

**Conference Promotion**

Newspaper Association of America: "Connecting Marketing and Results"

**Background**

NAA is America's largest newspaper trade association, and is widely considered to be the leading authority on newspaper-related topics such as management, production, advertising, marketing, and technology. The audiences for these promotions are previous and prospective attendees to two collocated meetings. One is called NAA'S MARKETING CONFERENCE and the other is called NAA'S CONNECTIONS CONFERENCE. The latter has a focus on technology as it relates to the newspaper industry.

**JDG's Solution**

The goal of the companion campaigns is to increase attendance at both conferences. Although the target audiences and topics are distinct, JDG Communications recommended creating synergies between the promotions for both conferences as many individuals within a member organization may actually have a need to attend both conferences.

This campaign was designed by JDG Communications to convey the prescient message of fierce competition. This was accomplished through the use of football-related imagery, and taglines for the conferences that also refer to competition directly.

The campaign consisted of printed and Web-based components including several direct mail promotions that consisted of postcards and brochures, email promotions that drove recipients to a campaign-related Flash animation that subsequently led the viewer to an online registration form.

**Results**

In spite of the conflict over the January 26-29 Super Bowl weekend, the attendance for the MARKETING CONFERENCE increased 85% over the previous year, and the CONNECTIONS CONFERENCE attendance increased 20%.

*"The NAA marketing team was extremely thrilled with the attendance results and especially pleased that a potential negative was turned into a positive!"*

**Marketing Manager**  
Newspaper Association of America

