



THE OKLAHOMAN
MEDIA COMPANY

Facts Campaign

Facts Campaign

C A M P A I G N D E T A I L S

Best Brand Awareness Campaign/Best Idea to Encourage Print Readership or Engagement

Group 1/Local, Regional Brand

Excerpt:

The Facts Campaign is an advocacy campaign designed to reinforce The Oklahoman's credibility, trust and reputation in an industry beset by mistrust and fake news. The campaign differentiates The Oklahoman and local newspapers in general from less reputable national news brands by leveraging research-derived facts that support the superior quality of our journalism, news coverage and analysis.

Challenge:

Gallup and other research organizations have documented the steep decline in the public's trust in journalism and news organizations due to the phenomenon of fake news and proliferation of biased reporting. Our challenge was to differentiate for our customers the difference in the quality, accuracy and truthfulness of the news content we provide them, compared to news brands that are promulgating fake and biased news content.

Objective:

Convince our customers that The Oklahoman holds itself to a higher standard than most national news brands in terms of delivery news, information and analysis that is researched, accurate, truthful and unbiased.

Campaign:

The Facts Campaign features important, market-research driven facts and testimonials that attest to the efficacy of our product and its endorsement by leaders in our community. The campaign leverages under-the-radar social, digital and event media, and events to promote our messages. For example:

- "More of OKC's key decision-makers turn to The Oklahoman for news they can trust than any other source"
- "I'll check out social media to see what everybody is talking about, and then I turn to The Oklahoman to get the facts." – Kristen, subscriber
- "The Oklahoman is Oklahoma City's most recognized source for trusted local news."
- "I can trust that The Oklahoman has reporters who are going out and checking the sources." – Bart, subscriber
- "90% of OKC adults have used The Oklahoman as their source for local news."
- "Unlike a lot of news sites and social feeds, I feel like The Oklahoman gives me information I can trust." – Eriech, subscriber

Facts Campaign

C A M P A I G N D E T A I L S

Results:

- Click-through rates from LinkedIn ads (which excels at reaching decision-makers and influencers) exceed industry benchmarks according to LinkedIn, 2017.
- LinkedIn CTR: 154% above industry benchmark (0.89% vs. 0.35%)

Facts Campaign

P R I N T A D S

Facts Campaign

PRINT ADS OVERVIEW



Facts Campaign

F U L L P A G E P R I N T A D

“ Americans
trust
local
newspapers
more than
social media
for news. ”

*Source: Nielsen

WHERE CAN YOU FIND QUALITY NEWS YOU CAN TRUST?

9 out of 10 OKC adults have relied on The Oklahoman as their source for local news.

Why?

Because The Oklahoman offers the state's biggest team of award-winning journalists, who deliver more news, analysis, sports and entertainment than any other local news brand.

JOIN US FOR OKC'S MOST CREDIBLE LOCAL NEWS AT OKLAHOMAUNFOLDED.COM

THE OKLAHOMAN 



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F U L L P A G E P R I N T A D

“No one reaches more of OKC’s key decision makers than The Oklahoman.”

*Source: Nielsen

WHY DO OKC'S KEY DECISION MAKERS TURN TO THE OKLAHOMAN FOR NEWS THEY CAN TRUST?

Because The Oklahoman has the largest local team of award-winning journalists, who can provide you with credible, fact checked news you can trust.

Our team also delivers more news, analysis, sports and entertainment than any other local news brand. Maybe it's time you turned to The Oklahoman.

SUBSCRIBE TO OKC'S MOST CREDIBLE LOCAL NEWS AT OKLAHOMAUNFOLDED.COM

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F U L L P A G E P R I N T A D

“OKC’s
most
recognized
news
source,”

*Source: OPUBCO Brand Survey 2016

**MORE OKLAHOMANS RECOGNIZE THE OKLAHOMAN
THAN ANY OTHER LOCAL NEWS BRAND.**

9 out of 10 OKC adults have relied on The Oklahoman for their source for local news.

Why? Because The Oklahoman offers the state's biggest team of award-winning journalists, who deliver more news, analysis, sports and entertainment than any other local news brand.

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F U L L P A G E P R I N T A D

“For local
business intel,
Americans
trust
newspapers
more than
any other
source.”

*Source: Nielsen

WHO CAN YOU TRUST FOR LOCAL BUSINESS INTEL?

9 out of 10 OKC adults have relied on The Oklahoman as their source for local news.

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F U L L P A G E P R I N T A D

“90%
of OKC adults
have turned to
The Oklahoman
for local news.”

*Source: OPUBCO Brand Survey 2016

9 OUT OF 10 OKC ADULTS HAVE RELIED ON THE OKLAHOMAN AS THEIR SOURCE FOR LOCAL NEWS. WHY?

Because The Oklahoman has the largest local team of award-winning journalists, who can provide you with credible, fact checked news you can trust.

Our team also delivers more news, analysis, sports and entertainment than any other local news brand. Maybe it's time you turned to The Oklahoman.

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F U L L P A G E P R I N T A D

“I’ll check out social media sites to see what everybody is talking about, and then I turn to The Oklahoman to get the facts.”

Kristin - Oklahoman Subscriber

AMERICANS ARE 3X MORE LIKELY TO TRUST NEWSPAPERS THAN SOCIAL MEDIA FOR LOCAL NEWS. - AMERICAN PRESS INSTITUTE

Kristin uses social media and websites like Facebook or BuzzFeed but takes the information she finds there with a grain of salt.

“They’re definitely not my top sources. When you use social media as your primary source of news, you’re getting a lot of opinions. You’re not always getting facts,” she says.

Where does Kristin turn to get the facts?

“I rely on The Oklahoman to see what’s really happening,” she says. “If you want solid, local facts you need to go with them.”

At The Oklahoman, we believe readers like Kristin deserve legit news they can trust. That’s why we fact-check each story and report with context and care.

If you want the state’s most legit news like Kristin, subscribe to The Oklahoman today.

[SUBSCRIBE TO OKC'S MOST CREDIBLE LOCAL NEWS AT OKLAHOMANUNFOLDED.COM](http://OKLAHOMANUNFOLDED.COM)

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H A L F P A G E P R I N T A D

would you turn to see that you're not always getting facts in social media.

90% of OKC adults have turned to The Oklahoman for local news.*

For great business intel, the solution is to turn to your

9 OUT OF 10 OKC ADULTS HAVE RELIED ON THE OKLAHOMAN AS THEIR SOURCE FOR LOCAL NEWS. WHY?

Because The Oklahoman has the largest local team of award-winning journalists, who can provide you with credible, fact checked news you can trust.

Our team also delivers more news, analysis, sports and entertainment than any other local news brand. Maybe it's time you turned to The Oklahoman.

SUBSCRIBE TO OKC'S MOST CREDIBLE LOCAL NEWS AT OKLAHOMAUNFOLDED.COM

THE OKLAHOMAN 

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

*Source: OPIBCO Brand Survey 2016

Facts Campaign

H A L F P A G E P R I N T A D

*Yours truly believe
Americans can
trust newspapers
more than others.*

For local business
intel, Americans
trust newspapers
more than any
other source.*

*If social media is
your primary
source of news*

WHO CAN YOU TRUST FOR LOCAL BUSINESS INTEL?

9 out of 10 OKC adults have relied on
The Oklahoman as their source for local news.

Why?

Because The Oklahoman offers the state's
biggest team of award-winning journalists,
who deliver more news, analysis, sports and
entertainment than any other local news brand.

JOIN US FOR OKC'S MOST CREDIBLE LOCAL NEWS
AT OKLAHOMAUNFOLDED.COM

THE OKLAHOMAN 

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



*Source: Nielsen

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H A L F P A G E P R I N T A D



MORE OKLAHOMANS RECOGNIZE THE OKLAHOMAN THAN ANY OTHER LOCAL NEWS BRAND.

9 out of 10 OKC adults have relied on The Oklahoman for their source for local news.

Why? Because The Oklahoman offers the state's biggest team of award-winning journalists, who deliver more news, analysis, sports and entertainment than any other local news brand.

JOIN US FOR OKC'S MOST CREDIBLE LOCAL NEWS AT OKLAHOMAUNFOLDED.COM

THE OKLAHOMAN 

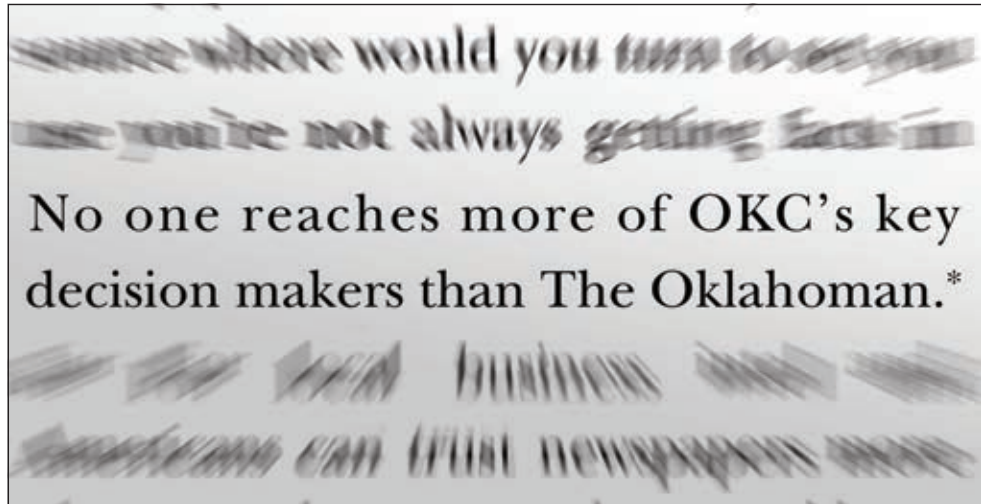


WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

*Source: OPUBCO Brand Survey 2016

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H A L F P A G E P R I N T A D



No one reaches more of OKC's key decision makers than The Oklahoman.*

WHY DO OKC'S KEY DECISION MAKERS TURN TO THE OKLAHOMAN FOR NEWS THEY CAN TRUST?

Because The Oklahoman has the largest local team of award-winning journalists, who can provide you with credible, fact checked news you can trust.

Our team also delivers more news, analysis, sports and entertainment than any other local news brand. Maybe it's time you turned to The Oklahoman.

SUBSCRIBE TO OKC'S MOST CREDIBLE LOCAL NEWS AT OKLAHOMAUNFOLDED.COM

THE OKLAHOMAN 



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

*Source: Nielsen

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H A L F P A G E P R I N T A D

WHERE WOULD YOU GO TO GET THE RECORD STRAIGHT?
AMERICANS TRUST LOCAL NEWSPAPERS MORE THAN SOCIAL MEDIA FOR NEWS.*
AS YOUR PRIMARY SOURCE OF NEWS, YOU'RE GETTING A LOT OF OPINIONS TO

WHERE CAN YOU FIND QUALITY NEWS YOU CAN TRUST?

9 out of 10 OKC adults have relied on The Oklahoman as their source for local news.

Why?

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*Source: Nielsen

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S O C I A L M E D I A

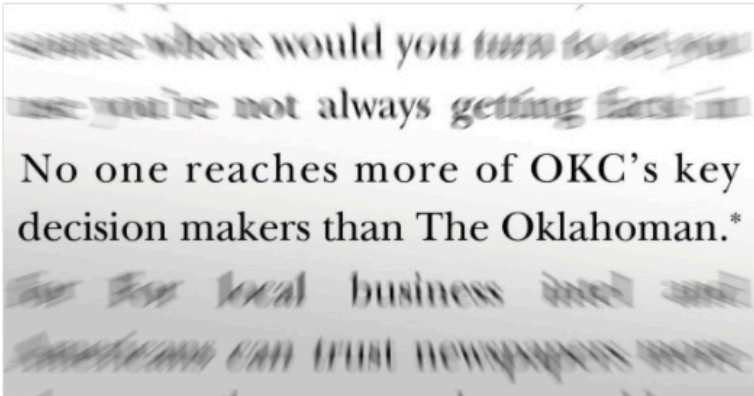
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L I N K E D I N A D S



The Oklahoman
2,196 followers
4mo



Scarborough research shows that they turn to The Oklahoman for credible, trustworthy local news over all other local media. Find out why ...




No one reaches more of OKC's key decision makers than The Oklahoman.*

Who Do Most Of OKC's Key Decision Makers Rely On For News?
Charles Mayer on LinkedIn

5 Likes

 Like  Comment

Likes



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E X T R A

P R O M O T I O N S

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CONCOURSE SIGNAGE
IN CHESAPEAKE ARENA

No one reaches more of OKC's key decision makers than The Oklahoman.*

MORE OF OKC'S KEY DECISION MAKERS TURN TO THE OKLAHOMAN FOR NEWS THEY CAN TRUST.

OKC's most recognized source where you would turn to for news.

90% of OKC adults have turned to The Oklahoman for local news.*

THE OKLAHOMAN ... OKC'S MOST RECOGNIZED SOURCE FOR LOCAL NEWS.

THE OKLAHOMAN - OKC'S MOST RECOGNIZED LOCAL NEWS SOURCE.

FOR LOCAL NEWS YOU CAN TRUST, TURN TO THE OKLAHOMAN.

THE OKLAHOMAN
WE ARE OKLAHOMANS
OKLAHOMA UNFOLDED.COM
HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY

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C O N C O U R S E S I G N A G E
I N C H E S A P E A K E A R E N A

Americans trust local newspapers
more than social media for news.
90% of OKC adults have turned to
The Oklahoman for local news.*
That's the most trusted news source
by more than any other in the

THE OKLAHOMAN – OKC'S MOST
RECOGNIZED LOCAL NEWS SOURCE.

JOIN THE OKLAHOMAN AT OKLAHOMAUNFOLDED.COM

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

*Source: Anderson 2016, August 23

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C O N C O U R S E S I G N A G E
I N C H E S A P E A K E A R E N A

...where would you turn to get your news if you're not always getting facts in

No one reaches more of OKC's key decision makers than The Oklahoman.*

...the local business ... Americans can trust newspapers more

MORE OF OKC'S KEY DECISION MAKERS TURN TO THE OKLAHOMAN FOR NEWS THEY CAN TRUST.

JOIN THE OKLAHOMAN AT OKLAHOMAUNFOLDED.COM

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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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C O N C O U R S E S I G N A G E
I N C H E S A P E A K E A R E N A

From any other source where would you turn to set the record straight

Americans trust local newspapers more than social media for news.*

OKC adults have turned to The Oklahoman for local news.

FOR LOCAL NEWS YOU CAN TRUST,
TURN TO **THE OKLAHOMAN.**

JOIN THE OKLAHOMAN AT OKLAHOMAUNFOLDED.COM


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C O N C O U R S E S I G N A G E
I N C H E S A P E A K E A R E N A








OKC's most recognized news source.*

THE OKLAHOMAN ... OKC'S MOST
RECOGNIZED SOURCE FOR LOCAL NEWS.

JOIN THE OKLAHOMAN AT OKLAHOMAUNFOLDED.COM

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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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S U B S C R I P T I O N
B O O T H B A C K D R O P

“90%
of OKC adults
have turned to
The Oklahoman
for local news”

Source: OPUBCO Brand Survey 2016

NOW YOU CAN TOO!

STARTING AT JUST

\$154
PER WEEK

Here's what's in it for you:

- The state's latest, most accurate and most in-depth news, information and analysis available.
- 24/7 digital access to the stories you love on your schedule.
- Convenient home delivery straight to your door.
- Free apps that let you enjoy your favorite content on the go.
- Save up to \$1,000 every week with exclusive coupons and discounts.



START TODAY AT OKLAHOMAINFOLDED.COM

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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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S U B S C R I P T I O N
B O O T H B A C K D R O P

...any other...
No one reaches more of OKC's key decision makers than The Oklahoman

OKC'S KEY DECISION MAKERS
TURN TO THE OKLAHOMAN FOR
LOCAL NEWS THEY TRUST...






NOW YOU CAN TOO FOR JUST
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PER WEEK

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- Free apps that let you enjoy your favorite content on the go.
- Save up to \$1,000 every week with exclusive coupons and discounts.

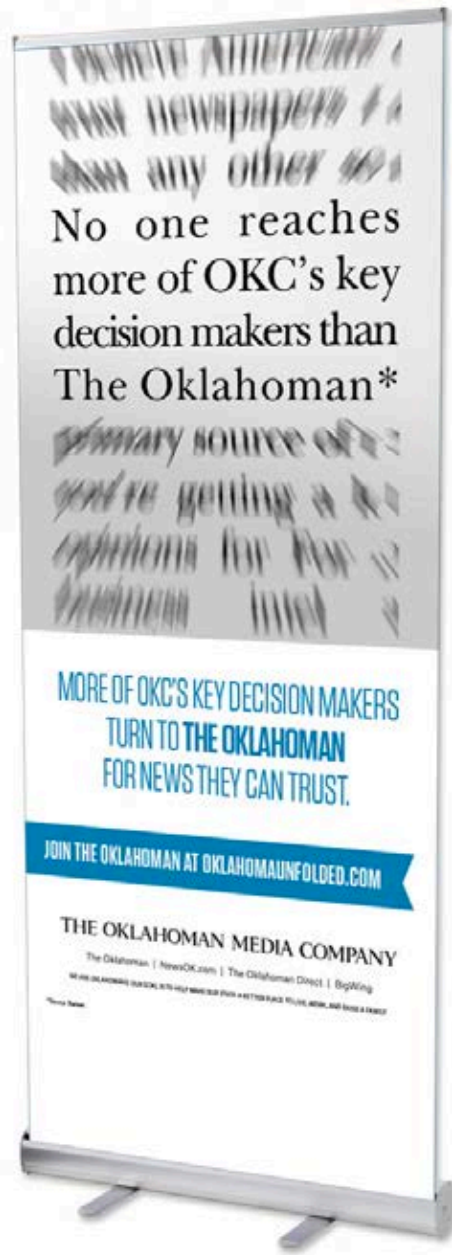
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OklahomaUnfolded.com

THE OKLAHOMAN     

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P O P U P B A N N E R



Facts Campaign

T A B L E T E N T

...believe Americans
...newspapers
...any other
No one reaches
more of OKC's key
decision makers than
The Oklahoman*
...primary source of
...you're getting a
...oklahoma.com

**MORE OF OKC'S KEY DECISION MAKERS
TURN TO THE OKLAHOMAN
FOR NEWS THEY CAN TRUST.**

JOIN THE OKLAHOMAN AT OKLAHOMAUNFOLDED.COM

THE OKLAHOMAN MEDIA COMPANY
The Oklahoman | NewsOK.com | The Oklahoman Direct | BigWing
BY AND THROUGH THE COURTESY OF THE OKLAHOMA NEWS AND MEDIA ASSOCIATION

*Source: Nielsen