

## New Ad Campaign in Austin: 'Your Life. Your Statesman'

At a time when newspapers are viewed as “struggling” against a backdrop of an economy in deep recession, the [Austin \(Texas\) American-Statesman](#) is showing that it has a healthy bottom line. The newspaper recently unveiled a campaign that promotes the strength of its print product and the relevancy of that print product in readers’ everyday lives. The **“Your Life. Your Statesman.”** 18-month campaign, which asserts **“It’s Your Life. Live it Better with the Statesman.”** includes a series of television, radio, print and online advertisements delivered in a moving slam poetry – and distinctly Austin – style.

“We believe that now, more than ever, only the Statesman provides news and information that matter to the lives of Central Texans,” said Vice President for Marketing Lisa Sullivan. “From local news to information on finances, sports, coupons and more, the Statesman is the way that more than 800,000 people in our area start and end the day,” she added.

The campaign was designed to show the benefits that the Statesman in print offers people’s lives and to do it with a fun Austin-like flair. Utilizing the slam poetry form – a theatrical art form of telling a story – five different characters speak as poets on how the Statesman touches all aspects of their lives. Development of the slam poets’ personas was based on research of Statesman readers and on results from focus groups.

Just as the characters in the campaign’s television and radio commercials step up to the mic, the Statesman is encouraging their readers to do the same through its “What’s Your Headline?” Slam Poetry contest.

Participants are asked to share, in the form of a slam poem, how they live their lives better with the Statesman. Three Capital One ® gift cards, ranging from \$500 to \$100, will be awarded to the top three winners. The deadline for the contest is May 31.

Over the next few months, the **“Your Life. Your Statesman.”** campaign will begin to focus on those who report the news every day.

More information on the campaign, including contest information, subscription offers, the television and radio commercials, an invitation to join an Internet-based readers panel, and advertising information is available at [statesman.com/yourlife](http://statesman.com/yourlife).

### JobsPlus

In other news, StatesmanJobs in print is now JobsPlus – a guide to balancing work and life. The lifestyle section – for both active as well as passive job seekers – is available every Sunday in the Statesman and offers its readers helpful information for creating and maintaining a balance between work and life, job search tips, how-to advice on work-related issues, a focus on jobs that are in demand despite the economic downturn, information on emerging career paths, and interesting and unusual Central Texas jobs.

To view a larger version of the above ad, plus four additional ads, click on the links below:

[Ad #1](#)

[Ad #2](#)

[Ad #3](#)

[Ad #4](#)

[Ad #5](#)



While much of the recruitment industry is moving exclusively to online, the Statesman recognized the demand for informative content to remain in print. As many reinvent themselves and their career paths in this economy, the Statesman took innovative steps to reinvent StatesmanJobs in print into JobsPlus.

“As the reality of the changing job scene locally and nationally set in, we set out to add to our popular print guide and make it an even more relevant tool in our readers’ lives,” said Statesman Publisher Michael Vivio. “The work-and-life guide also offers employers an opportunity to not only list their jobs, but also brand their company as a desirable place to work. Now, more than ever, companies need to get the word out to prospective employees and customers,” he added.

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