

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




1:00 PM





The Seattle Times

SHOW TIME

When it's time to get your 12th man on, The Seattle Times brings you behind-the-scenes Seahawks coverage, expert analysis and celeb chats you won't find anywhere else. Now you can join Bob Condotta for the new chat series The Blitz. Get inside the game with The Seattle Times.





SEATTLETIMES.COM

HALF PAGE



1:00 PM



The Seattle Times

BREAK TIME

Take a break with The Seattle Times. Our smartphone and tablet apps go with you wherever you go, keeping you connected to Northwest news that matters. Complete coverage for life on the move.





SEATTLETIMES.COM

QUARTER PAGE



10:00 AM



The Seattle Times

CRUNCH TIME

Twenty minutes until the big sales presentation. Just enough time to check seattletimes.com for the latest news that could have a business impact. Keep your edge with local news that matters.





SEATTLETIMES.COM



7:00 AM



The Seattle Times

ALONE TIME

Curl up with The Seattle Times' Lit Life and recommended reads from Pulitzer Prize-winning book editor Mary Ann Gwinn. She makes being well-read a whole lot easier.





SEATTLETIMES.COM



7:00 AM



The Seattle Times

SINGIN' IN THE RAIN TIME

With The Seattle Times' weather updates in print, online and on your mobile device, we've got you covered, whatever the forecast.





SEATTLETIMES.COM



5:00 PM



The Seattle Times

WISH LIST TIME

The Seattle Times makes holiday shopping easy, with gift ideas for every age in our Holiday Gift Guide and Sunday Market section. We show you where to go, so you can finish your list and get back to making merry.





SEATTLETIMES.COM

FOS



7:00 AM



The Seattle Times

COMMUTE TIME

The Seattle Times goes with you anywhere you go, keeping you connected to Northwest news that matters.





The Seattle Times SEATTLETIMES.COM


1:00 PM



The Seattle Times

SHOW TIME

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SEATTLETIMES.COM

QUARTER PAGE

🕒 7:00 AM

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The Seattle Times

SINGIN' IN THE RAIN TIME

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SEATTLETIMES.COM

🕒 10:00 AM

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The Seattle Times

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SEATTLETIMES.COM

🕒 7:00 AM

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The Seattle Times

ALONE TIME

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SEATTLETIMES.COM

🕒 5:00 PM

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The Seattle Times

WISH LIST TIME

The Seattle Times makes holiday shopping easy, with gift ideas for every age in our Holiday Gift Guide and Sunday Market section. We show you where to go, so you can finish your list and get back to making merry.



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SEATTLETIMES.COM

FRONT OF SECTION

 7:00 AM

COMMUTE TIME

The Seattle Times goes with you anywhere you go,
keeping you connected to Northwest news that matters.







The Seattle Times

SEATTLETIMES.COM