

# The Sydney Morning Herald

## PROBLEM

Australia's key newspapers - The Sydney Morning Herald and The Age faced a hard truth:

Being respected isn't the same as being worth paying for.

Our challenge wasn't just cutting through noise - it was cutting through sameness to prove that
The Sydney Morning Herald and the Age weren't just another news brand - it was the one worth paying for.

## INSIGHT

Audiences pay for content that brings more of their world to them -
streaming, music, lifestyle - but still seenews subscriptions as paying for more of the same.

## IDEA

Prove that The Sydney Morning Herald wasn't just another news brand - it was the one worth paying for.

By positioning The Sydney Morning Herald and The Age as more than just news and
a subscription with them unlocks more of what you're into.

Recast them as a daily stream of stories, insights and experiences that make sense of your whole world.

## RESULTS

**Subscriber Acquisition:**

**+13%**

**Average Monthly New Subscriber Growth:**

**+18.06%**

**Active Subscriber Base:**

**+10.6%**

# ALL YOURS

With a subscription to The Sydney Morning Herald.













