Press Ads - #SnapSydney

- Full page masthead specific
- Half page masthead specific
- Medium Strip for Metro Newspapers
Chalk Stencils

SNAP YOUR MOMENT
#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER
A plane was booked to fly over the Western Suburbs of Sydney in the morning and over the Eastern Beaches of Sydney in the afternoon of Wednesday 18 November.
The plane had a banner with "#SnapSydney. TAKE A PIC. SHARE YOUR DAY." trailing behind it.
Total of 8 hours in the sky.

Western Sydney Route

Eastern Beaches Route
#SNAPSYDNEY

Fly Ad Banner

#SNAPSYDNEY. TAKE A PIC. SHARE YOUR DAY!
The NewsLocal #SnapSydney campaign was the first paid Instagram campaign undertaken by News Corp Australia. Instagram was preferred over Facebook for this photographic campaign due to the nature of the platform. We could promote content from one brand (#SnapSydney) rather than 20 different mastheads. Targeting options were the same as Facebook. Target was set as Sydney Metro, 16-29 year olds. 6 pre promote creative options were used to promote the categories, the prizes and the date. The best performing creative was optimised as the Girls on the Beach. 3 creative versions on the day were used for morning, midday and evening encouraging users to share their photos. $25,000 was invested (60% pre promote/40% on the day).
SNAPSYDNEY

Instagram Advertising
Prepromote Creative

Place 1

Face 1

Best performing creative and was optimised accordingly due to girls in the photos discovering themselves, sharing and tagging.

Food 1

- Take a photo of your favourite food on November 18, share it at #SNAPSYDNEY and you could win a Canon SLR, Sponsored, Brydens Lawyers, ... more.
#SNAPSYDNEY

**Instagram Advertising**

**Prepromote Creative**

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**#SNAPSYDNEY**

**Place 2**

*Take a photo of your favourite places on November 18, share it at #SNAPSYDNEY and you could win a Canon SLR. Sponsors: Brydens Lawyers, ... more.*

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**Face 2**

*Take a photo of your favourite faces on November 18, share it at #SNAPSYDNEY and you could win a Canon SLR. Sponsors: Brydens Lawyers, ... more.*

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**Food 2**

*Take a photo of your favourite food on November 18, share it at #SNAPSYDNEY and you could win a Canon SLR and a $280 Mounties Voucher. ... more.*
Instagram Advertising

On the Day

12:01am to 10:00am

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER

10:01am to 4:00pm

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER

4:01pm to 11:59pm

#SNAPSYDNEY
It's not too late! Share your Sydney with us today and be in the running to win a share of $8000 worth of prizes. Tag your photos #SNAPSYDNEY and see us at... more
Facebook Advertising

Prepromote

“We’re giving you the chance to win a share of $8000 worth of prizes! Simply share your snap of Food, Faces or Places in Sydney to Instagram, Facebook or Twitter this Wednesday, and #SnapSydney. Remember to set your profile to public so we can see your snap of Sydney! Find out more and register for an instameet at <link>.”

On the Day

Snap your moment today and share it to Facebook, Instagram or Twitter with #SnapSydney for your chance to win a share of $8000 worth of prizes!

See Ts&Cs at <link>.

Post Campaign

From food, places, and faces, Sydney-siders know how to take a good snap!

Take a look at all the #SnapSydney moments at <link>.

Thanks for your snaps!

Take a look at all our readers #SnapSydney photos on our website.

#SNAPSYYDEY
Facebook Organic Posts

Pre-promote post

Video on the day

Wrap up on the day
#SNAPSYDNEY

Wednesday November 18 is the second annual #SnapSydney, a NewsLocal initiative which captures a day in the life of Sydney. Across a period of 24 hours, Sydneysiders are invited to take a picture that sums up what daily life means to them and share it on Twitter, Facebook and Instagram using the hashtag #SnapSydney.

100 NewsLocal reporters and photographers will also be dispatched to join in documenting this historic event. From iconic Sydney scenes to hidden gems, the project aims to capture all aspects of Sydney life and the lives of the people who live in this great city. Last year’s #SnapSydney project was a huge success with more than 10,000 photographs taken throughout the day across Sydney and the Central Coast. A host of famous faces got involved including NSW Premier Mike Baird, Lord Mayor Clover Moore, Ilia Buitrose, Michelle Bridges and Fitzit and Wippa.

The images will be published in real time throughout the day on a digital wall on the NewsLocal and The Daily Telegraph websites. All the best images will be published in special edition wraps and inserts across the 26 NewsLocal mastheads. Be sure to share your pictures on the day via #SnapSydney. For more information visit www.snapsydney.com.au.
Bigger and better than last year, we had prime position at Martin Place for morning commuters and lunch time office workers.

**7:30am to 5:30pm**
- Giant mobile billboard streamed photos submitted by users
- NewsLocal marquee activation with Instagram printer
- Praise food truck provided sample salads and hot chips
- #SnapSydney branded water and flyers were given out by promo staff

**11am to 12pm**
- Yoga Class provided by lululemon athletica Mosman Village

**12pm to 2pm**
- Performance by Soul singer Alphamama entertaining public during lunch break
- NewsLocal Mascot Journo Jack entertained the public and took selfies between 12 and 2pm

View event hypereel here: [https://goo.gl/wziXJz](https://goo.gl/wziXJz)
Martin Place Activation

Activation set up in Martin Place

lululemon Yoga Demonstration

#SnapSydney water bottle

“Take a selfie” mat
Martin Place Activation

Instagram Printer

Instagram Print Out
**Print - Editorial Coverage - Pre Promote**

**w/c 19 October**

**SNAPSYDNEY**

**Take shot to show off city**

**SYDNEY-SIDE**

**Take shot to show off city**

FREE up your smartphone and get those creative juices flowing – and Sydney will be a snapshot of its best. One lucky favourite image of Sydney city in the week will be selected to feature on the front page of Thursday’s Sydney Morning Herald and The Sydney Morning Herald on Wednesday, November 13.

Join the movement to celebrate Sydney being a ‘Photographer’s Paradise’ by taking a picture of what Sydney does best and share your favourite photo on our website and in social media.

This feature will be published in Sydney's newspapers on our website and in social media. You can go on the app for the best photography.

Last year's inaugural event was won with more than 1,000 photographs engaged by residents, capturing the full experience of Sydney’s iconic landmarks and city life.

The winners of the competition will be announced on our website and social media on Wednesday, November 13.

Celebrities and politicians get their shots with Premier Mike Baird.

Front Page Pointers

1. **#SnapSydney**
2. **City strikes a pose**
3. **Even the PM is on board**
4. **Focus is on our city**

**w/c 26 October**

**SNAPSYDNEY**

**Help us celebrate our city**

**Help us celebrate our city**

Help us celebrate our city with the Sydney Morning Herald’s #SnapSydney campaign.

**w/c 9 November**

**SNAPSYDNEY**

**Even the PM is on board**

**Even the PM is on board**

PREPARE TO CELEBRATE THIS CITY’S BEAUTY

**w/c 16 November**

**SNAPSYDNEY**

**Focus is on our city**

**Focus is on our city**

#SnapSydney 16 November 2015

Prep your clients for this ‘great’ day by sending them this guide. This week, the Sydney Morning Herald’s #SnapSydney campaign is focusing on Sydney’s icons, with the help of some famous faces.

#SnapSydney 16 November 2015

PREPARE TO CELEBRATE THIS CITY’S BEAUTY
Snap happy Sydney life

POP princess Samantha Jade (ltd) sometimes has to be reminded that she lives in a city that definitely has the X factor. An event being held tomorrow, which reminds the former TV talent show winner #SnapSydney — A Day in the Life, when Sydneyites will document 24 hours in their city through their camera phones. Last year more than 7000 photos were shared. #SnapSydney is great because a lot of the time we forget to appreciate the city,” Perth-born Samantha said. “Photos can remind you. Oh I live here and I haven’t seen that or done that!”

This year’s #SnapSydney — in conjunction with #SnapCoast on the Central Coast — has more than $7500 worth of Canon camera equipment as prizes for the best shots in three categories - food, faces and places. Just take a picture tomorrow that sums up Sydney and share it on Facebook, Twitter or Instagram.

Ritchie’s first snap a doozy

BLACKWELL and Ritchie.

It’s a snap your city day today

GET ready to smile for the camera, Sydneyites. Today is #SnapSydney day when residents are invited to document in pictures 24 hours in the life of the best city in the world via smartphone. An initiative of NewsLocal newspapers, the event was a big success last year with more than 7500 photos submitted. This year’s edition is offering more than $7500 of Canon camera equipment as prizes for the best shots taken by readers in three categories: food, faces and places.

Just take a picture today that sums up Sydney and share it on Facebook, Twitter or Instagram.

Photos will be published on The Daily Telegraph website during the day. Here’s how to submit your entry: Facebook: Post a picture with the hashtag #SnapSydney. Instagram: Post your picture using the hashtag #SnapSydney and tag us @SnapSydney. Twitter: #SnapSydney. Email: snapsydney@news.com.au.
Editorial Coverage – Post Event

8 page wraps and features across 20 NewsLocal mastheads
Editorial Coverage – Post Event

Online galleries with user submitted images across the 4 categories