Speaking their languages
How to engage different audiences with meaningful content

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Speaking their languages
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JOURNALISTIC QUALITY

Find your story first
Find a unique angle
Tap into thought leaders
Be the expert not the hero
Mine the data to understand your audience and find your story.
Engage experts… with active followings

Reshma Saujani
Founder and CEO, Girls Who Code
Areas of expertise:
Politics, technology, activism
@reshmasaujani
100K followers

Scott Harrison
Founder and CEO, Charity Water
Areas of expertise:
Nonprofits, start-ups, philanthropy, sustainability
@scottharrison
87K followers

Joanne Manaster
Biology lecturer, University of Illinois
Areas of expertise:
Biology, general science, science literature
@sciencegoddess
62K followers
Go beyond amplification

inform + create + amplify
Speaking their languages
The Euro population on Barrow Island is monitored on an annual basis. In 2017, there were more than 1,000 Euros hopping around the island.
Organize by audience

Influencer

Optum

Business

AT&T

Consumer

Mike’s Hard Lemonade
Why does that matter?

Content that is relevant resonates
Influencers
Who are they?

THE DAVOS SET
Significant sway over policy, business, financial, media or cultural trends.

The Post ranks #1 nationally among opinion leaders

Trending topics
% of Washington Post readers very interested:

- Smart cities: 18%
- Alternative/Renewable Energy: 29%
- U.S. Healthcare/reform/tech: 37%
- Environment/Climate Change: 39%

Source: 2018 Erdos & Morgan Opinion Leaders Study
Optum
Working to End the Epidemic

Brand Insight
Raise awareness of its pioneering evidence-based approach.

Cultural Insight
Country in crisis
13 minutes
How often someone dies from opioid overdose in America.

Editorial Insight
Trying to make sense of it
600k+ PVs
Top 5 stories on opioids in the last year.

(Source: Optum)
(Source: United Health Group/U.S. Department of Health and Human Services)
(Source: The Washington Post)
Evidence and collaboration are needed to mitigate the epidemic.

Multimedia blend of education and emotion.
WORKING TO END THE EPIDEMIC

To stem the toll of the opioid crisis, we must take a holistic, informed and collaborative approach.
Optum Impact

AdAge

Recognition from AdAge; honors from AVA, Webby, Digiday and Pearl Impact Awards

Digiday

2019 Finalist, Digiday Publishing Awards, Best Brand Partnership

The Webby Awards

2019 Honoree, Webby Awards, Advertising, Media & PR: Public Service & Activism
Business people
Who are they?

Future seekers
• Business managers
• IT decision-makers
• End users of business technologies

We aim to help them navigate the future and see value in the brand's solutions.

Trending topics
% of Washington Post readers very interested:

- Big Data: 10%
- Digital Transformation of Business: 11%
- AI/Machine Learning/Automation: 16%
- Cybersecurity: 22%
How to Pass the 5G Litmus Test

Brand Insight
AT&T at forefront of 5G rollout: 21 cities, nationwide by 1H 2020.

Cultural Insight
Need to be 5G ready
66% of orgs plan to deploy 5G by 2020.

Editorial Insight
WP newsroom’s Google STAMP → high mobile engagement.

Security, training and innovation are top topics for their business clients.

(Source: AT&T Business)
(Source: Gartner Research)
(Source: The Washington Post)
STORY
Explore security, training and innovation in the 5G age

TELLING
Animated mobile story series tackling each topic
Publishers Daily

'The Washington Post,' AT&T Team On 5G Lab To Improve News Delivery

The Washington Post

The Washington Post and AT&T use 5G to explore the future of news
Consumers
Who are they?

All readers
• Smart, but not experts
• Dining at the internet buffet
• Looking for inspiration

We aim to reach them on a personal level.

Trending topics
% of Washington Post readers very interested:

- Outdoor adventure/travel: 20%
- Personal finance and investing: 24%
- U.S. history: 38%
- CSR: 19%
Mike’s Hard Lemonade
Good News Effect

Brand Insight
Bring people together in moments of joy and help them "drink on the bright side."

Cultural Insight
Bad news blues
7 in 10
# of people who suffer from news fatigue.
(Source: Pew Research Center, June 2018)

Editorial Insight
Aching for an antidote
130% ↑
Inspired Life PV growth YOY
(Source: Omniture, June 2018)
STORY
Investigate whether positive news can actually make you happy

TELLING
Across experiment, trend article and live event, emotion recognition technology invites audience to find out for themselves
How do uplifting stories impact your mood?

Watch three videos to find out. While you're watching, our joy-o-meter, powered by emotion recognition technology, will measure your happiness.
Mike's Hard Lemonade
Impact

MARKETING DIVE
Mike's Hard Lemonade blocks negative news in Washington Post homepage takeover

ADWEEK
Mike’s Hard Lemonade Creates a ‘Happier’ Washington Post

Forbes
Want To Target Millennial Males Via Advertising? Use Artificial Intelligence!