

Best use of print

Challenge

2020 was probably the most chaotic year of our lifetime. We worked differently, lived differently and news followed the contradictions of different virologists. As lockdowns forced people to stay at home, media consumption in general was on a rise. Apart from offering huge opportunities, it also risked to be dangerous for Belgian newspaper De Morgen.

In times of crises, Belgian people rely heavily on the free news channels of VRT, the Belgian public news channel/website that is considered the most neutral and the best source of information. It was therefore crucial that De Morgen increased its top of mind awareness.

At the same time, De Morgen had to continue the brand evolution it started in 2019. The movement started there was to **make qualitative press more accessible**, for a broader audience. So our challenge was clear: **how do you win the fight for attention and readers in the most chaotic time?** All this with the purpose of convincing people to pay for quality journalism and not just rely on free sources.

Objectives

Marketing:

Increase Top of mind awareness by at least 20%

Business:

Increase number of paying readers by 10%

Solution

De Morgen is all about bringing clarity. In the chaotic times of the past months, De Morgen had a lot to clarify. In a half-year long campaign, **we showed the beauty of bringing clarity in chaos.**

Enter: the kaleidoscope. We visualized the idea of bringing clarity in the chaos, in a visually attractive, contemporary way. A print series visualized the role of De Morgen in a unique, showing this complex matter in a language that everyone could understand. It's this way fully in line with our brand purpose of bringing clarity to everyone.

Results

The 'Kaleidoscope' campaign managed to attract people's attention massively and **rise TOMA by 40%**, doubling our already challenging objective!

Moreover, **our total number of paying readers increased by 20%** in just one year.



Clearly
DeMorgen.