

Creating a culture of innovation



Presented by:
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The Palm Beach Post
REAL NEWS STARTS HERE

Suzanne Pepper, Director, Innovative Client Solutions,
The Palm Beach Post

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COX MEDIA
GROUP Palm Beach

Our customers speak...

(Frank Magid & Associates Study, Fall 2008)

Give us a single point of contact...



...but with access to all of the “tools”

Our customers speak...

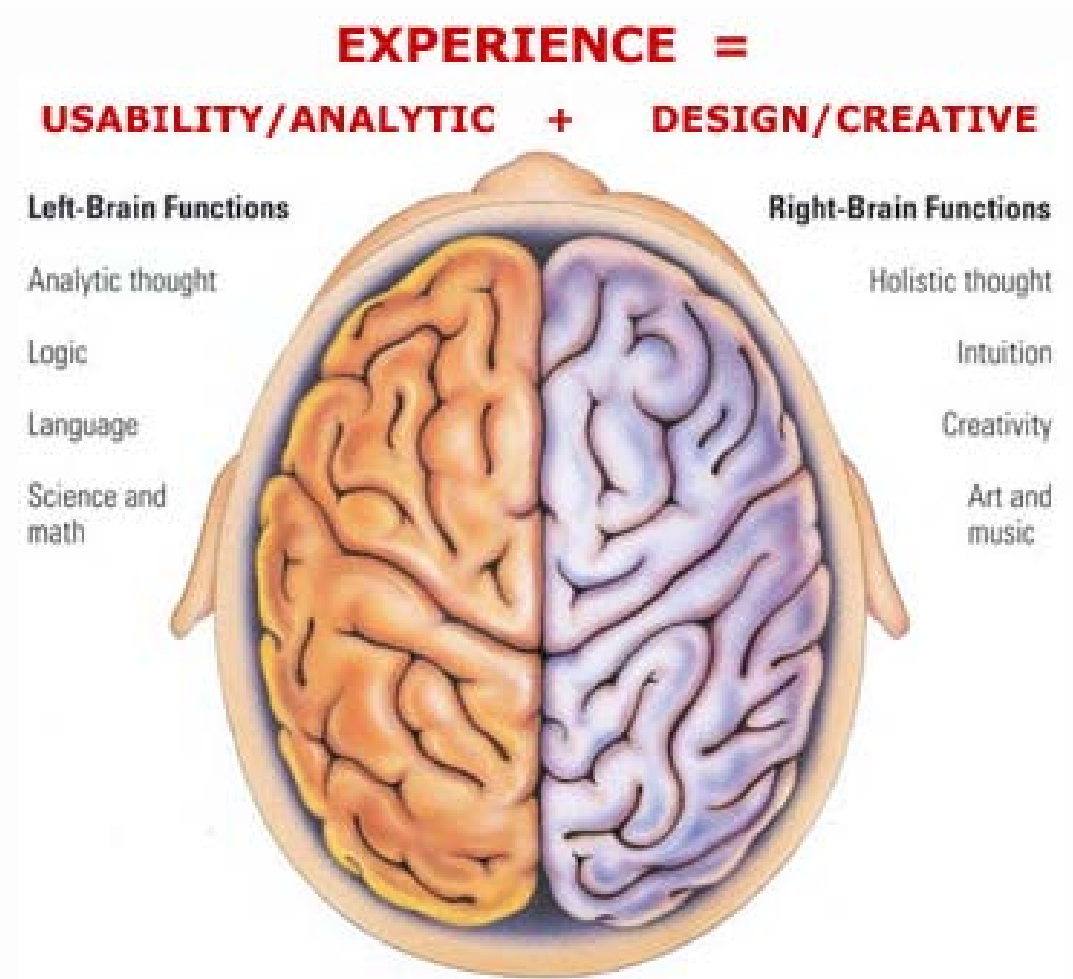
(Frank Magid & Associates Study, Fall 2008)

- ❑ Relationships are great, but we want more
- ❑ It's not your products, but your *process* that's broke
- ❑ Take the time to truly understand my business
- ❑ Stop "pushing products", bring us custom solutions
- ❑ Show us the way with digital
- ❑ Market yourself more
- ❑ We want you to succeed...
- ❑ ...but you need to re-think the model

The new Revenue "Org Chart"...



Innovative Client Solutions – the marriage of analytics and creativity



The nuts and bolts of the Innovative Client Solutions team



I want to sell more (fill in a product/service)

- An in-depth needs analysis is conducted (with the support of IS presentation specialists)
- The wish is turned into a challenge (using TOPPS)
 - Target, outcome, product, place and season

I want local homeowners to buy more Cinderella Roses from the Woodland Nursery in March.

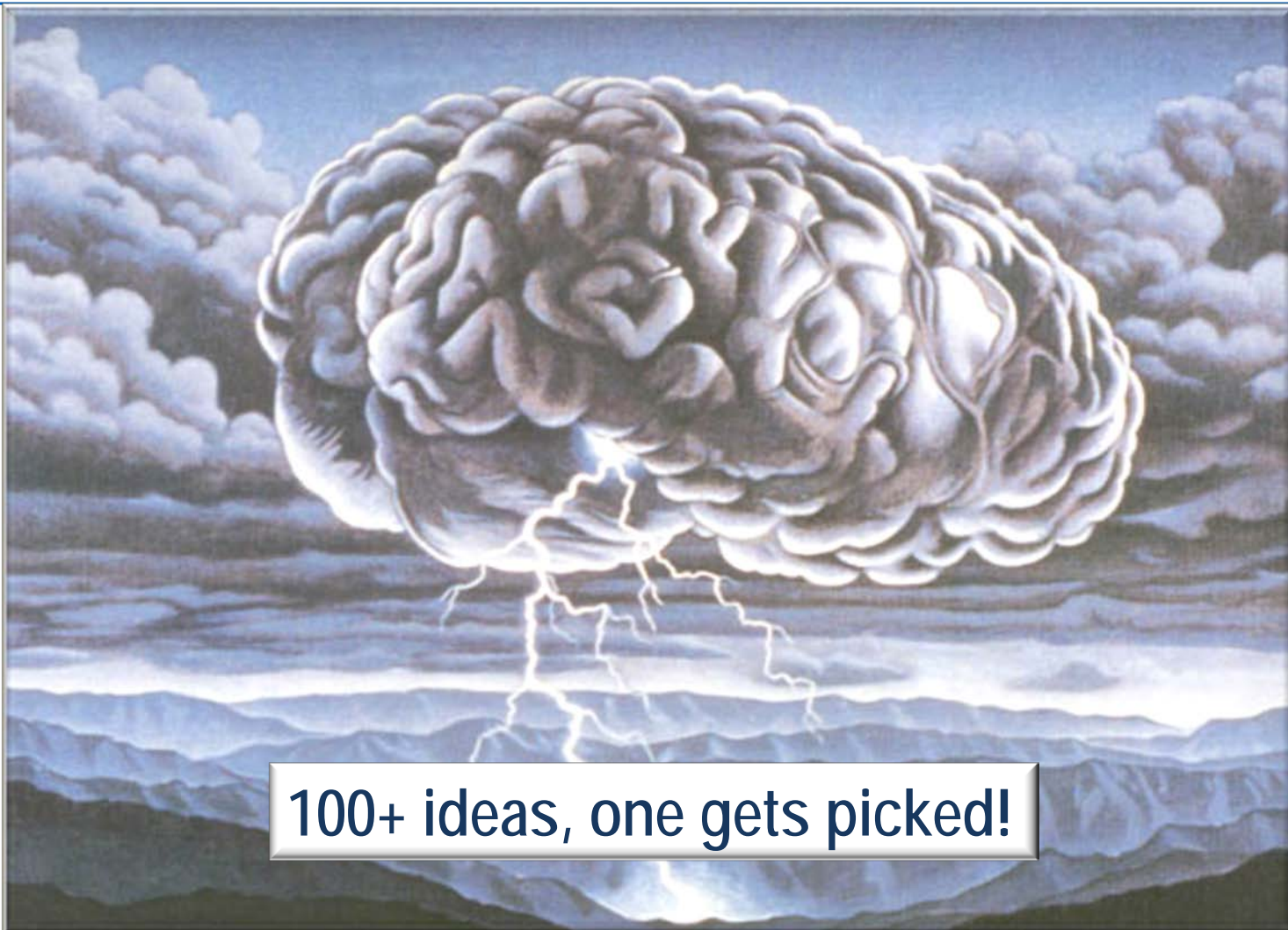
- Brainstorm session
- Client chooses ideas to build solutions
 - Market research based
 - Data based
 - Creative based
 - Media based
 - Promotion based
- Packaged as a comprehensive marketing plan



Basics to Brainstorming



The Challenge: Rosner's 100th anniversary



100+ ideas, one gets picked!

The idea: Let's go Retro!

Rosner's Retro 100th Anniversary

OVERALL

Retro theme

- While there will be a retro feeling to everything, you can reference the future and modern appliances. Similar to Epcot and the "home of tomorrow"
- 100th anniversary logo
 - "A century of sales"
 - "A century of savings"
- Change décor in store
 - Put a retro appliance in front of the section with the corresponding modern appliance
 - Design a room in retro style – couch, table, TV, etc.
 - Change signage to have the retro feel
 - If actual retro appliances aren't available, do nice cardboard cutouts in the area
 - Tout that the kitchen of the future is now (and display modern appliances)
 - Employees wear shirts sporting the new, retro logo
- Retro kitchen donated by a vendor
- Pick a decade to go retro – 1950s-1960s
 - Tie into the future and what's considered modern
 - "The future is now"
- Tie into the history of the store (Rosner's through the years)
 - Tout the family angle
- Retro fridge with retro Coke bottles.
 - Grab a bottle, see the discount on the bottom
- All ads will be in a retro style
 - Images of distinct appliance from the past
 - Drawings of old appliances, like old advertising used drawings, not pictures
 - "Modern appliances but old fashioned service and family values"
 - Half the person and appliance featured is modern, other half is retro
 - Use a timeline through all advertising touting big historical events, the appliances of the time, and what Rosner's was doing. Iconic images and events.

Distribute a calendar of the year's events

Create a 100th anniversary page on Facebook

- Use to tout all the contests and activities throughout the year

Banner for big balloon above store

Pick a week each month to be "anniversary week"

- Offer a different treat baked on-site every day that week
- One day offer \$100 off any purchase
- Offer a small "prize" to every 100th sale

Educate on how to buy appliances

- Tie into retro theme
 - In 1950 it was easy to buy an appliance. You had one choice. But in 2010, you need help ...

The Retro look for Rosner's





2 DAYS ONLY
(Saturday and Monday - Closed EASTER SUNDAY)



**TRADE-IN TRADE-UP
TO ENERGY STAR**

APPLIANCE FINANCING

Up to

\$285

Appliance Rebate

By mail with the purchase of select ENERGY STAR qualifying appliances through April 25*

**12 MONTHS
NO INTEREST****

TV FINANCING

Up to

\$100

TV Rebate

by mail with the purchase of a qualifying HDTV on select models through April 25*

\$135

Laundry Rebate

By mail with the purchase of an ENERGY STAR qualified Washer with matching Dryer on select models through 4/25/11

\$65

Refrigerator Rebate

By mail with the purchase of an ENERGY STAR qualified French Door or Side-by-Side Refrigerator on select models through 4/25/11

\$40

Dishwasher Rebate

By mail with the purchase of an ENERGY STAR qualified Dishwasher on select models through 4/25/11

\$45

Freezer Rebate

By mail with the purchase of an ENERGY STAR qualified Freezer on select models through 4/25/11

Rebate Value	Screen Size	Qualifying Models
\$50	40" - 49"	All 1080p LCD, LED, DLP and Plasma TVs
\$75	50" & Up	DLP LCD, LED or Plasma TVs with 1080p
\$100	50" & Up	DLP LCD or LED TVs with 240 Hz or IPTV
\$100	50" & Up	Plasma TVs with IPTV

**\$100 paid in full within 12 Months with monthly payments on an ENERGY STAR qualifying appliance purchase. \$100* and up from the list of brands below through April 25th: LG Electronics, Sharp, Samsung, Toshiba

1480 South Military Trail • West Palm Beach

Monday-Saturday 9am-6pm • Sunday Noon-5pm

561-967-8600 • www.rosners.com

Rosner's Retro theme



Results: Rosner's

Results from the vendor tab:

The store did more than twice what a typical weekend would bring. AND...since he doesn't typically advertise his TV's, they found the section brought many new customers looking for deals on TV's.

All weekend long, customers told them how great the section in the paper was. They received phone calls and texts from people they know applauding the section. And yesterday, Lenny and his wife went to breakfast and had four couples stop them and say what a great section ran in the paper.

Results: Rosner's



BACK ROW, from left: **Lenny Rosner**, **Jeff Rosner**, Sabrina Starrett, Creative Ideas Leader, The Palm Beach Post; Jorge Gomez, designer, The Palm Beach Post;

FRONT ROW, from left: Jacqueline Cesaretti, Account Executive, The Palm Beach Post; **Roz Rosner**, Maria Evans, designer, The Palm Beach Post; **Staci Rosner**, Jim Beriau, designer, The Palm Beach Post; Charlee Nolan, copywriter, The Palm Beach Post.

"The Palm Beach Post took an idea and built a campaign. The dedication, creativity and teamwork were outstanding. The results were beyond expectations."

— Lenny Rosner, Owner
Rosner's TV & Appliance Professionals

REAL ADVERTISING SOLUTIONS

When you are ready to increase your business, we will be there to help you with a customized real advertising solution.
Visit <http://RealSolutions.PalmBeachPost.com>

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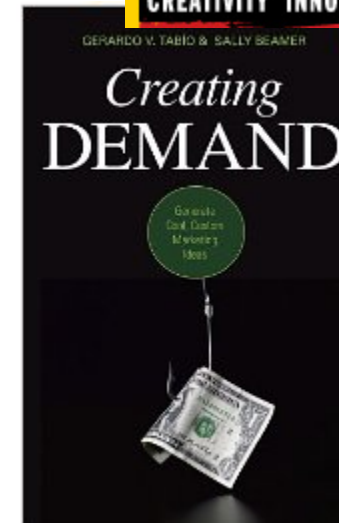
Real Advertising Solutions campaign to promote local advertisers success

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— Lenny Rosner, Owner
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How to get started

1. Hire an expert – Center for Sales Strategy
2. Attend a conference – Creative Problem Solving Institute
3. Buy the Book – Creating Demand
4. Learn from other's leading the way
 1. Washington Post Company launches a social media ad agency
 2. Central Missouri Newspapers started an ad agency
 3. The Columbus Dispatch leverages the agency concept
 4. Tennessean Media Group started an digital and direct agency
5. Seek out talent



Q & A



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