



INDUSTRY

Media and Entertainment

PROJECTS

Awareness Campaign

Direct Mail

Online Communications

Tagline

Tribune, Newscom

NewsCom, a joint venture of Tribune Media Services and McClatchy, was one of publishing's first to offer RSS Service – a seamless way to deliver customized content to computer desktops in real time. They turned to Brainforest to create a buzz, build awareness and generate sign-ups for this premier service offering.

Brainforest developed an integrated awareness campaign including a dynamic and memorable theme, a resilient tagline and a series of Direct Mail and Email components. Not only did the campaign create interest and new sign-ups, but the tagline Brainforest developed was so popular that it became the corporate tagline.

Brainforest is a creative agency rooted in strategy.

Your brand has fleeting, valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

To begin creating your own success story, contact Nils Bunde at 312.492.6600 or nils.bunde@brainforest.com

BRAINFOREST™

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www.brainforest.com