#SNAPSYDNEY

**Overview**

- **INTERNAL COMMUNICATIONS**
  - Lifts, takeover digital signage
  - Desk Drop, eDMs, Intranet
  - Raise awareness of the project amongst all News Corp staff

- **ENDORSEMENT/PR**
  - Celebrities, Sports Stars
  - Politicians, Corporate Partners: social engagement

- **DIGITAL**
  - 20 NewsLocal Facebook Pages, Twitter & Instagram Accounts & eMail and www.#SnapSydney.com.au:
    - Grow digital audience and engagement

- **PRINT**
  - 20 NewsLocal Mastheads, Photographers & Journalists:
    - Content generation

- **OUTDOOR**
  - Street Stencils around high density areas
  - Event in Martin Place on day:
    - Consumer impact, engagement and awareness

- **AUDIENCE**
  - Our readers and clients across Sydney and the Central Coast – Brand Advocacy: Grow audience and engagement across print and digital assets

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**#SnapSydney**

Encourage use of www.SnapSydney.com.au Website and social media accounts