The Seattle Times 2013 BRAND CAMPAIGN

GOAL

The goal of The Seattle Times brand campaign was to position The Seattle Times as a news media company that provides Northwest news that matters to our readers where, when and how they want it, across print and digital platforms.

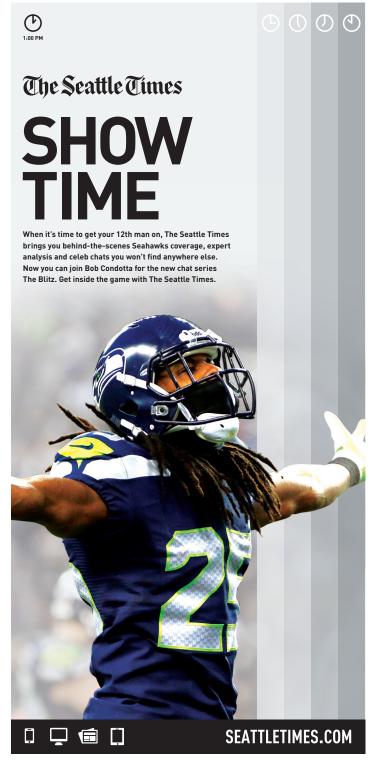
APPROACH

Through our creative execution we tried to establish meaningful connections by using evocative copy and visual imagery that conveys the depth and breadth of our content and how it fulfills the reader's need to know throughout the day.

SCOPE

The campaign appeared in print and online in Seattle Times products, as well as on other media sites, billboards, transit, stadium signage, rack cards, and on radio.

FULL PAGE







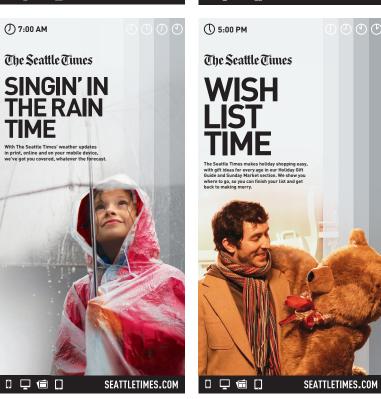


① 7:00 AM

TIME

The Seattle Times

QUARTER PAGE

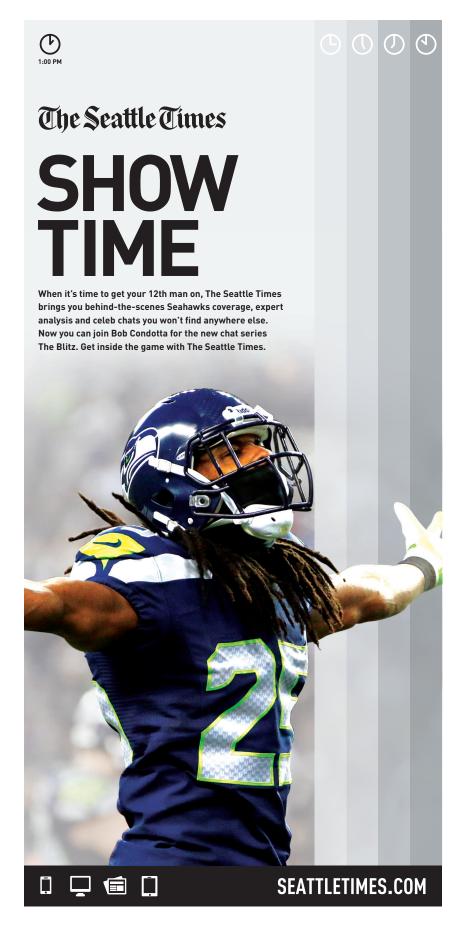




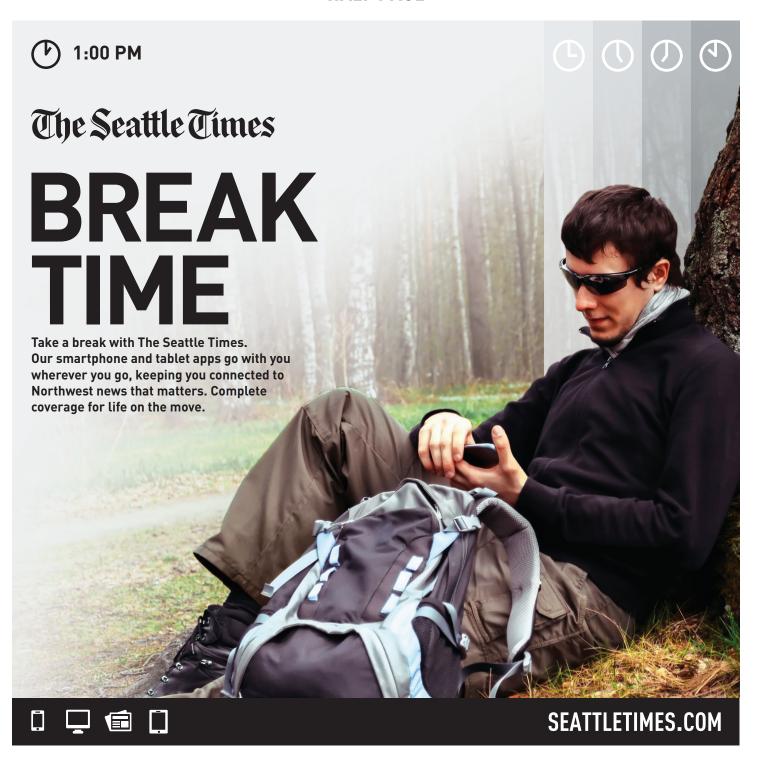




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QUARTER PAGE









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