

# ShopTalk

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Extension 6803

## The New Marketing Campaign

*Commercials, Print Ads Start Next Week*

**O**n February 14, The Post will launch a new multi-media marketing campaign to attract new readers, woo back former readers and solidify its relationship with readers who may be on the fence about the value of reading The Post every day.

The new campaign, with the theme "The Washington Post: If It's Important To You, It's Important To Us," is designed to deliver a coherent message via television, radio,

PHOTOS  
PROVIDED  
BY ARNOLD  
WORLDWIDE



Vice President of Marketing **MARGARET CROMELIN** looks in the camera and Director of Consumer Marketing **JERI FLOOD** observes the action during the filming of the new campaign's commercials in Los Angeles in late January.



The Post's Newsroom was recreated in Los Angeles for a campaign commercial.

print and outdoor media, as well as other marketing vehicles, that will strengthen the newspaper's relationship with area residents throughout The Post's market. "The new campaign recognizes that news and events that are important to our

readers come from both inside and outside the Capital Beltway," noted **DAVID DADISMAN**, vice president of circulation.

**MARGARET CROMELIN**, vice president of marketing, noted that the new campaign will move away from using The Post's familiar tagline, "If You Don't Get It, You Don't Get It." She explained, "While the tagline has been successful, we've used it for 10 years and it was time for a change. We also wanted to use language that was more inclusive than exclusive."

According to **JERI FLOOD**, director of consumer marketing, the

business objective behind the new campaign is to stop the newspaper's decline in circulation while also increasing readership and overall usage of The Post. She defined "usage" as the utilization of the paper as a resource or tool to help readers navigate their daily lives, citing examples such as Sunday insert coupons, recommendations for weekend activities, or personal finance information in the Business section.

"The challenge facing the Marketing Department and our new ad-

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# Advertising's 2001 4th Quarter Awards

The Advertising Department honored its outstanding performers during the 2001 4th Quarter and year-end sales awards program on Wednesday, January 30. Despite wilting temperatures in the 9th floor community room caused by the unseasonably warm



**SEAN SCULLION**, Classified, was a multiple award winner.

temperatures outside, the staff enthusiastically congratulated the sales representatives and sales managers who received sales achievement and excellence awards, the VP Club award, the Eagle Award, the Publisher's Awards and the President's Club Award.

In her remarks at the beginning of the awards presentation, Vice President of Advertising **SUSAN O'LEARY** said, "You delivered your best



Sales Manager **AMANDA McCARTNEY** congratulates **ELLEN GERHARD**, National Advertising Unit, for her two sales achievement awards.



**DAVID FIELDS**, **JACKLYN RODMAN** and **SEAN SULLIVAN** from Classified received sales achievement awards.

in a year where conditions were less than optimal...you were simply magnificent." One of the highlights of the awards was when automotive sales representatives **NORMAN FRAZIER** and **DAVID ROSEN**, upon receiving the Eagle Award for the category, serenaded the group with a thank you to the tune of "Mr. Sandman."

The 2001 4th Quarter and year-end award winners and their advertising units included:

## Sales Achievement

Sean Scullion (2), *Classified*  
 Corrine Rodriguez, *Classified*  
 Lucinda Anderson, *RAU (Recruitment Advertising Unit)*  
 Carlyn Cole, *BDU (Business Development Unit)*  
 David Fields, *Classified*  
 Ellen Gerhard (2), *NAU (National Advertising Unit)*  
 Lester Holze, *Magazine*  
 Hwa Kim-Idler, *BDU*  
 Margie Meak, *Classified*  
 Teri Parker, *Classified*  
 Sumana Rajagopal, *RAU*  
 Jacklyn Rodman, *Classified*  
 Charles San Filippo, *NAU*  
 Carlos Silva, *NAU*  
 Daniel Simpson, *BDU*  
 Janice Stewart, *MAU (Major Accounts Unit)*  
 Sean Sullivan, *Classified*  
 Joey Wagner, *MAU*  
 Kimberly Waletich, *Classified*

## Sales Excellence

Sean Scullion (2), *Classified*  
 Dianne Shelton (2), *MAU*  
 Corrine Rodriguez, *Classified*  
 Dreana Casto, *Classified*  
 Kim Faulkner, *MAU*  
 Norman Frazier, *Classified*  
 Mary Jane Gregory, *NAU*  
 Mark Gross, *NAU*  
 Lisa Kelly, *Classified*  
 Pete McCormick, *NAU*  
 Cassie Halstead, *NAU*

## VP Club Winners/Year-End

Teri Parker, *Classified*  
 Corrine Rodriguez, *Classified*  
 Margie Meak, *Classified*  
 Scott Taber, *Classified*  
 Diane DuBois, *Magazine*  
 Dianne Shelton, *Magazine*  
 Rebecca Rippey, *Classified*  
 Louise Mahoney, *MAU*

## 4th Quarter Eagle Awards

Automotive  
 Real Estate  
 Property Management

## Year-End Eagle Awards

Automotive  
 Real Estate  
 Property Management

## Publisher's Awards for Sales

Ellen Gerhard, *NAU*  
 Barbara Shaw Cohen, *BDU*  
 David Chiles, *BDU*  
 Diane DuBois, *Magazine*

## Publisher's Awards for Service

Kimberly Nash, *Classified*  
 Reginald Pickett, *NAU*  
 Toi Lawrence, *BDU*

## President's Club

### **SALES REPRESENTATIVES**

Dianne Shelton, *MAU*  
 Louise Mahoney, *MAU*  
 Andrew Reed, *MAU*  
 David Chiles, *BDU*  
 Toni Taylor, *BDU*  
 Ellen Gerhard, *NAU*  
 Carole Kaye, *NAU*  
 Maurice Lyerly, *NAU*  
 Bruce McLane, *NAU*  
 Teri Parker, *Classified*  
 Corrine Rodriguez, *Classified*  
 Sean Scullion, *Classified*  
 Diane DuBois, *Magazine*  
 Diane Heyde, *Classified Online*  
 Kimberly Waletich, *Classified Online*

### **MANAGERS**

Marty Kady, *Classified*  
 Kate Humphries, *Classified*  
 Arnie Applebaum, *Recruitment*

### **DIRECTORS**

Larry Keating, *Classified*

Members of the 2001 President's Club who were awarded with an upcoming cruise included **CAROLE KAYE**, **MARICE LYERLY**, **BRUCE McLANE**, **KIM WALETICH**, **DIANE HEYDE**, **LOUISE MAHONEY** and **ANDREW REED**.



vertising agency, Arnold Worldwide, was monumental: to create a campaign that is inviting, breaks through the clutter and helps sell newspapers by getting consumers to rethink their relationship with The Washington Post," explained **STEVE HILLS**, vice president of sales and marketing.

"The difficulty is that most consumers think they already know The Post. They know us as a large newspaper that does a fantastic job covering national and international news. Many haven't fully appreciated our ability to help them navigate their lives and be a more informed and powerful member of their social community. In addition, too many people viewed us as condescending, rather than inviting."

Hills added, "The campaign emphasizes all the things that the Post delivers that people may not expect — but that they care deeply about in their lives. The campaign highlights high school sports, financial advice, shopping bargains, coupons, the Extras, in-depth local coverage every day, and much more."

Research for the new campaign began in 2000, according to **SHARON WARDEN**,



A fish poses prettily for a photo being used as part of the campaign's print advertising.

director of marketing research. The research process included a series of one-on-one interviews with area adult residents, a survey of readers and non-readers, and feedback from focus groups. The research results determined the focus of the campaign and the targeted audiences. The campaign was then tested with focus groups and further refined.

In addition, a phone survey is being conducted prior to the campaign launch to determine readership and loyalty to The Post, which will be followed by another phone survey scheduled for later this year, after the campaign has been in place. "The first effect of the campaign that we should see is an increase of single copy sales," she said.

Flood explained that based on the research that was done, one of the major challenges facing the newspaper is that

many readers have become so busy that reading the newspaper has slipped down on their daily list of priorities. "What we want to do through this campaign is to make sure that reading The Post comes up a few notches on their priority list. We want to position The Post as addressing people's needs as no other information source can."

According to Cromelin, the creation of the campaign was a team effort of several departments. "It was a wonderful collaboration between Marketing, Circulation and News," she said. "David Dadisman and his staff shaped the strategy and were involved with other aspects including media planning. **LEN DOWNIE** (executive editor) has been a great resource and has provided guidance from the beginning. The Public Relations Department has also been very involved with communications."

"What this campaign is about is protecting our existing readership and attracting new readers," she added. "We can not rest on our laurels."

## Tell Us Your Favorite Book!

**N**ext week, ShopTalk is scheduled to publish a "Book Lovers" issue on Thursday, February 14. As part of the issue, we would like to include book recommendations from Post employees. Tell us about your favorite book of all time, or one that you just finished and really enjoyed. Please send the title of the book, the author, why you enjoyed this book and why you would recommend it to others, along with your name, department and extension via

e-mail to [ShopTalk@washpost.com](mailto:ShopTalk@washpost.com). Hurry! — the deadline for entries is 5 p.m. tomorrow, Friday, February 8.

For more information, contact Lisa Connors, ShopTalk editor, at x6803.



## POST SCRIPTS

### SCORING FOR KIDS

On January 24, The Post was a sponsor of the Scoring For Children Olympic Gala at the Embassy of the Slovak Republic. Scoring For Children was founded by Washington Capitals players Peter Bondra and



**CARRIE MORSE**, Public Relations, pictured with the Capitals Peter Bondra, represented The Post at the Scoring For Children event.



### RUNNING COMRADES

**GARY ADKINS**, IT; **MIKE BAHR**, Human Resources, and **MIKE LEE**, IT, get ready to hit the streets of D.C. during their daily run to stay in shape and fight desk sprawl. The three have been running together for about 18 months and cover three and a half to four miles, weather and schedules permitting.

Michal Pivonka (now retired) to raise money for three area charities that benefit critically ill children. As part of its sponsorship of the event, The Post donated three commemorative Washington Post press plates for the silent auction. These plates are reproductions of plates used to print the paper. Capitals players Steve Konowalchuk and Jaromir Jagr

are also involved in Scoring For Children.

### POST TOURS RESUME

The Public Relations Department has announced that tours of the Northwest Building, cancelled since the September 11 attacks, are scheduled to resume on Monday February 11.

Held by appointment on most Mondays throughout the year, the 50-minute walking tours include information about both the news and production aspects of the newspaper. The minimum group size is 10 and the maximum group size is 30. The youngest child must be at least age 11.

### MARK YOUR CALENDAR

The Washington Post celebrates its 125th Anniversary on December 6, 2002. Several staff throughout the newspaper are working on plans to commemorate this important milestone for The Post. Look for details in future issues of ShopTalk and on *IntraNED*.

### CORRECTION

**SEUN AUGUSTUS**'s last name was misspelled in the first reference in last week's page 2 story in ShopTalk.

## MARKETPLACE

**IMPORTANT NOTE ABOUT PHONE EXTENSIONS:** If you have a new Avaya phone, add a 4 before the internal Post extensions listed in ShopTalk.

**FOR RENT:** Condo in Landmark, Va. (I-395 & Duke St) just inside of Beltway. 2BR/2 BA, 1,200 sq. ft., washer/dryer, \$1,200 (not including electricity). Call John at x7823 or (703) 241-1871.

**MOVING SALE:** Service for eight Franciscan Desert Rose dishes, plus some serving pieces. Two fish tanks (both under a year old), Eclipse brand, a six gallon and a 29 gallon - both come with supplies and fish. Make offers. Call Giuliana at x6395 or (301) 270-0552

**FOR SALE:** Wrought iron dinette set with four chairs in turquoise blue with round glass top, 1-year-old, \$350. Excellent condition. Call Bonita at x5927 or (301) 877-6044, after 6:00pm.

**ISO AQUARIUM:** Do you have a nice, old, unused fish tank sitting in your basement? I'm looking for 10-20 gallon inexpensive (free?) aquarium & equipment. Call Clare at x7719, (703) 716-4219

**FOR SALE:** Furniture - everything must go and fast! Prices are rock bottom! Items are in good - excellent cond., including: glass and brass tables—2 end tables with matching oval cocktail table - \$100 for all 3, microwave - \$15, excellent computer (like new) with lots of memory and printer with desk and chair only \$1,400! Forest green wrought iron and glass baker's rack—very nice - \$60 and other household items. All prices are negotiable. Call x7729 or (202) 371-6556.

**APARTMENT FOR RENT:** Park Princess Condominiums. Only 4 blocks from the Post! Available immediately. Spacious 1BR (700 sq.ft.). New carpet, new paint, closet doors, blinds, new kitchen countertops, includes washer/dryer, with remodeled bathroom, and refrigerator is new. All this and an awesome city view from roof deck, exercise room. Pets allowed, includes ALL utilities for only \$1,500. Call Cynthia Perkins at (202) 256-4379.

**FOR SALE:** 19' green Coleman canoe, \$100. Call Mike at (703) 221-1892.

**FOR SALE:** Electric water heater, 82 gallons, made by State Industries, almost new, used only one season, includes original papers, \$150. Call Wais at (703) 278-9644 (afternoons).

**FOR SALE:** 1993 Toyota Paseo. Sporty, 2-dr, silver w/blk interior. Automatic, with AC, AM/FM cassette. Cute, very reliable. Can park it anywhere! 90,000 mi. \$3,000/OBO. Email Sara at [goos@washpost.com](mailto:goos@washpost.com) or call (301) 952-2013.

**FOR RENT:** 2 BR, 2 BA house in Alexandria available April 1 through September 30. Close to Old Town, Route 1, and George Washington Parkway. Washer/dryer, central air, alarm system. Pets negotiable with pet deposit. Please call (703) 765-6370. Ask for Nora or Matt.

**FOR SALE:** Mahogany buffet in excellent condition. Lined silverware drawers. Brass hardware. Photo avail. \$375, nego. Call Paige at x4-4253, or (301) 947-6913.

**FOR SALE:** 1996 Dodge Caravan, teal, front antilock brake, 134K miles, 7 passengers, transmission just serviced by Aamco, new water pump and timing belt. Asking \$4,000. Call Jenny at (202) 496-5618 or (703) 658-2120.

**FOR SALE:** 1978 Chevy van, great motor, tiger & leopard interior, asking \$1,000, call Carol or Tim at (301) 774-6954.

**FOR SALE:** Choice of either a 3 pc. (sofa, loveseat, chair) living rm. or family rm. set, both in cream and pastel colors, \$150/OBO. Call Pete at x7652 or (301) 774-2537.

**FREE! FREE!:** Ads in marketplace are free to employees of The Washington Post. Join thousands of satisfied customers who have bought and sold through Marketplace. The deadline is Friday at noon for the next Thursday's issue of ShopTalk. Send your ad with your extension and home phone number via e-mail to ShopTalk, or fax to x4963.

**MARKETPLACE DEADLINE:** Noon Fridays. Please include your name, extension and home phone number. **ADS ARE FOR POST EMPLOYEES ONLY.** Send ads to Shop Talk, 7th floor, or call x6803. To send ads via fax dial x4963; via e-mail send to [shoptalk](mailto:shoptalk). Ads run two issues unless otherwise requested. One ad per employee, please.

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