

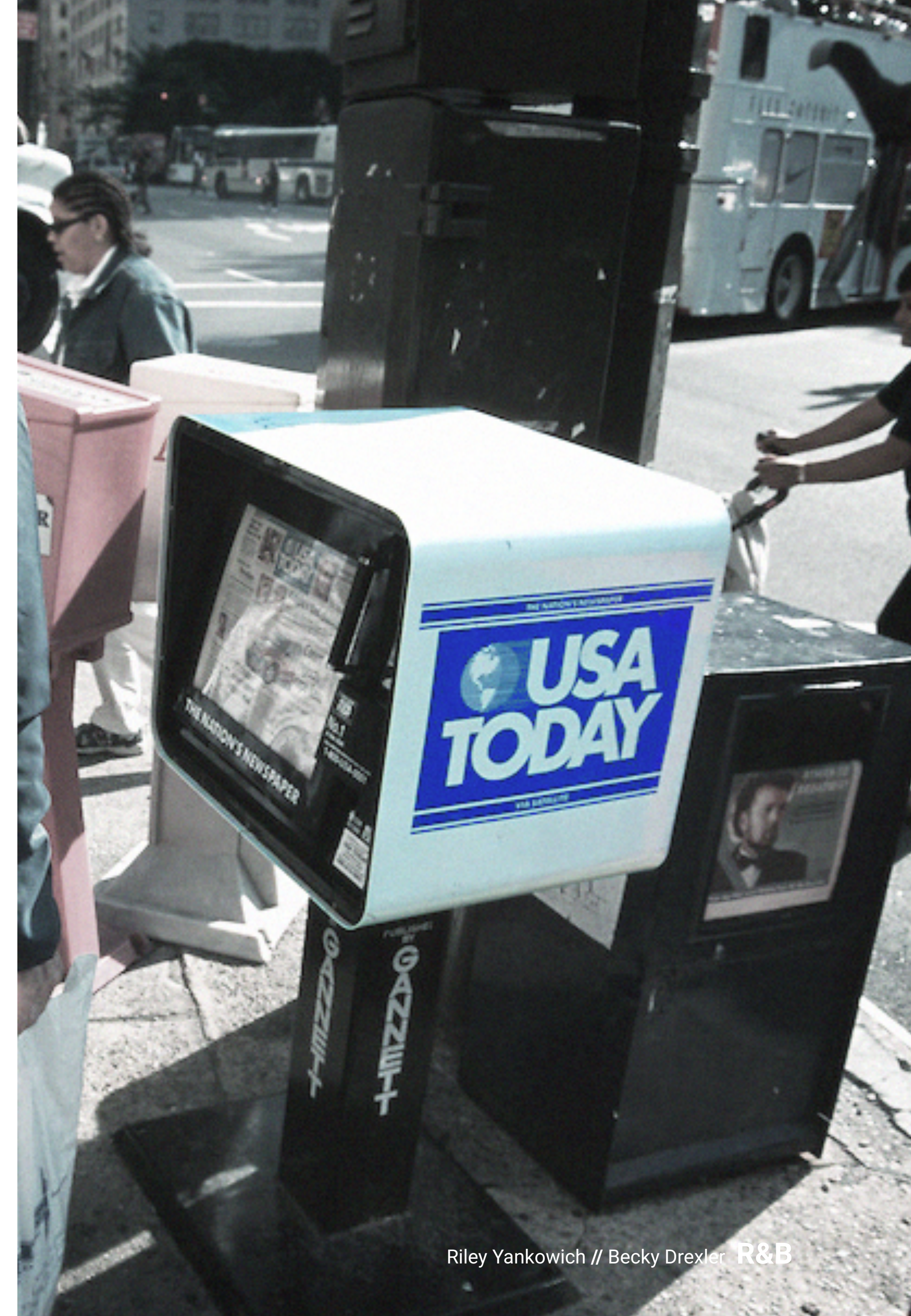
**USA
TODAY™**
A GANNETT COMPANY

R&B

Riley Yankowich // Becky Drexler

Our Solution.

Reinvent the *iconic* USA
TODAY



Why?

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.



Meet Jessica

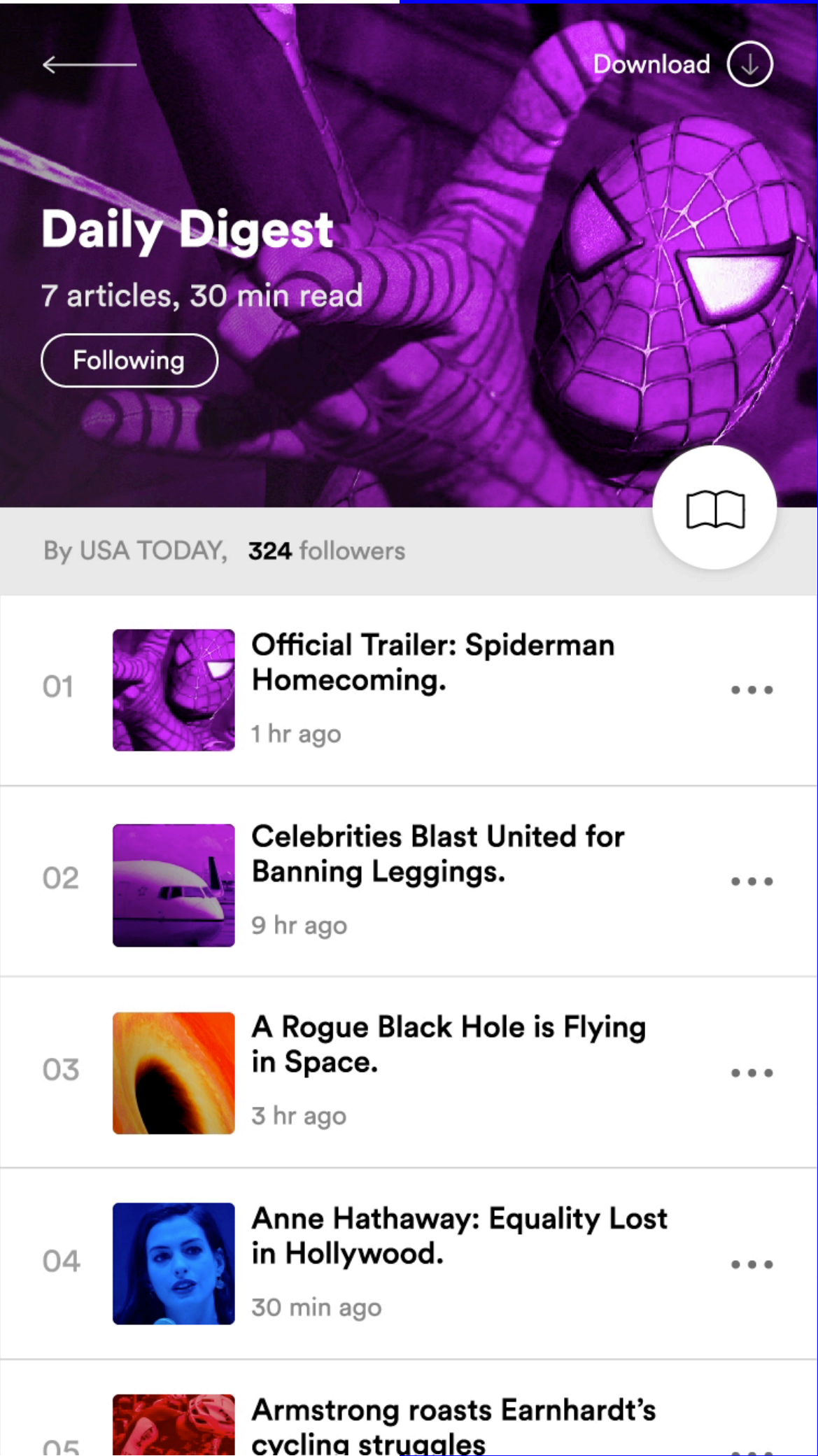
Quick news to-go.

Empowered and self-motivated.

USA TODAY activates static news in a skimmable way.

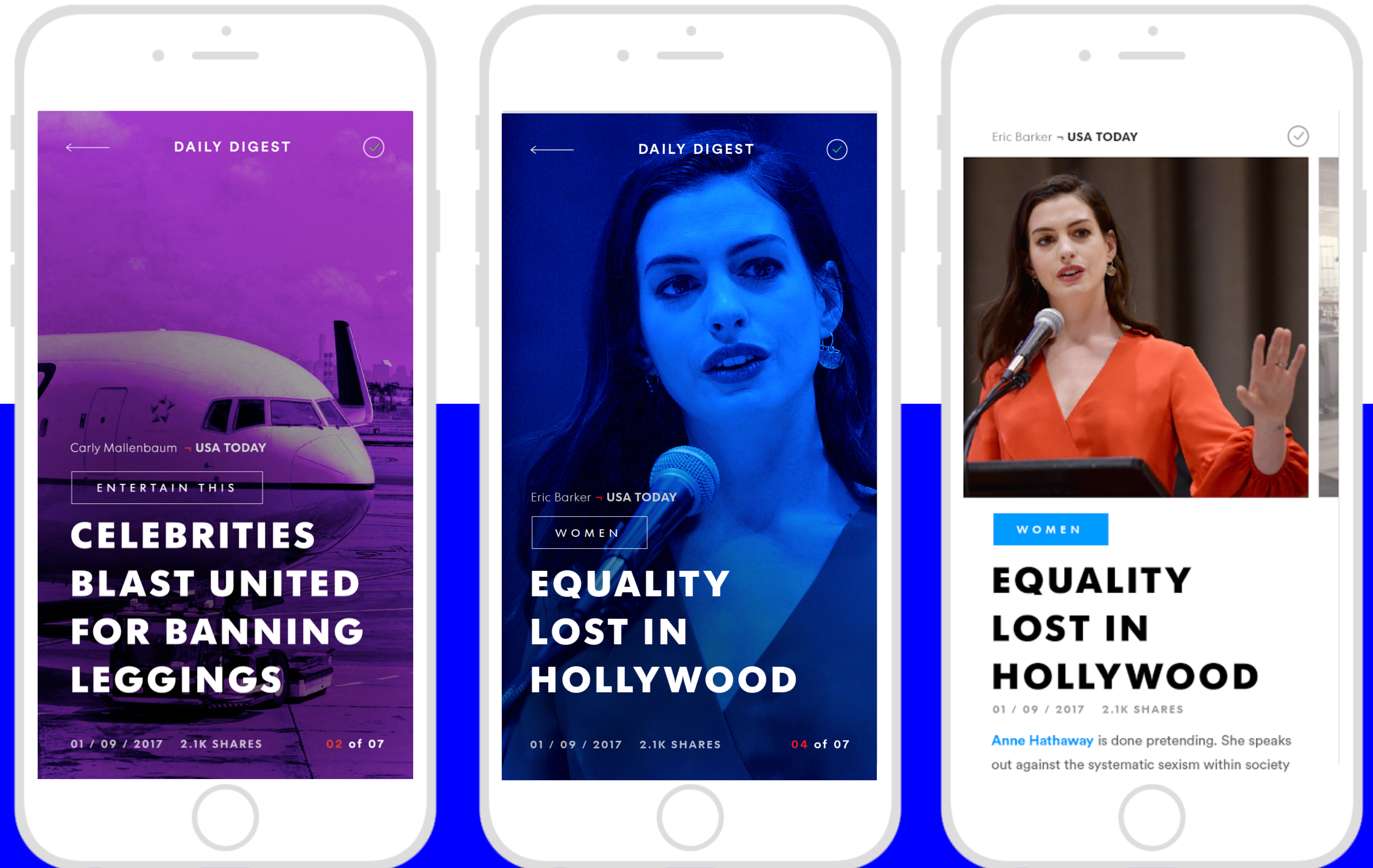
Enlighten Audience Instantaneously.

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



Solution Screens

**On-the-go,
skimmable
content**

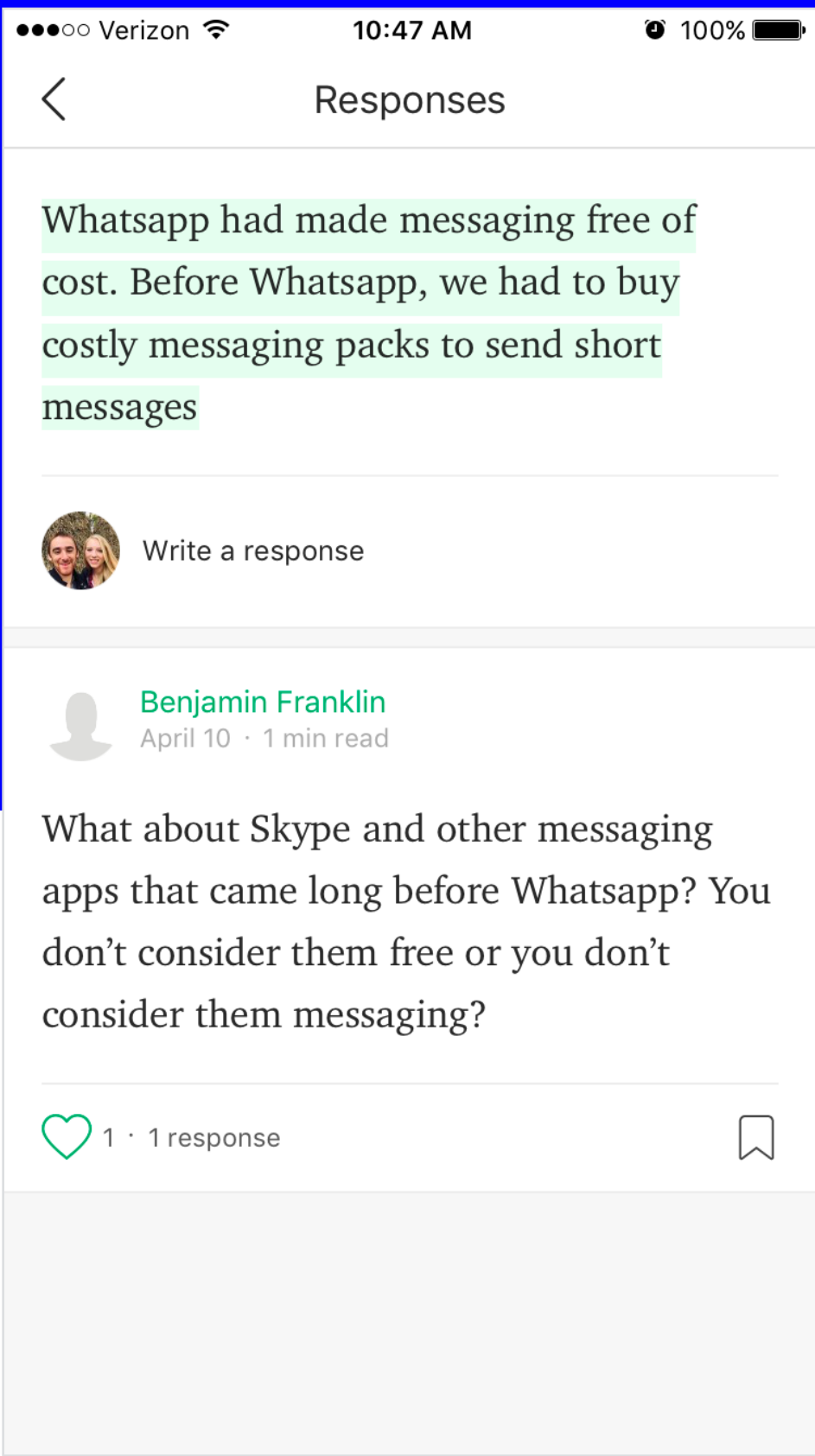


02

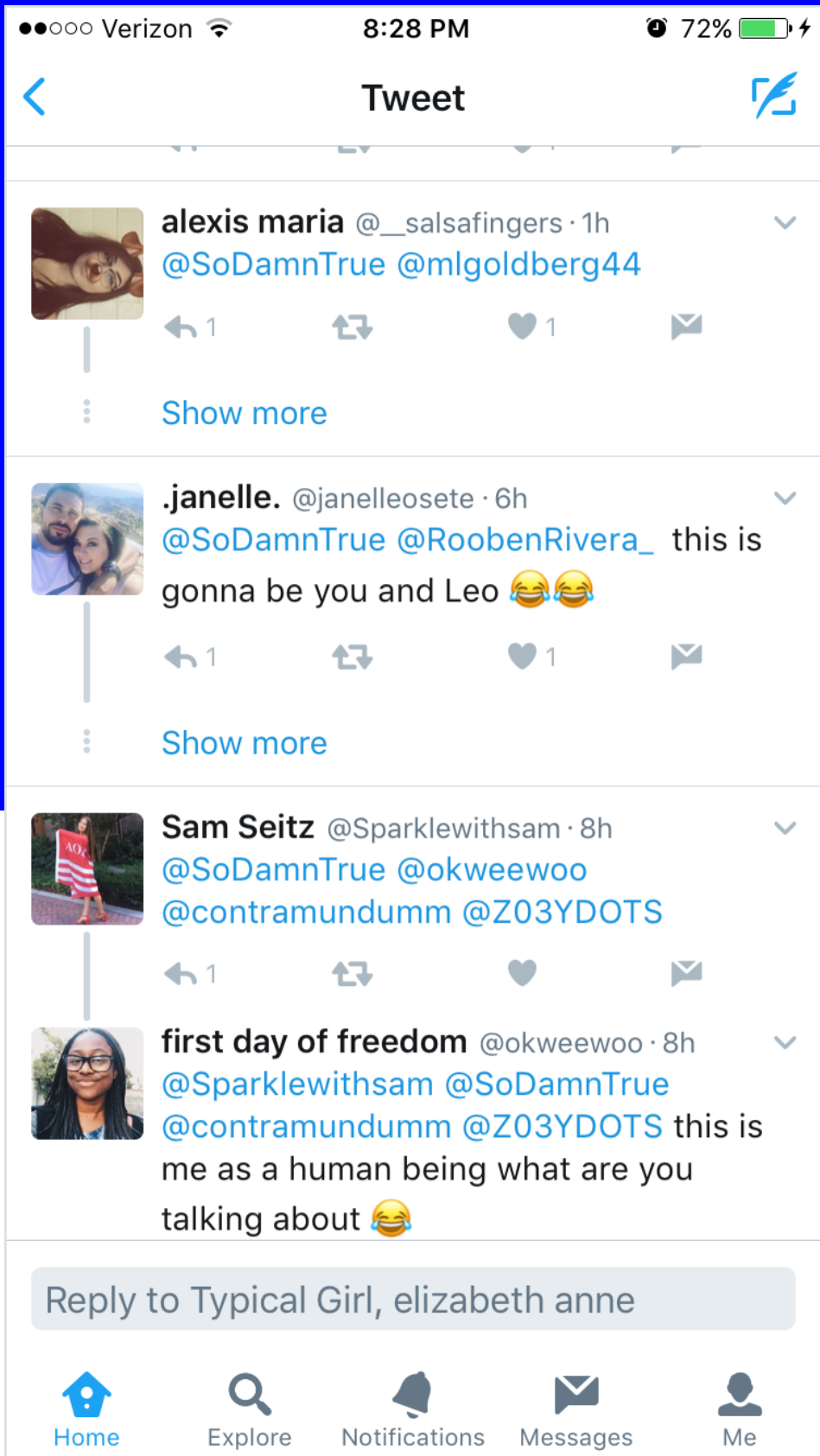
**Strengthen USA TODAY's community
through a custom commenting tool.**

Current Social Media Examples

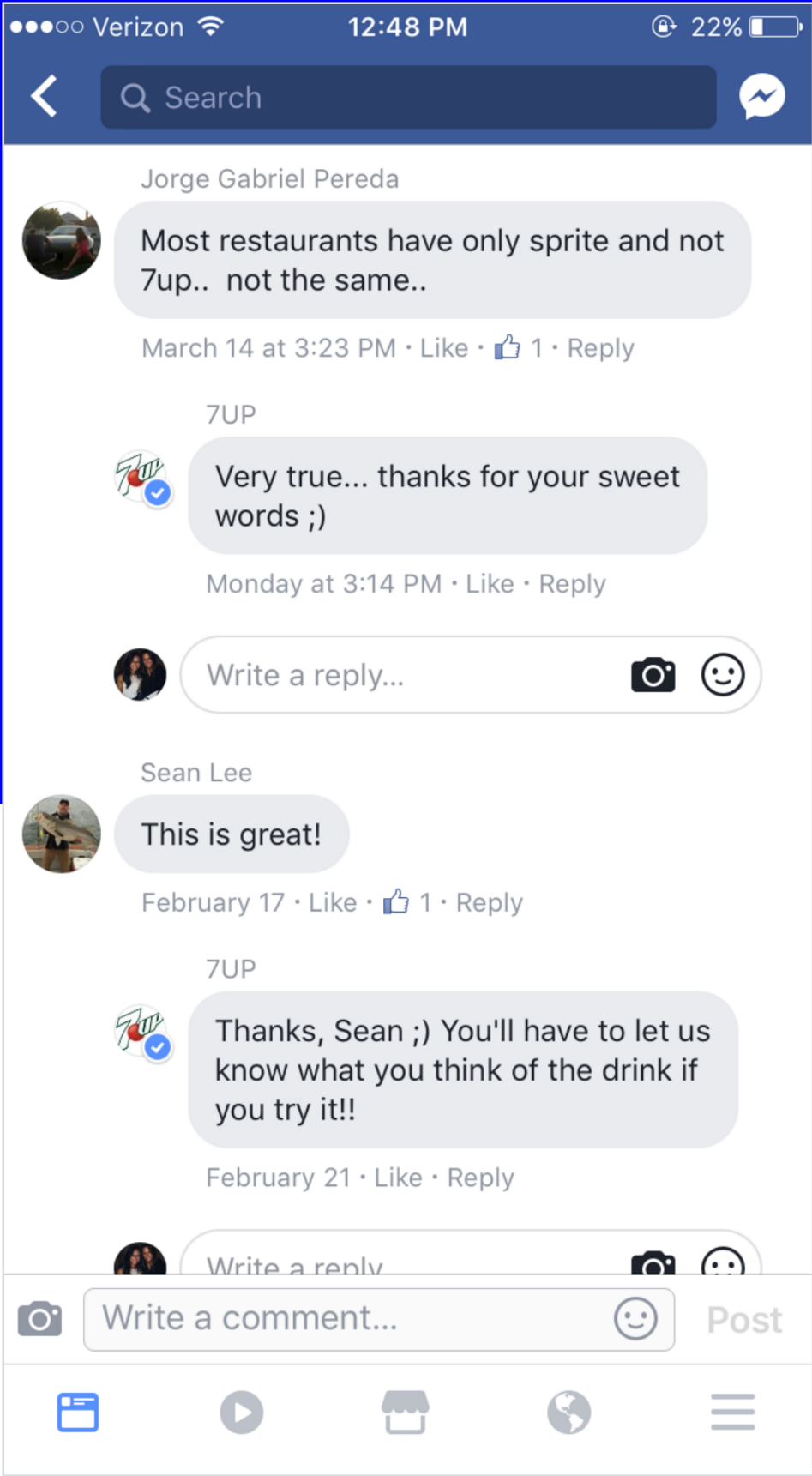
Creating Conversation



Medium → In-line comments



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

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.

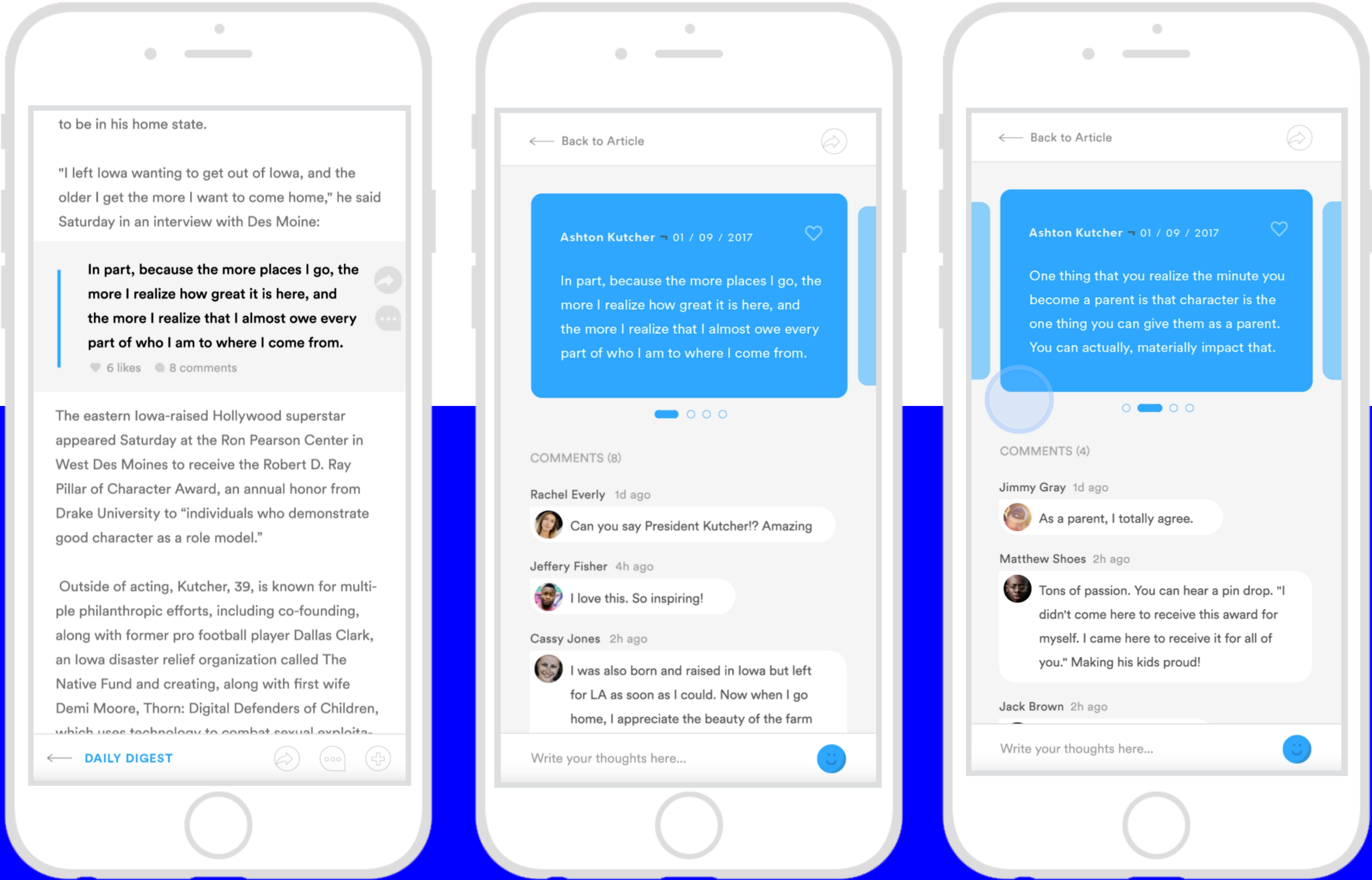
6 likes 8 comments

← DAILY DIGEST



Solution Screens

Creating Conversation

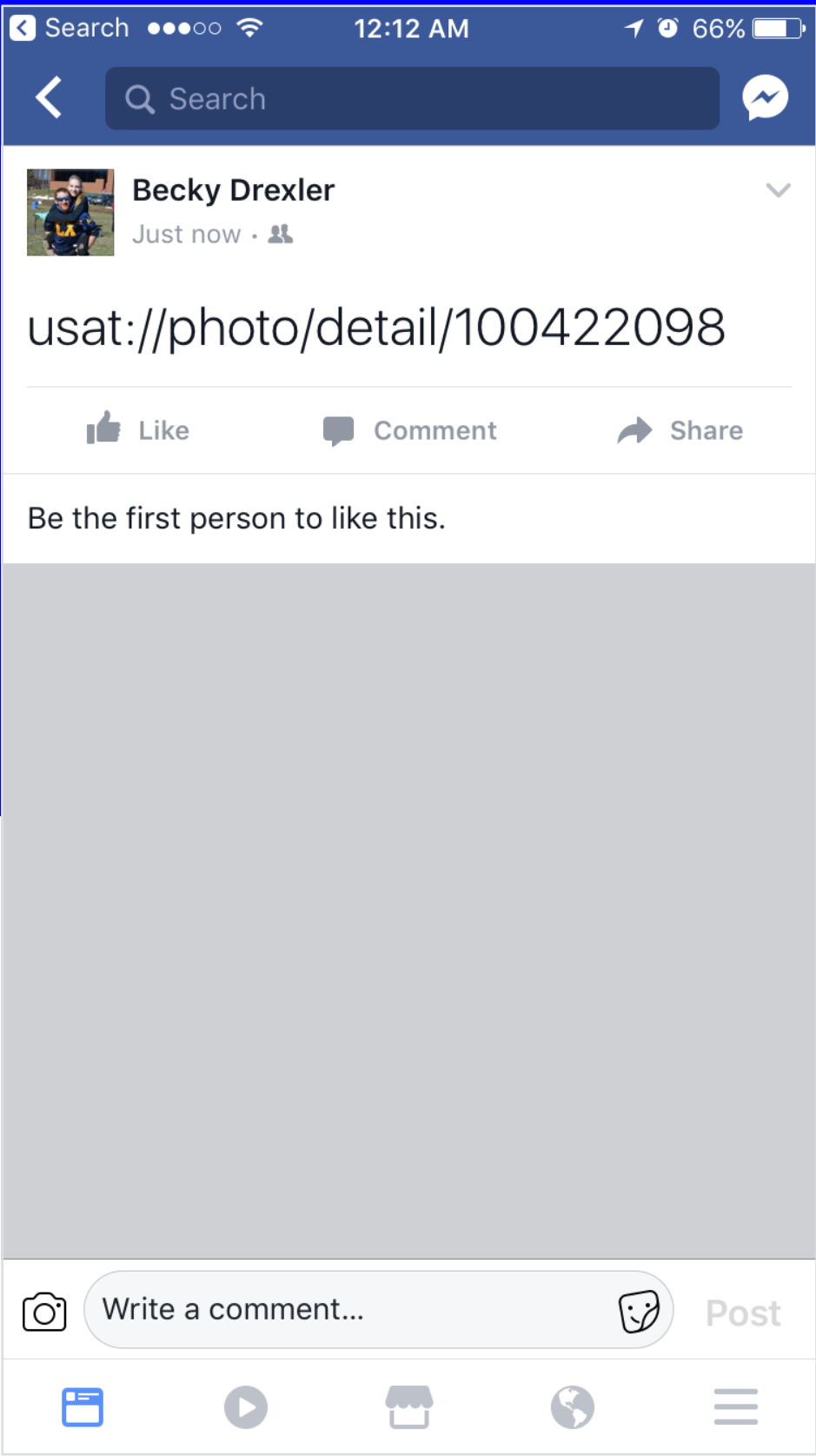


03

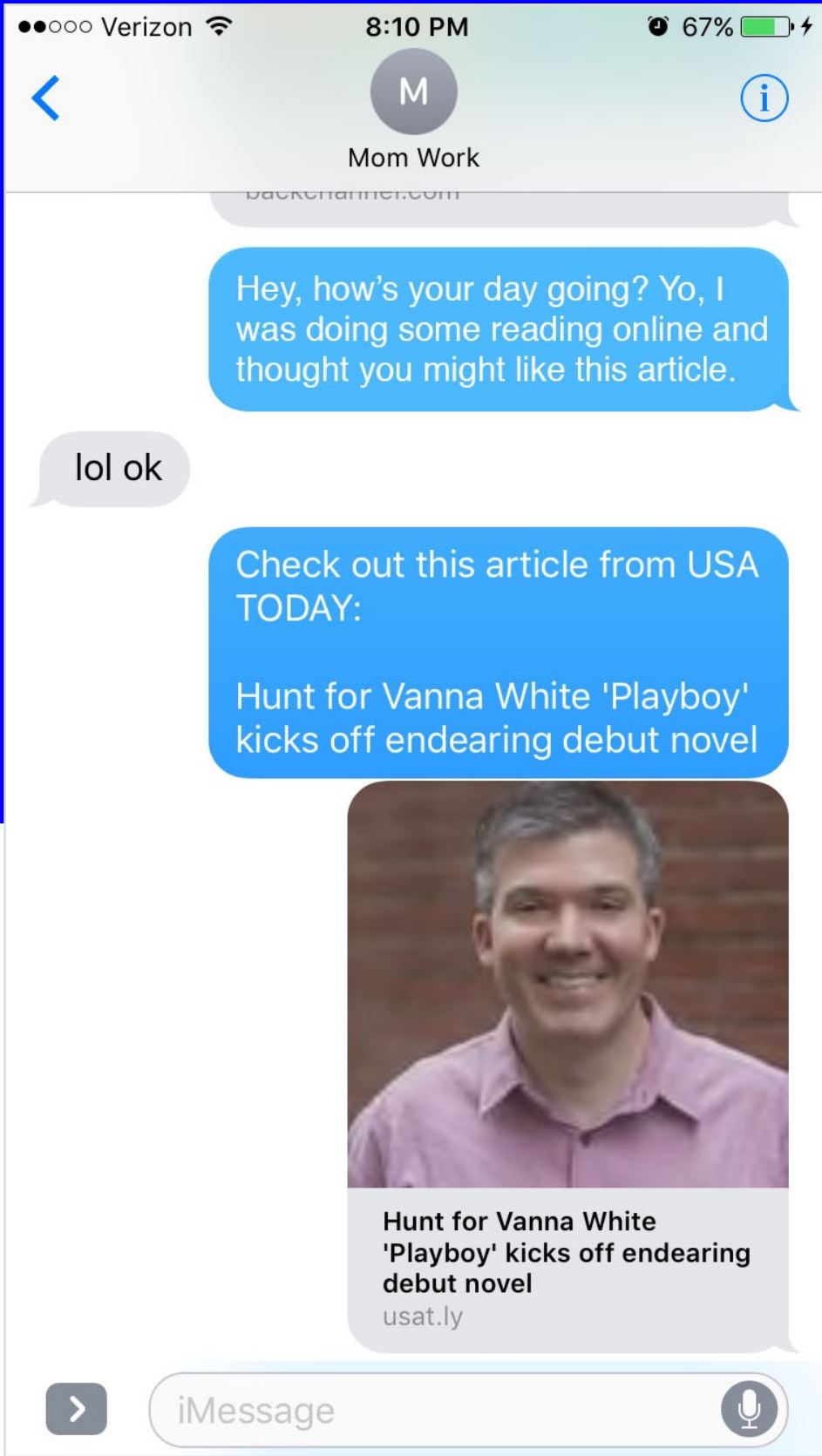
**Build branded share graphics to enhance
USA TODAY's social media presence.**

Current Examples

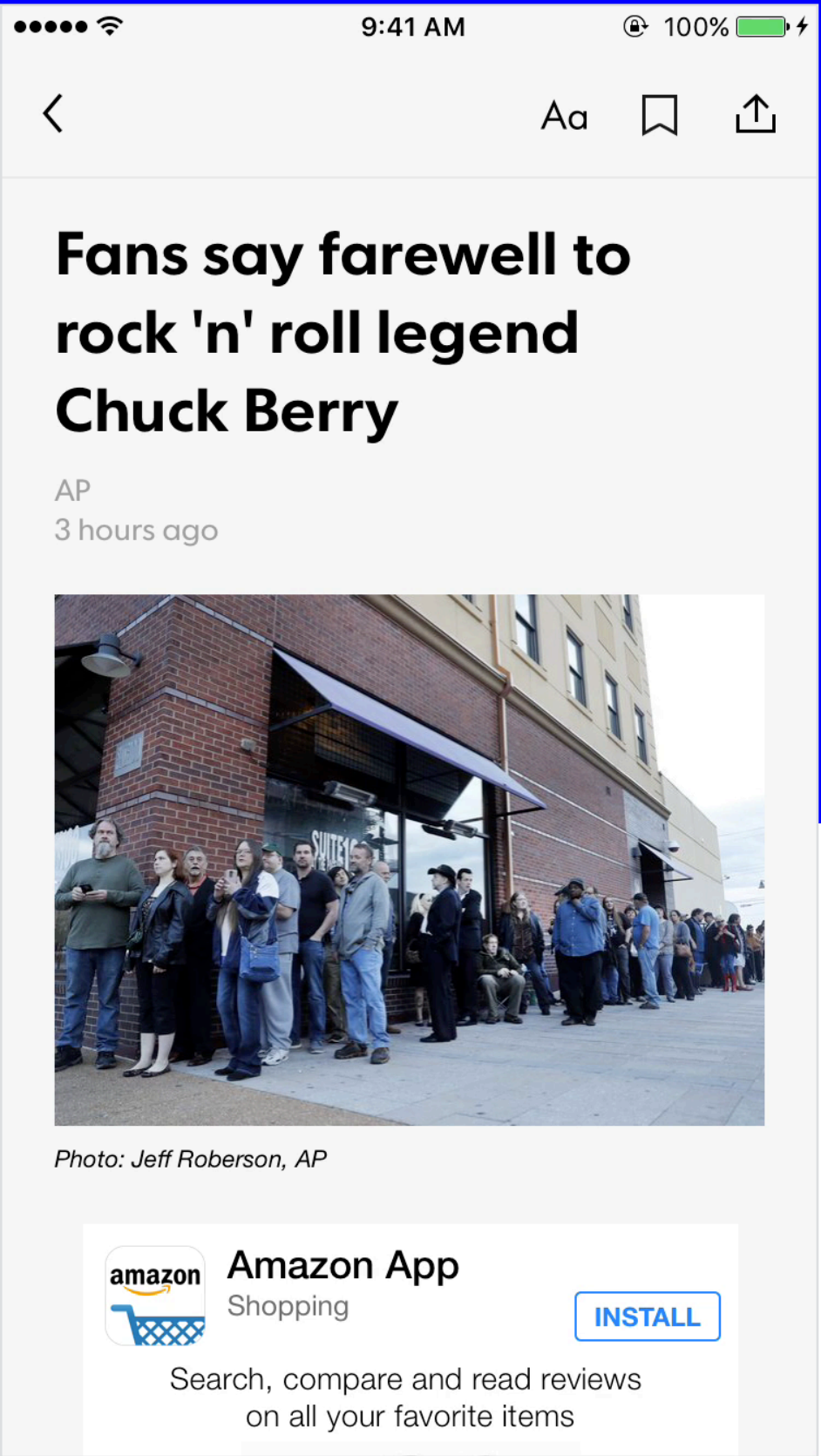
USA TODAY sharing



Sharing an article image



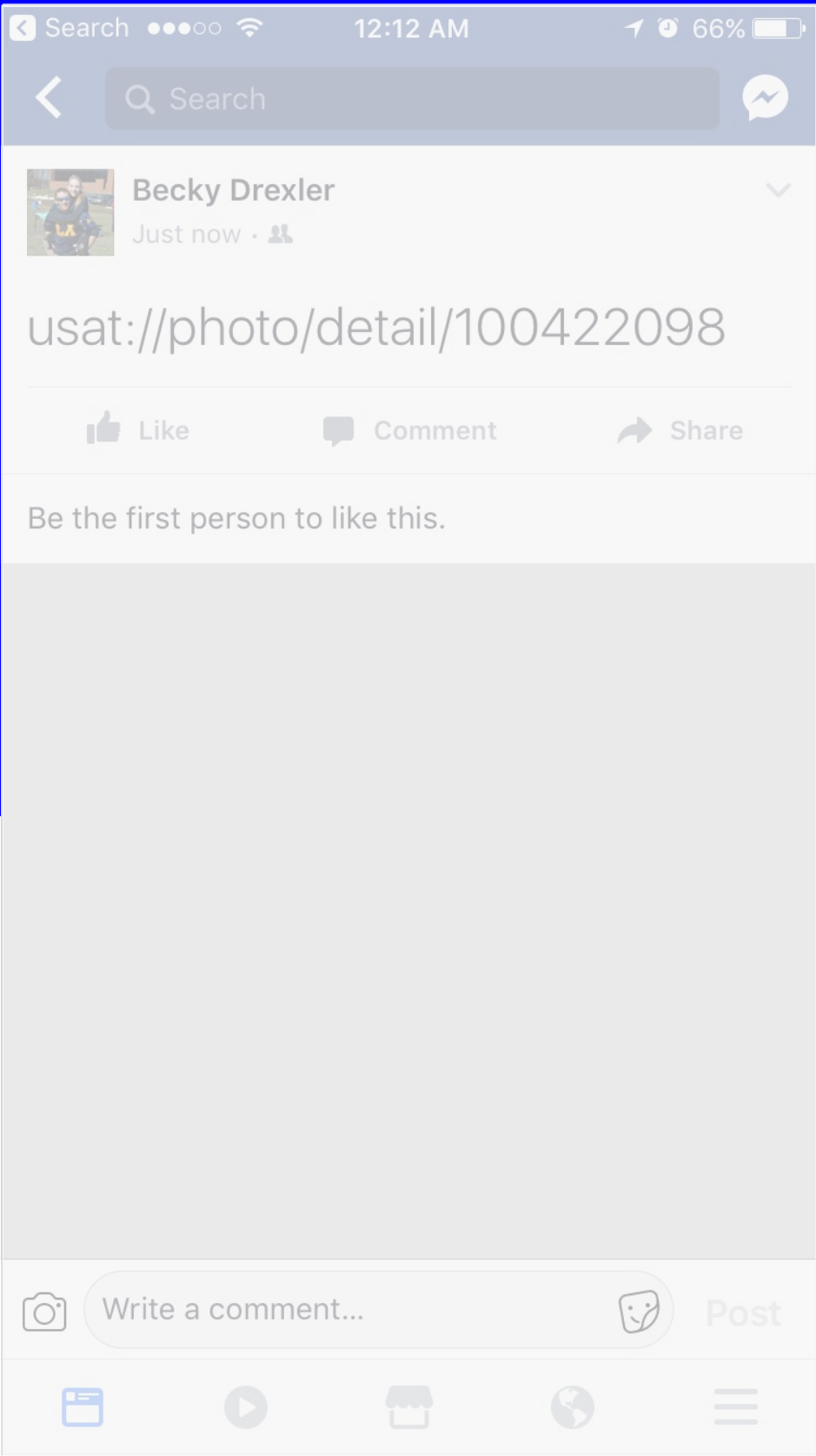
Sharing through text



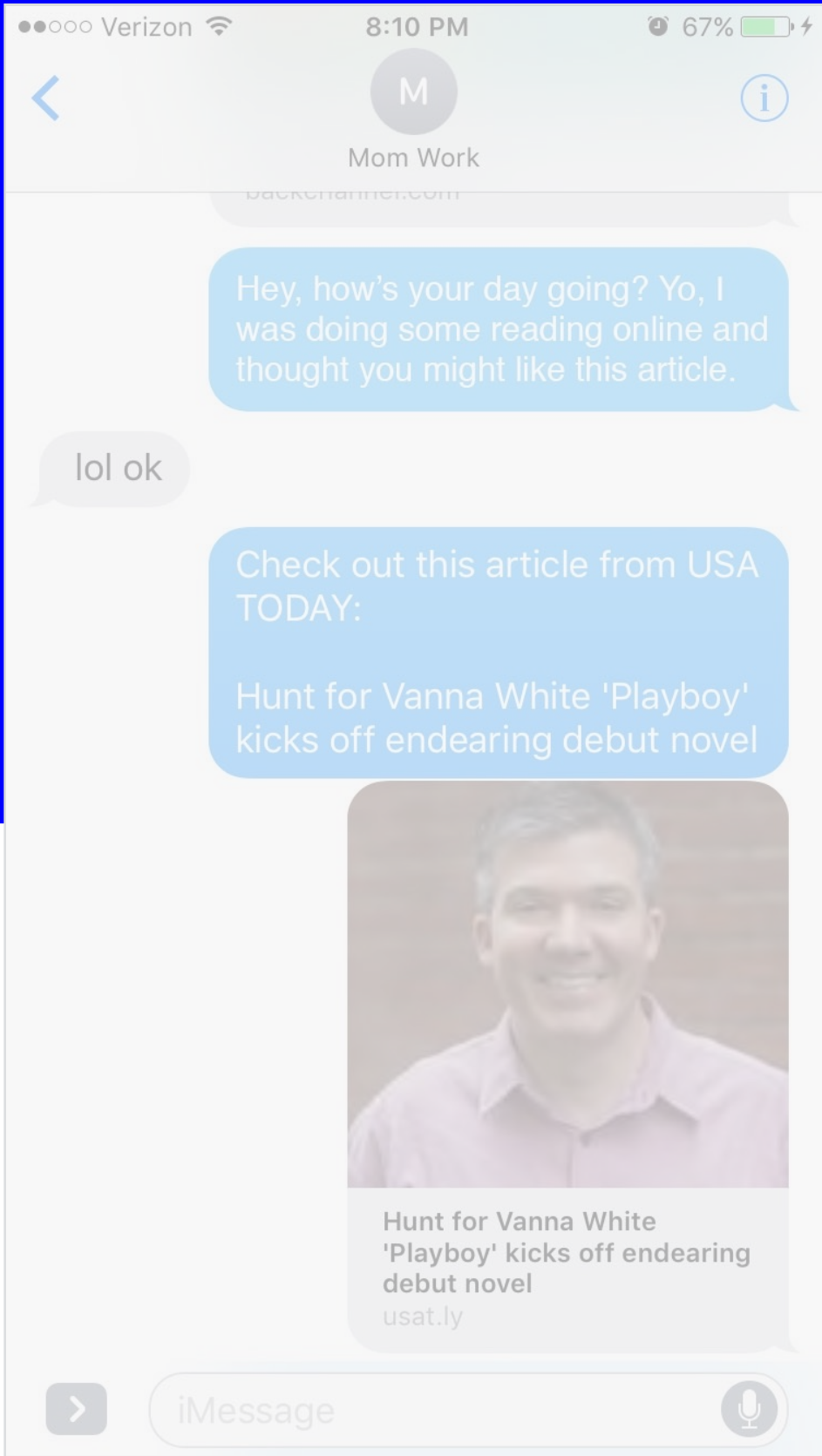
Saving to Notes

Current Examples

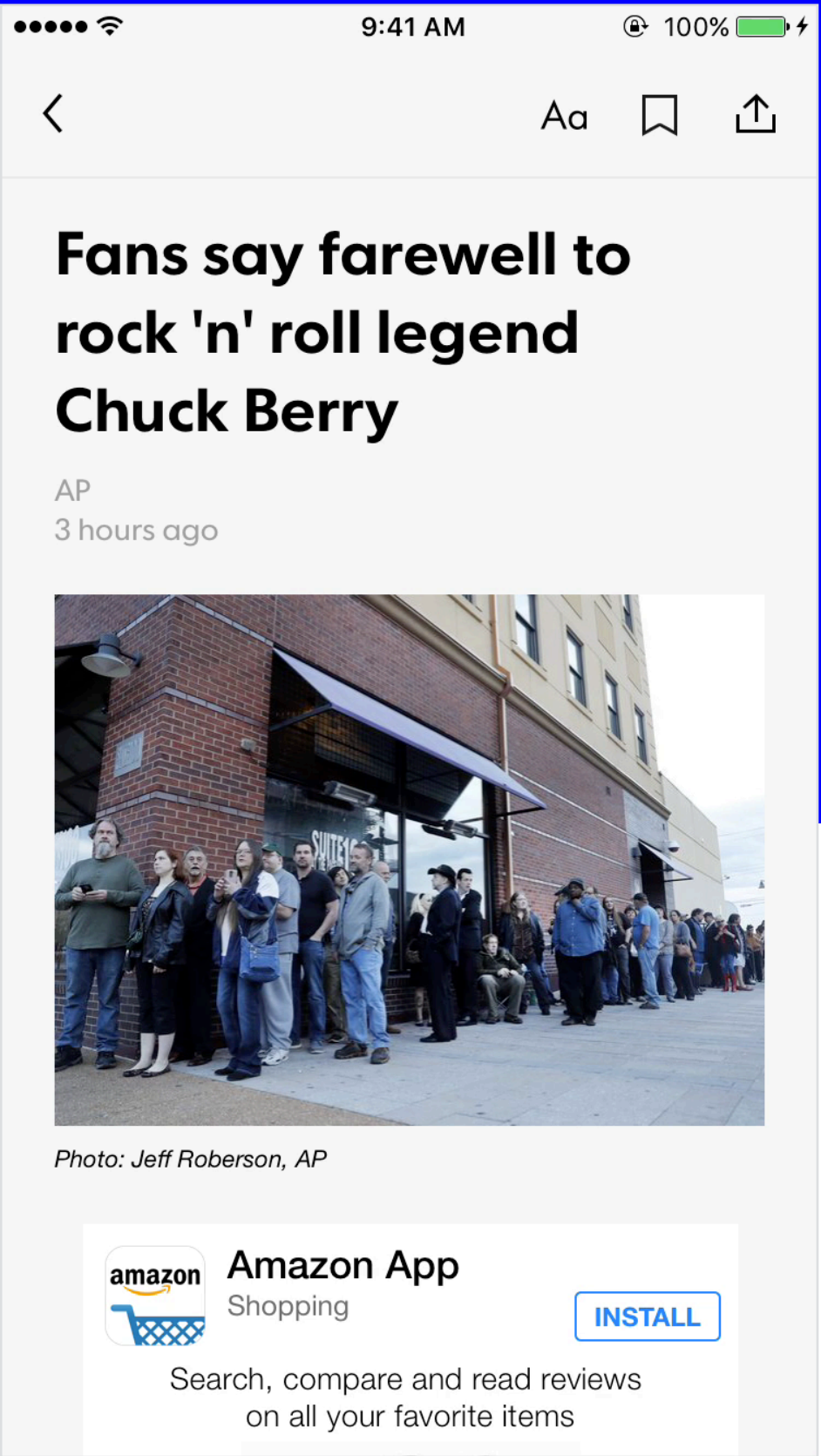
USA TODAY sharing



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.

Eric Barker → USA TODAY



WOMEN

**EQUALITY
LOST IN
HOLLYWOOD**

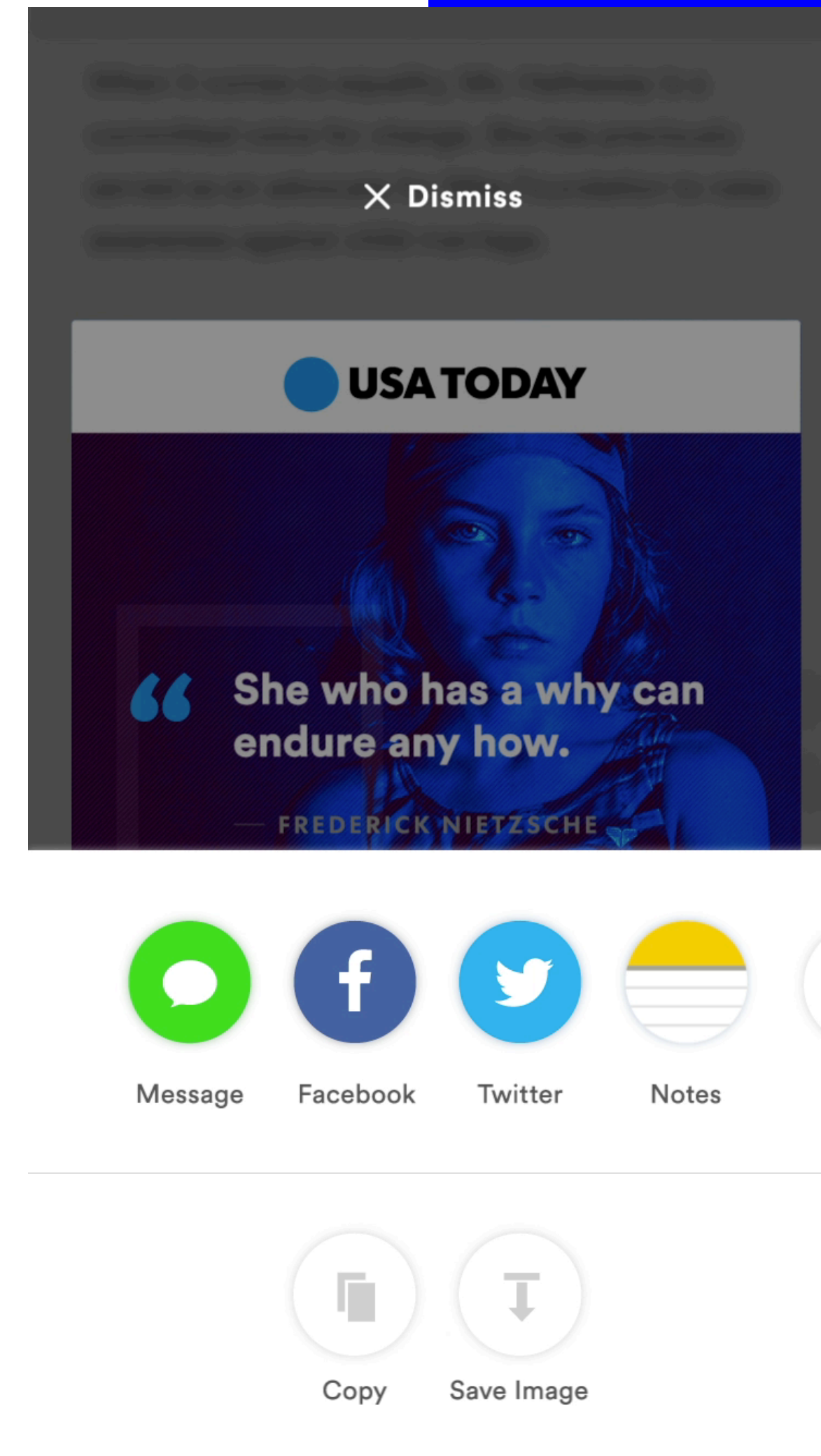
01 / 09 / 2017 2.1K SHARES

[Anne Hathaway](#) is done pretending. She speaks out against the systematic sexism within society

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

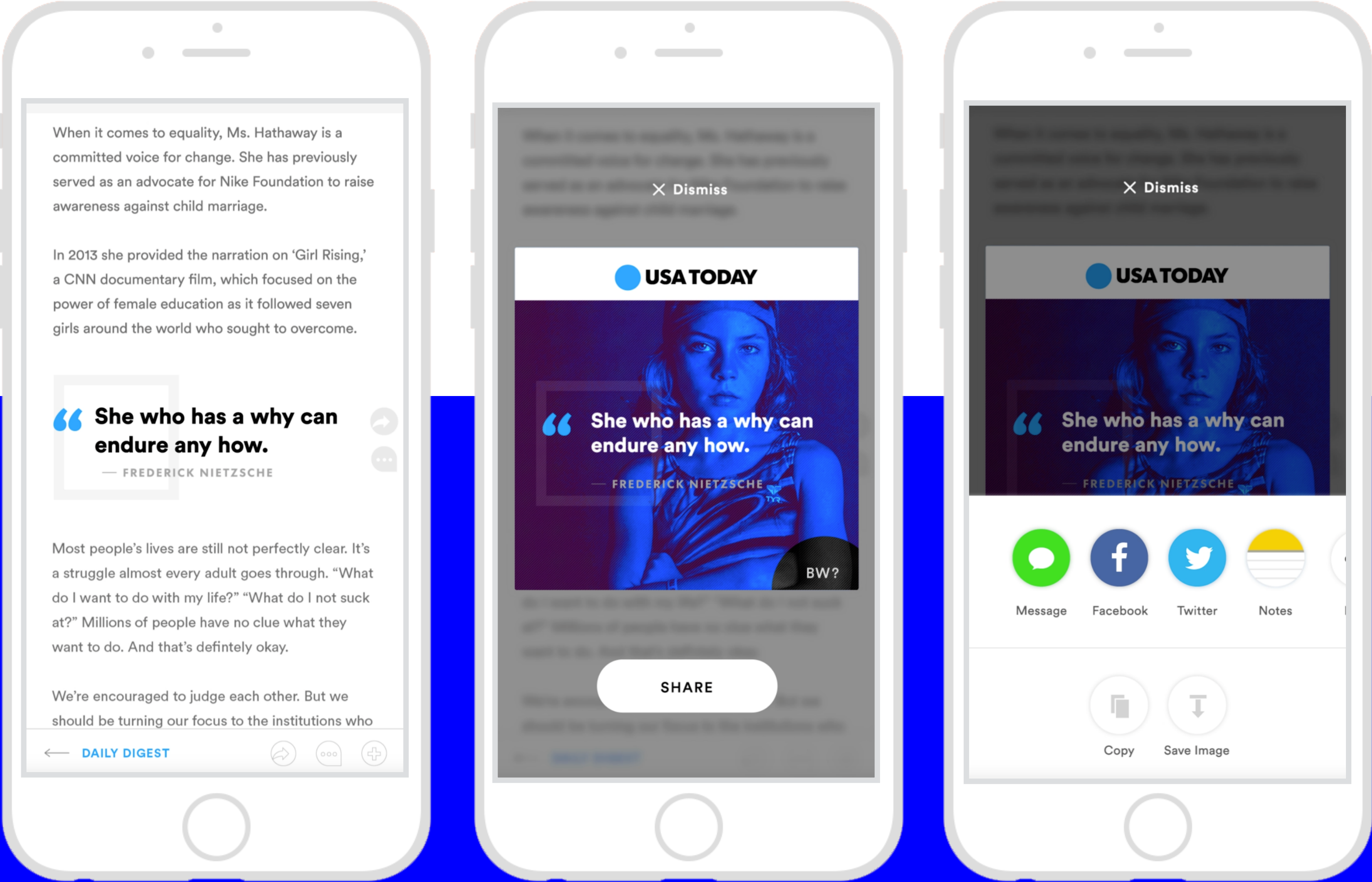
Empower confidence and control.

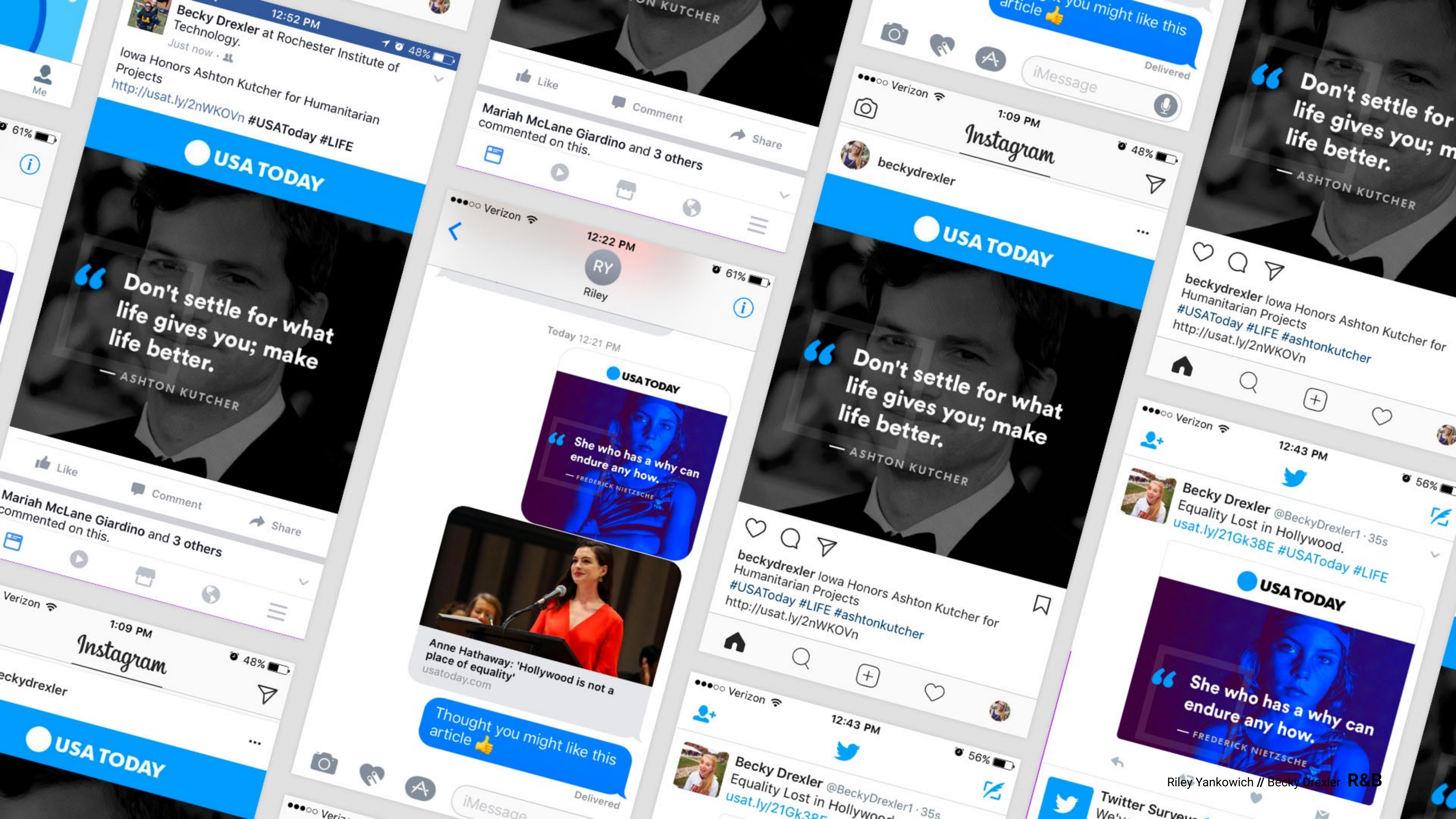
More descriptive information and imagery by default to strengthen brand identity everywhere it is shared.



Solution Screens

Confidence
in the image





12:52 PM 48%
Becky Drexler at Rochester Institute of Technology.
Just now · 2
Iowa Honors Ashton Kutcher for Humanitarian Projects
<http://usat.ly/2nWKOVn> #USAToday #LIFE

USA TODAY

“Don't settle for what life gives you; make life better.”
— ASHTON KUTCHER

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Verizon 12:22 PM 61%
RY Riley
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USA TODAY

“She who has a why can endure any how.”
— FREDERICK NIETZSCHE



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Delivered

Verizon 1:09 PM 48%
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buckydrexler

USA TODAY

“Don't settle for what life gives you; make life better.”
— ASHTON KUTCHER

buckydrexler Iowa Honors Ashton Kutcher for Humanitarian Projects
#USAToday #LIFE #ashtonkutcher
<http://usat.ly/2nWKOVn>

Verizon 12:43 PM 56%
Twitter
Becky Drexler @BeckyDrexler1 · 35s
Equality Lost in Hollywood.
usat.ly/21Gk38E #USAToday #LIFE

USA TODAY

“She who has a why can endure any how.”
— FREDERICK NIETZSCHE

“Don't settle for what life gives you; make life better.”
— ASHTON KUTCHER

Enlighten Audience Instantaneously.

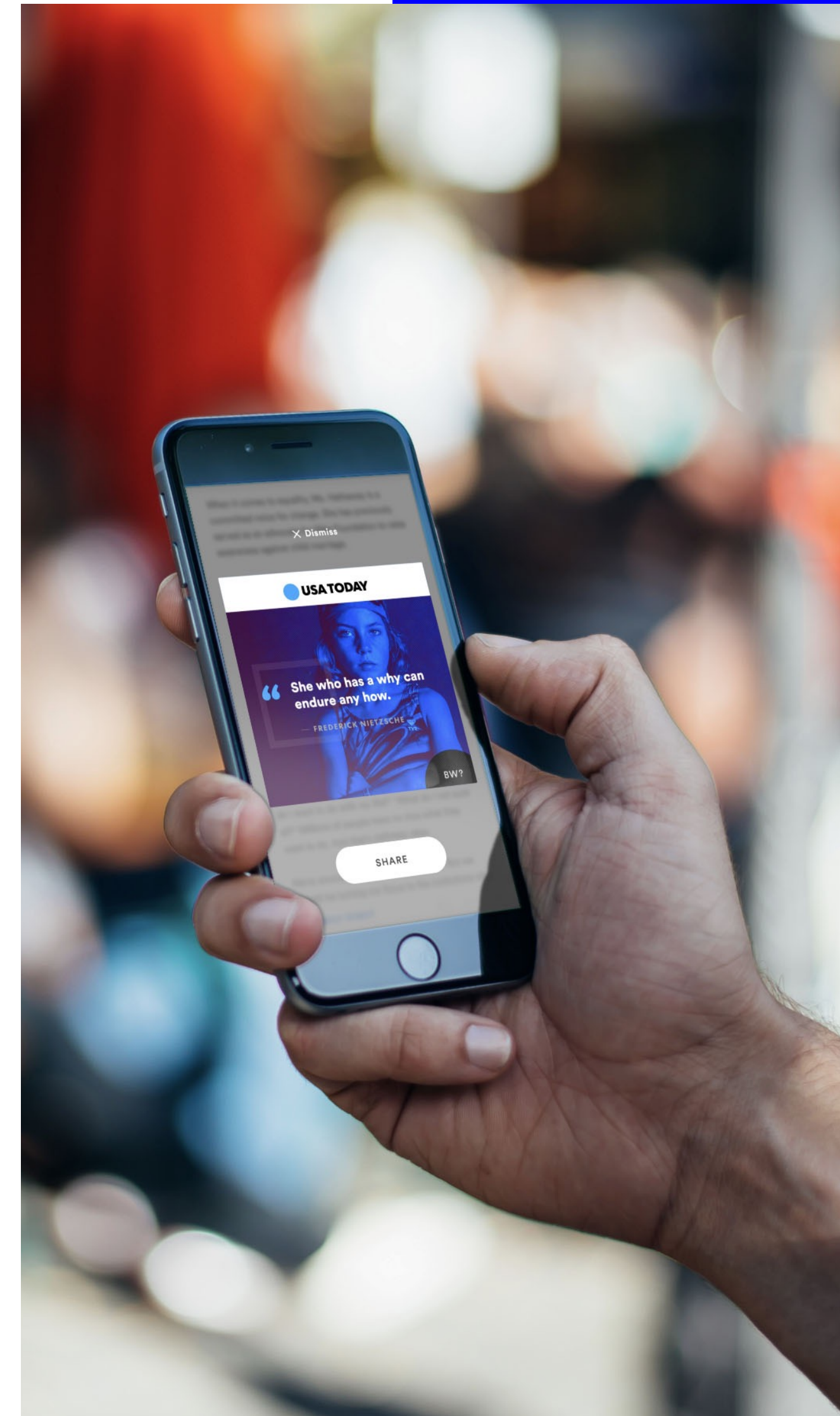
Personalized magazines, downloadable content, transitions

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?