# A GANNETT COMPANY



R&B Riley Yankowich // Becky Drexler

## **Our Solution.**

Riley Yankowich // Becky Drexler **R&B** 



### Reinvent the *iconic* USA TODAY

Riley Yankowich // Becky Drexler





Riley Yankowich // Becky Drexler **R&B** 



### Millennials are the "want-it-now" generation.

Now more than ever, we need a **reliable** news source that speaks to us and inspires us to share, comment, and promote change.



01

## Engage with a younger audience through digestible and transportable content.



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Riley Yankowich // Becky Drexler **R&B** 



# Meet Jessica

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Quick news to-go. Empowered and self-motivated.

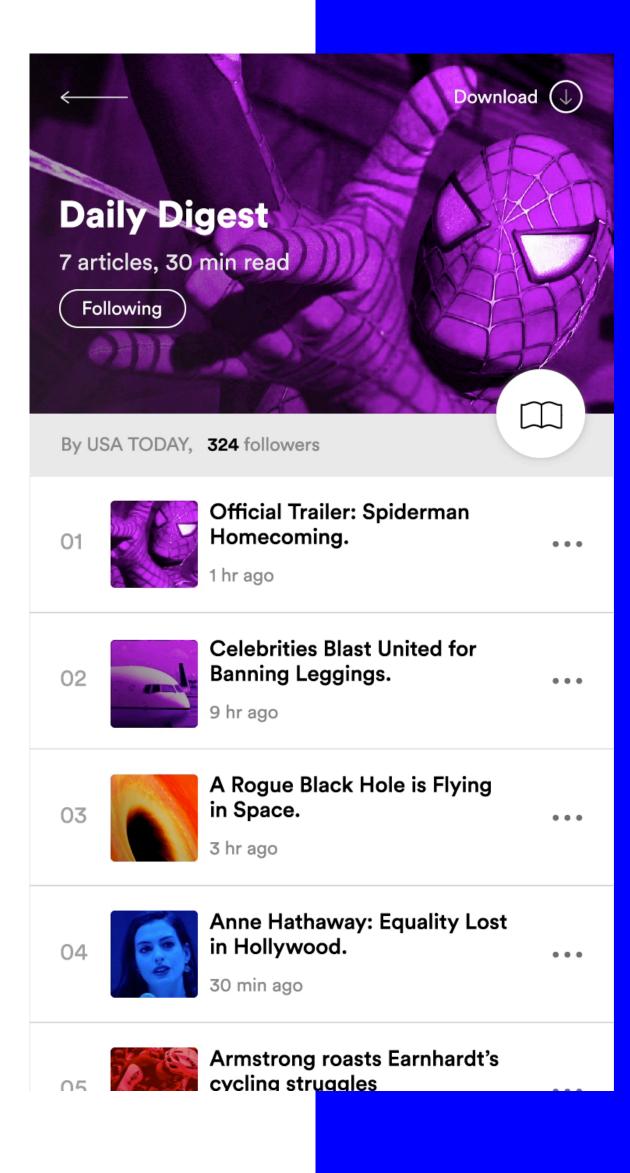
Riley Yankowich // Becky Drexler R&B



USA TODAY activates static news in a skimmable way.

# **Enlighten Audience** Instantaneously.

Using downloadable, personalized magazines to allow quick, digestible news for anyone on the go.





**Solution Screens** 

# On-the-go, skimmable



Eric Barker - USA TODAY

WOMEN

### EQUALITY LOST IN HOLLYWOOD

DAILY DIGEST

01 / 09 / 2017 2.1K SHARES

04 of 07

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Eric Barker - USA TODAY



WOMEN

### EQUALITY LOST IN HOLLYWOOD

01 / 09 / 2017 2.1K SHARES

Anne Hathaway is done pretending. She speaks out against the systematic sexism within society



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# 02 **Strengthen USA TODAY's community** through a custom commenting tool.



**Current Social Media Examples** 

# Creating Conversation

●●●○○ Verizon 훅	10:47 AM
<	Response

Whatsapp had made messaging free of cost. Before Whatsapp, we had to buy costly messaging packs to send short messages



Benjamin Franklin April 10 · 1 min read

What about Skype and other messaging apps that came long before Whatsapp? You don't consider them free or you don't consider them messaging?

1 · 1 response

Medium ¬ In-line comments

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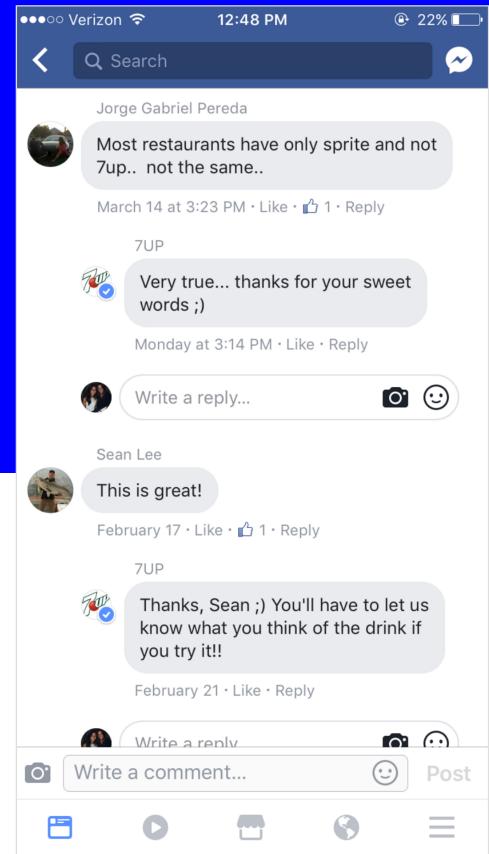
8:28 PM

●●○○○ Verizon ᅙ

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Twitter ¬ Conversation threads



#### Facebook ¬ Messenger Bubbles



USA TODAY allows your voice to be heard as well as your peers.

# **Express opinions** and promote conversations.

Comment on what you want, where you want in the article through in-line commenting.

#### NATION NOW

### **IOWA HONORS KUTCHER FOR** THE NATIVE FUND PROJECT.

01 / 09 / 2017 2.1K SHARES

Ashton Kutcher left lowa to escape the small towns and endless farmland. Now, a worldwide success at age 39 and a father of two, he seems pretty happy to be in his home state.

"I left lowa wanting to get out of lowa, and the older I get the more I want to come home," he said Saturday in an interview with Des Moine:

In part, because the more places I go, the more I realize how great it is here, and the more I realize that I almost owe every part of who I am to where I come from.

6 likes
8 comments

← DAILY DIGEST



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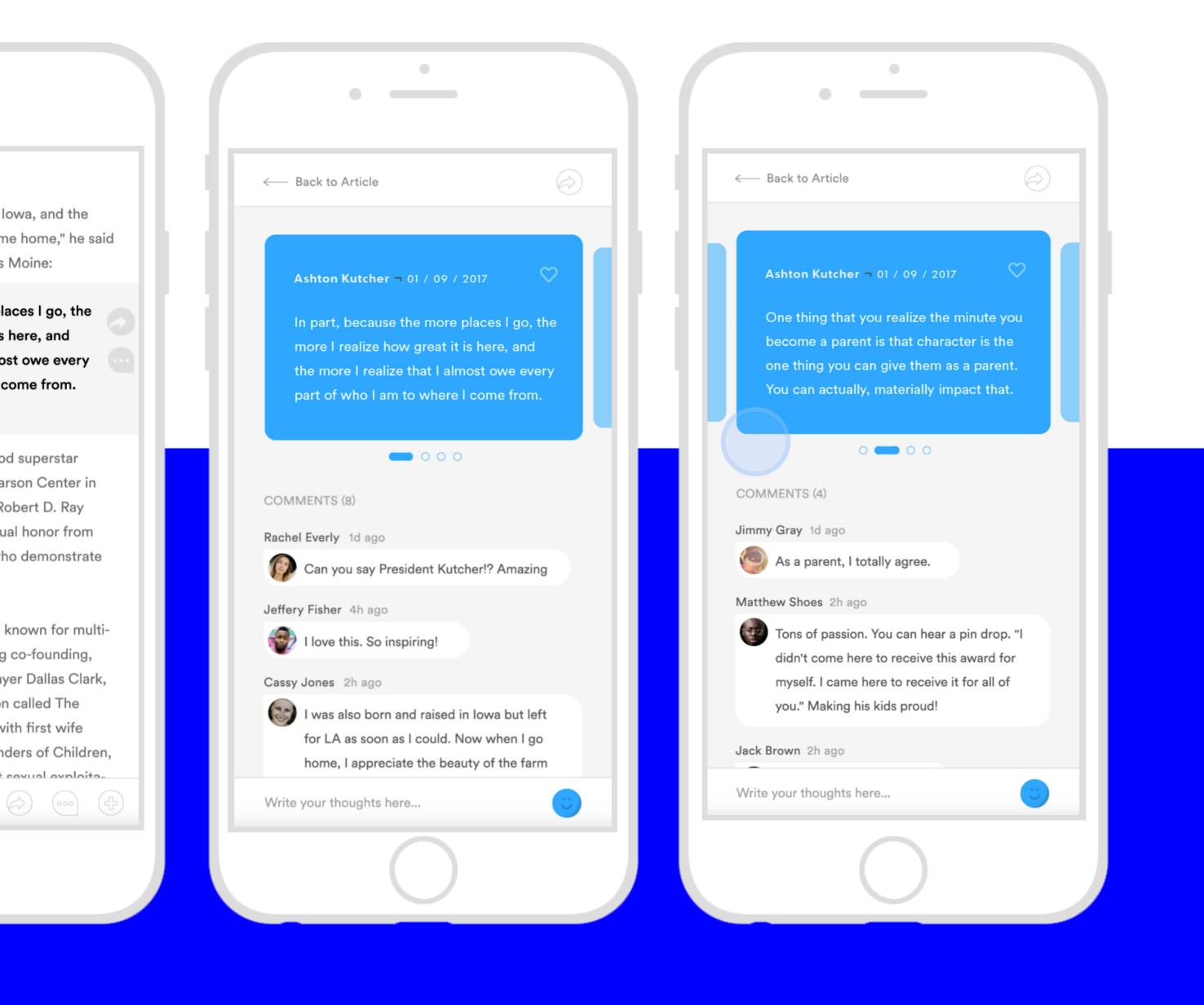
The eastern Iowa-raised Hollywood superstar appeared Saturday at the Ron Pearson Center in West Des Moines to receive the Robert D. Ray Pillar of Character Award, an annual honor from Drake University to "individuals who demonstrate good character as a role model."

Outside of acting, Kutcher, 39, is known for multiple philanthropic efforts, including co-founding, along with former pro football player Dallas Clark, an lowa disaster relief organization called The Native Fund and creating, along with first wife Demi Moore, Thorn: Digital Defenders of Children, which uses technology to compat sexual exploite-

← DAILY DIGEST

**Solution Screens** 

# Conversation





03

### **Build branded share graphics to enhance** USA TODAY's social media presence.



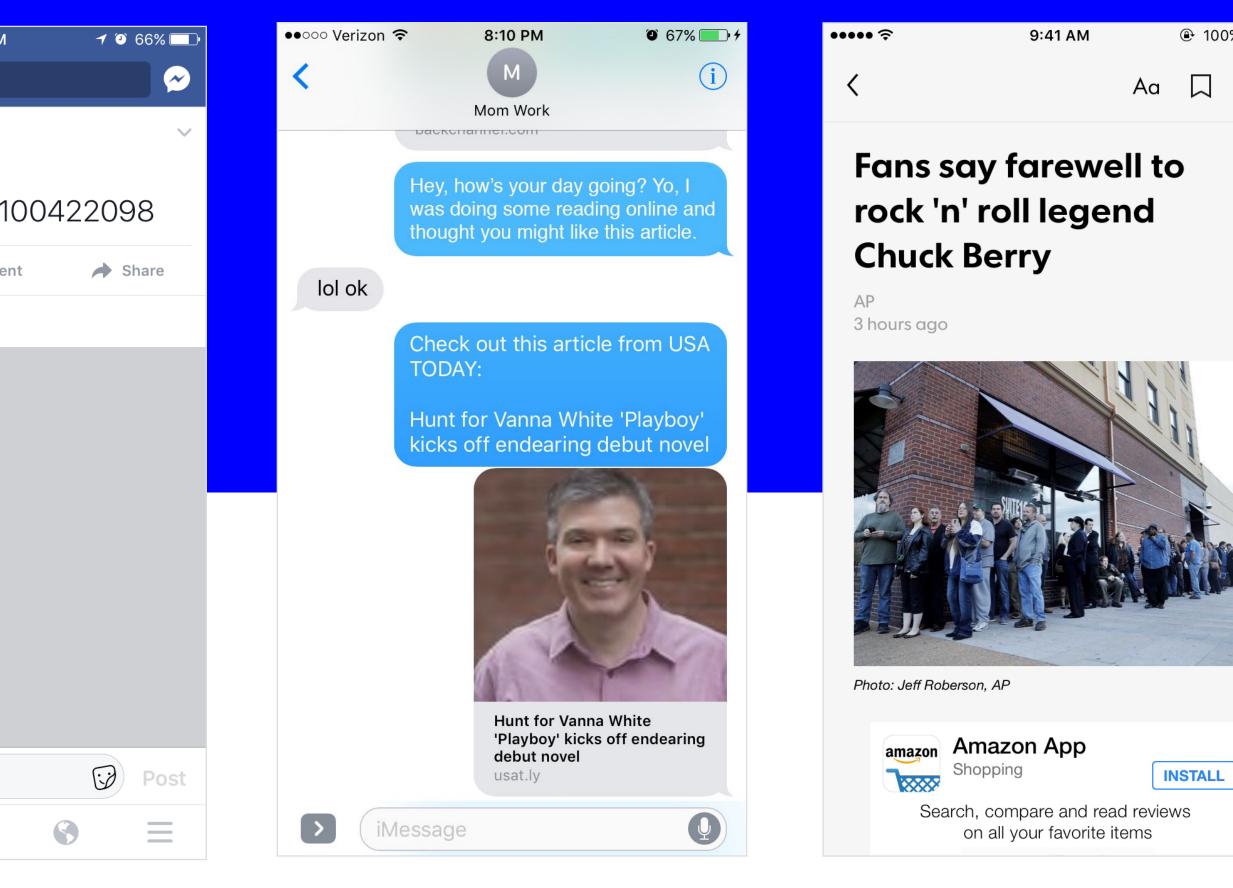


**Current Examples** 

### **USA TODAY** sharing

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Sharing an article image



Sharing through text

Saving to Notes











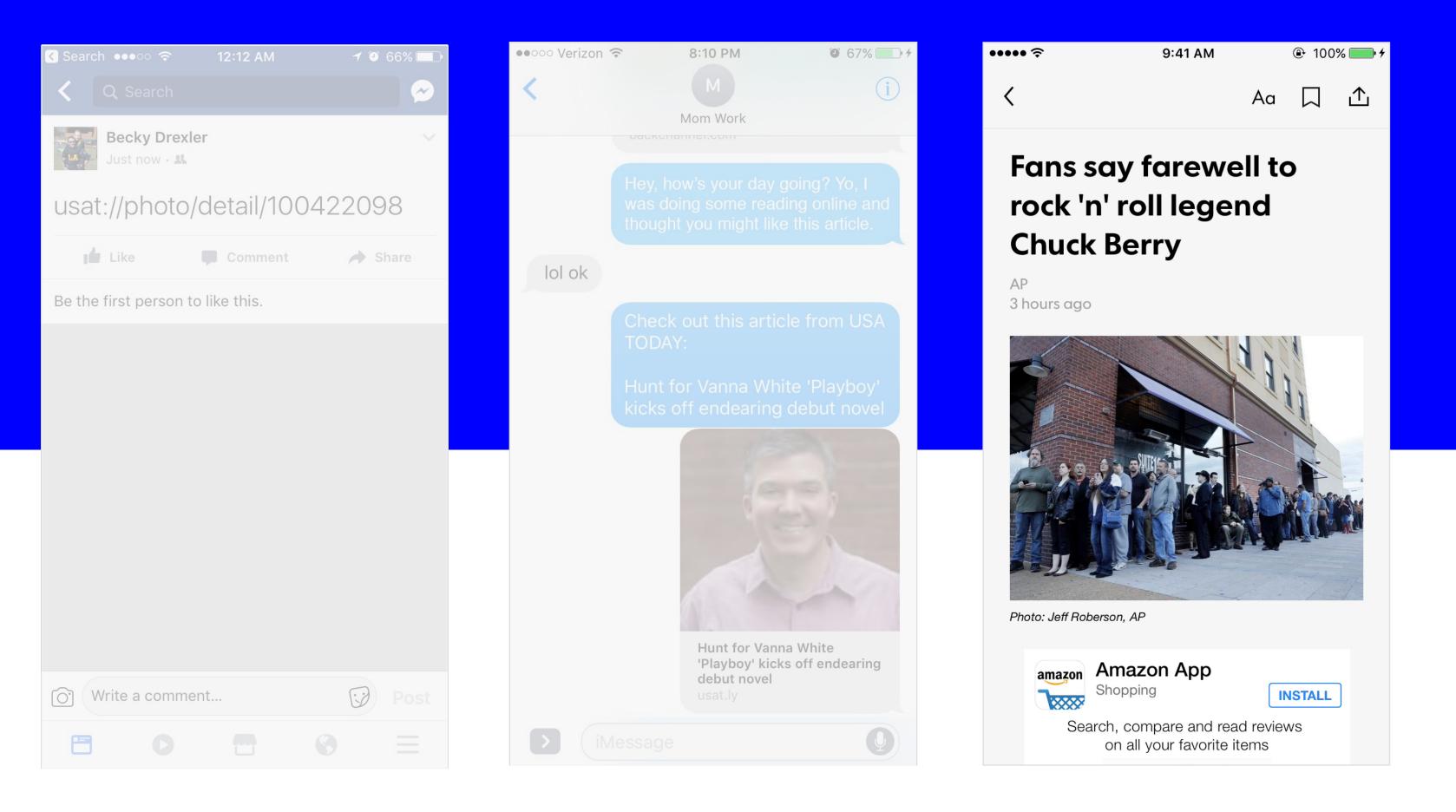






**Current Examples** 

### USA TODAY sharing



Sharing an article image

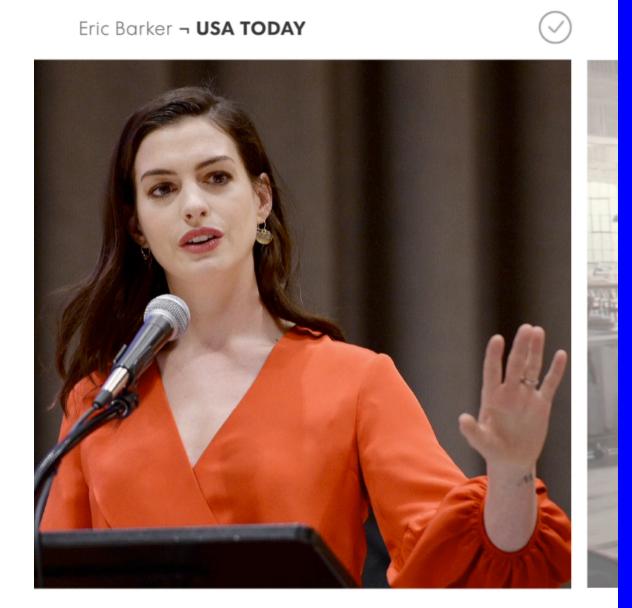
Sharing through text

Saving to Notes

USA TODAY allows your voice to be heard as well as your peers.

# **Empower confidence** and control.

Leverage the brand's iconic image into custom share graphics to heighten social media presence.



WOMEN

### EQUALITY LOST IN HOLLYWOOD

01 / 09 / 2017 2.1K SHARES

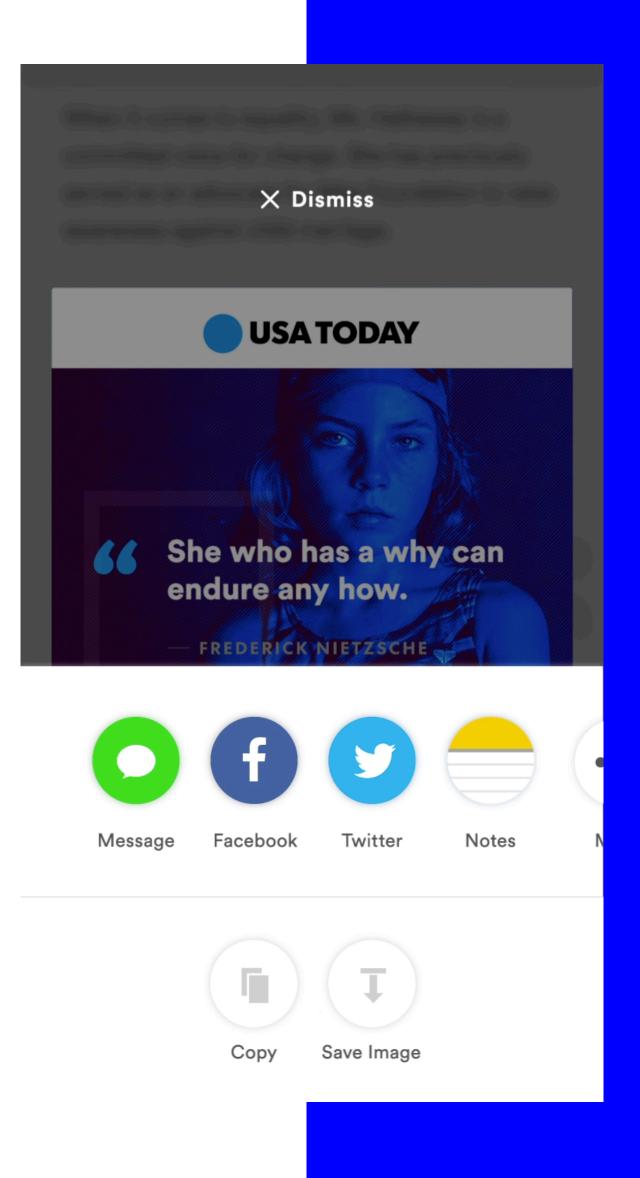
Anne Hathaway is done pretending. She speaks out against the systematic sexism within society



USA TODAY allows your voice to be heard as well as your peers.

# **Empower confidence** and control.

More descriptive information and imagery by default to strengthen brand identity everywhere it is shared.





**Solution Screens** 

When it comes to equality, Ms. Hathaway is a committed voice for change. She has previously served as an advocate for Nike Foundation to raise awareness against child marriage.

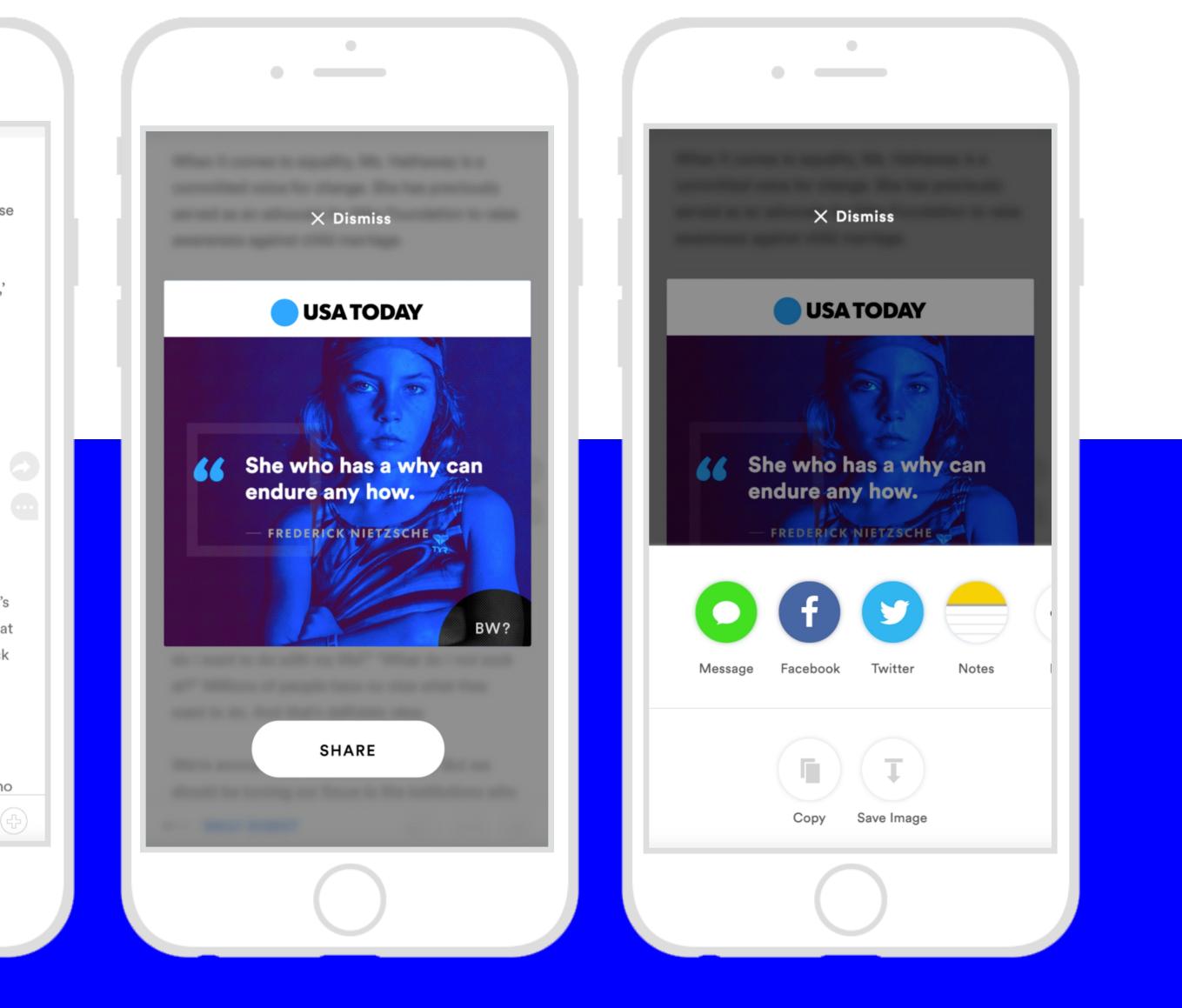
In 2013 she provided the narration on 'Girl Rising,' a CNN documentary film, which focused on the power of female education as it followed seven girls around the world who sought to overcome.

#### She who has a why can 66 endure any how.

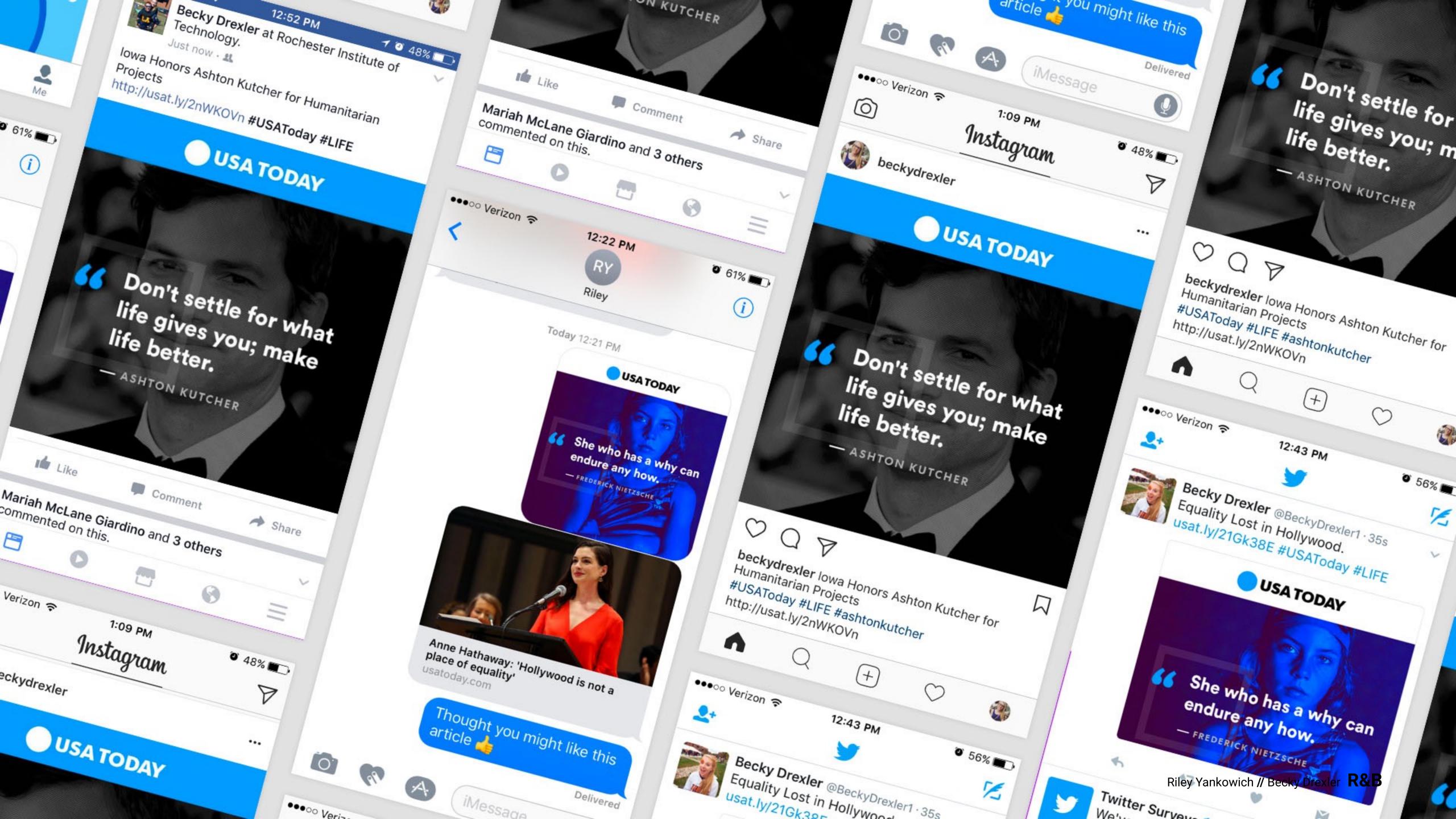
— FREDERICK NIETZSCHE

Most people's lives are still not perfectly clear. It's a struggle almost every adult goes through. "What do I want to do with my life?" "What do I not suck at?" Millions of people have no clue what they want to do. And that's defintely okay.

We're encouraged to judge each other. But we should be turning our focus to the institutions who







### **Enlighten Audience** Instantaneously.

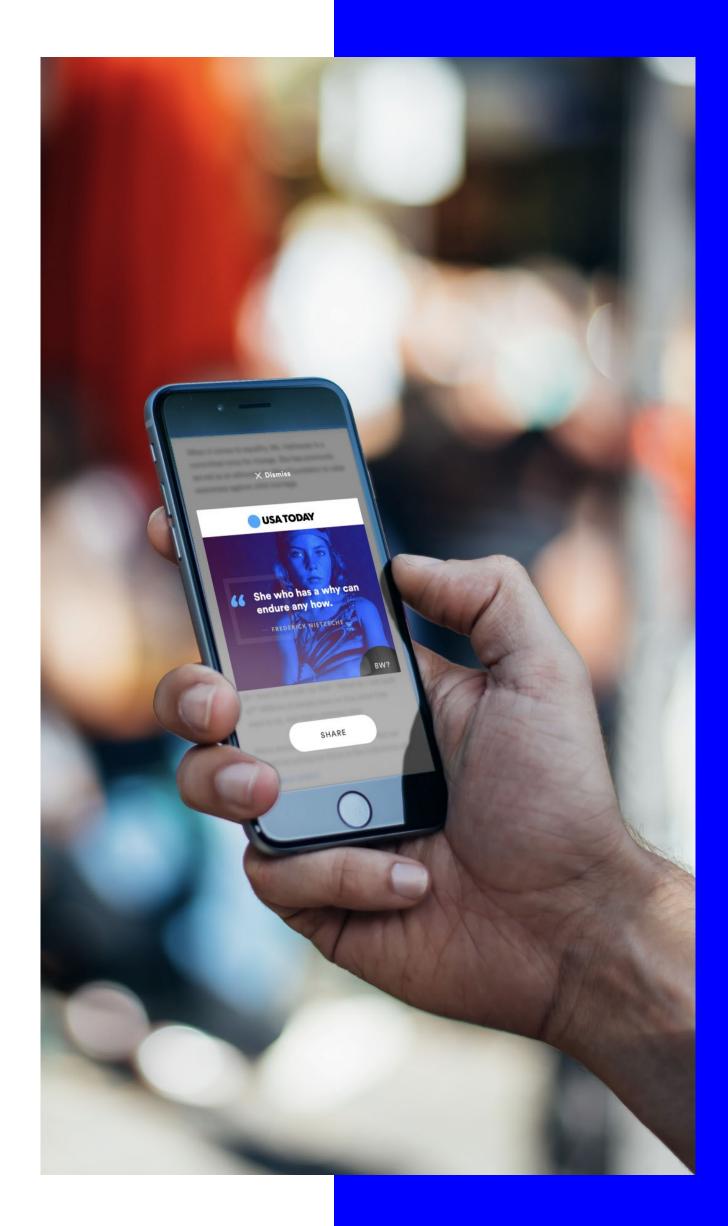
Personalized magazines, downloadable content, transitions

### **Express opinions and** promote conversations.

New platform for USA TODAY to hear their audience's voice

### **Empower confidence** and control.

Leverage the brand's iconic image to foster confidence in the content







# Thank you. Any questions?

