – and has run in it ever since. It's helped turn his life around."

### A Final Challenge

"We welcome friendly competition from other businesses in town," said Susan. "Because in the end, we all help each other. The Cap10K helps employees on their wellness journey. The race generates a lot of excitement and keeps your employees motivated and on track." She added, "But we look at it more

than just a race. It's the opportunity to turn a person toward a lifelong actively-based lifestyle. And that's going to pay off for your company."

Bobby agreed. "What it all boils down to is this: we love the competition but it makes us feel good to see other companies doing the race for the reasons we are: essentially, healthy employees are happier and more productive."

When asked if he had any words for teams looking to break NI's win streak, Bobby added a final challenge with a smile in his voice. "Bring it."

### The MORE Foundation

NI recently began working with the MORE Foundation, a charitable group that takes gently used running shoes and ships them to Africa where they're sold and proceeds go to sustainable agricultural farming in rural parts of the continent.

### Recyclewear

NI's race t-shirts are designed in-house, then printed by an NI employee who owns Recyclewear, a side-business that prints t-shirts from recycled plastic. 2015 is the third year in a row NI is using Recyclewear to print their race t-shirts.

**CRIMING BACK TO THE COMMUNITY**  
Cory Brown, H-E-B's vice president of Marketing & Advertising, has first-hand experience with the U.S. award on behalf of the company during a trademark

at Morgan's Wonderland in Austin, TX. Mr. Brown stated, "We are honored to be recognized as a corporate citizen award, don't just to our long-term agency partner, The Richards Group, but also to our talented H-E-B marketing and advertising department. Thank H-E-B for allowing us to work

with such talented and creative people who rise to the challenge each and every time with efficiency, speed and innovation. We strive to deliver meaningful programs and award advertising with a message that is relevant to our customers."

Also during the trademarking, H-E-B and A&P demonstrated a joint dedication of

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## H-E-B Gives Back to Community after Receiving Advertising Excellence Award

by DAN HAMRAH  
Statesman Content Marketing

For more than 100 years, H-E-B's commitment to the community has been an important way they do business. Even when the spotlight is on them, the company uses every opportunity to give back to the community they serve.

On September 4, the Advertising Excellence (AAEP) bestowed H-E-B and its partner agency with the 2014 Advertising and Leadership in Advertising (ALIA) Award. The honor recognizes H-E-B and its agency for their commitment to providing groundbreaking and innovative advertising programs.

H-E-B is also an active group of companies in the AAEP's Trade District honored with the award, joining teams Washington, Northwest Airlines, AT&T, 24/7 Fitness, Insurance Media and Plus Media.

### EXEMPLARY EXCELLENCE

The U.S. Award recognizes companies in their respective media categories that demonstrate excellence in creative, strategic, and innovative advertising programs. The award is presented to companies that demonstrate excellence in creative, strategic, and innovative advertising programs.

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### MORGAN'S WONDERLAND

Inspired by his daughter, Morgan, who was born with cognitive and physical disabilities, Gordon Hartman made it his mission to develop the world's first theme park for children with disabilities and the public at large. Morgan's Wonderland is a place where kids of all ages and abilities can have fun, and from the very beginning, it has admitted anyone with physical or cognitive challenges free of charge.

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TRACERON



## A winning touch from first pitch to final strike

By Jodi Gonzalez  
Statesman Solutions staff

Sierra Sims is an all-region softball pitcher, a straight-A student and a model big sister. Sierra started playing softball after their father, Bryan, gave her but to ending on the practice field when the family lived near Washington, D.C. Sierra was 4. Within three years, she developed into a pretty good pitcher, moving past coach pitch well before most of her peers.

The family moved to Elgin in 2007 and so the Wildcat chapter began.

Sierra pitched a no-hitter in each of her four years on varsity with the Wildcat, earning all-region honors the past two seasons.

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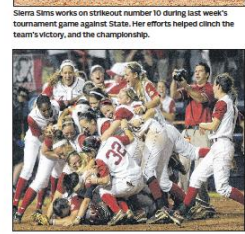
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Sierra Sims works on strikeout number 10 during last week's tournament game against State. Her efforts helped clinch the team's victory, and the championship.

Want to nominate a local athlete for the Academy All-Star team? Fill out a form at the nearest Academy location. We'll select one nominee each month for future recognition. Academy has a long tradition of helping young student athletes reach their full potential on and off the field.



Check out more of H-E-B's award-winning advertising programs





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ADVERTISING SALES REPRESENTATIVE • SENIOR PROJECT MANAGER

**Women's Economic Stability Initiative**

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**CALL TOLL FREE (888) 590-2525**

- Register for a Smart Strategies for Job Seekers Workshop near you where you can:
  - Learn about the "Smart Strategies" you need to get back into the workforce
  - Apply for the **BACK TO WORK** SOW Coaching and Training Program
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Next Workshop: February 19th, 2016

Austin Community College is a proud participant of the SOW program under a grant provided from the Corporation for National and Community Service to AARP Foundation.

To learn more, visit: [www.aarp.org/backtowork50plus](http://www.aarp.org/backtowork50plus)

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Locally owned and operated

Located in Botolph Brook, We are ONLY 15 minutes from 1836, a 16 Minute drive from 1836, 10 miles from Georgetown and 15 miles from Cedar Park, just off of I-35

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**Tom Cummings**  
MANAGING DIRECTOR

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Call or come by and see us Today!




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- Housekeeping of linen & towel service • Personal laundry
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- No long term lease! Month to Month agreement!
- Environment and activities tailored for your loved one
- Dementia specific activity program
- Beauty and Barber Salon

**FEBRUARY IS AMERICAN HEART HEALTH MONTH**

Please join us on February the 17th at The Harbor at Lakeway Senior Living, for a Heart Health presentation by Dr. Karnati.

Dr. Karnati is a board certified interventional cardiologist and joining the cardiology program at Lakeway Regional Hospital. Dr. Karnati has six board certifications and is trained in evaluation cardiovascular disease, echocardiography, nuclear cardiology, internal medicine and interventional cardiology and endovascular interventions. Make your heart health a priority! Don't miss this presentation!

February 17th at 6:30 pm  
Harbor at Lakeway Senior Living, 300 Medical Parkway, Lakeway Texas  
RSVP at 512-402-1222

**The Harbor at Lakeway**  
Assisted Living and Memory Care Community  
License #12281  
Alzheimer's Certification #103436

**Locally owned & operated.**  
...It Can Be Different...

[www.harboratlakeway.com](http://www.harboratlakeway.com)  
512-402-1222  
300 Medical Parkway,  
Lakeway Texas 78738

next door to Lakeway Regional Hospital

# Statesman

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[www.harboratlakeway.com](http://www.harboratlakeway.com) Phone Number 512-402-1222

300 Medical Parkway Lakeway, TX 78738

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Home > The Harbor at Lakeway Senior Living > You Asked for a Different Approach to Assisted Living & Memory Care, We Listened.

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Advertisement run on February 14, 2016



THANK YOU!