

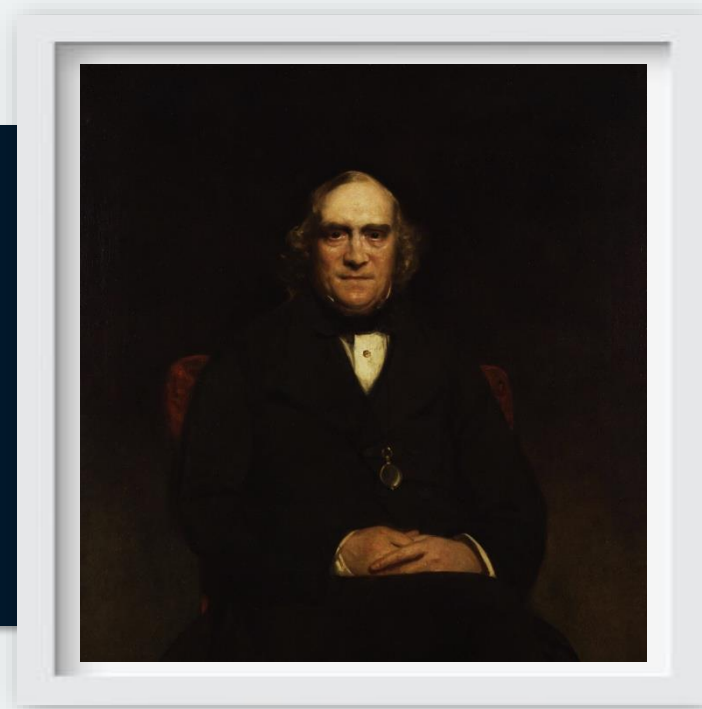
The Economist

What does *The Economist* do?

”.....takes part in a severe contest between intelligence, which presses forward, and an unworthy, timid ignorance obstructing our progress.”

Said by Wilson: Our founding Editor in 1843!

We fight against ignorance because ignorance gets in the way of progress.



THE
ASK

Help

The Economist

grow its awareness and
relevance among younger
people in the UK

The challenge

It's a crazy time. So much change. So many global tensions. So many unexpected things happening. It's hard to stay up-to-date. It's hard to know who to trust.

Against this chaotic and fragmented background, *The Economist* represents a safe haven: a trusted source of analysis for global news and current affairs.

We have never had so many subscribers (1.4m)

One of the highest levels of social media interest amongst sources of news and current affairs:

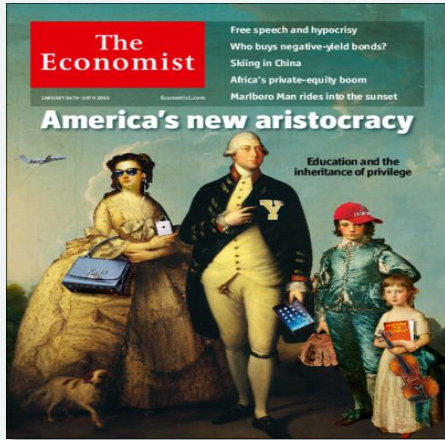
- 9m followers on Facebook
- 24m followers on Twitter
- 3.5m+ followers on Instagram

However, despite 30% of all new subscribers being students, the average age of our subscription base is around 40 years old.

Which should not be the case: our content has never been more relevant to a younger audience.

We are about being progressive: shining lights on social causes for the better good.

INEQUALITY



HUMAN RIGHTS



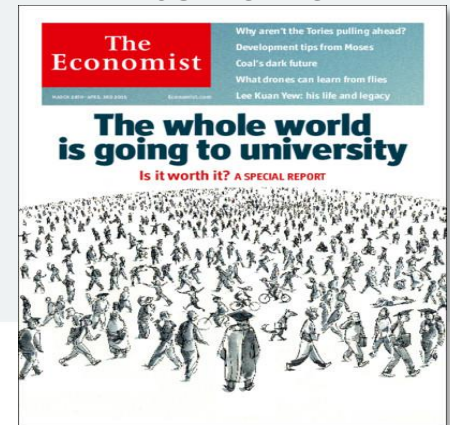
EDITING GENES

- We regularly write about important issues before anyone else.
- We talk about future forces that'll change the world.
- Things that younger people are interested in and need to know about.
- Issues that younger people can change now.

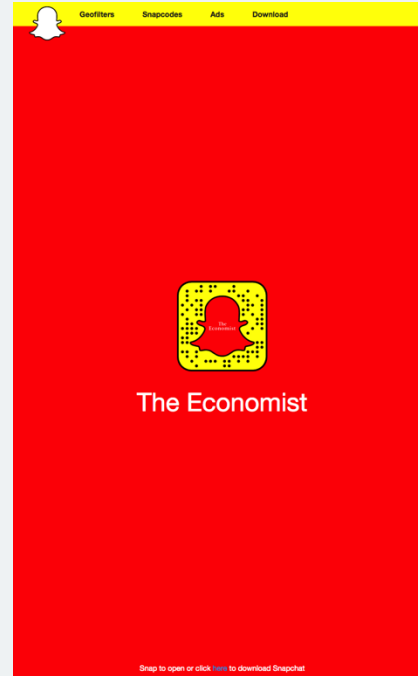
GAY RIGHTS



EDUCATION FOR ALL



We are available in print, online, in social media, audio, podcasts, wearables, Alexa and Snapchat.



We are product 'agnostic': we don't mind how people consume our content – we just want them to do it! (And pay for it ideally!).

Why aren't younger people reading us?

VISUAL ASSOCIATION
IMAGERY RELATING TO FINANCE WAS A POPULAR RESPONSE

UM

"Please visit your preferred search engine and look for a picture that best illustrates what The Economist brand stands for – in your opinion. Please download it and share it with us using the button below."

© UMRI&J The Economist 2015 Prospective Campaign | Interim Campaign Evaluation

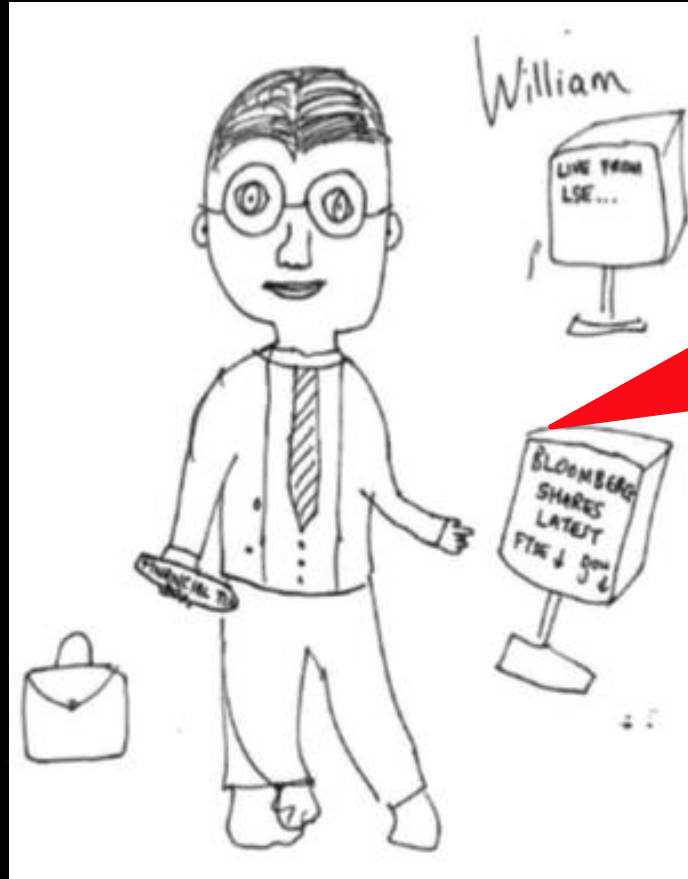
44

They are not aware of us.

They get their news from other sources.

If they are aware, they think that *The Economist* is about nothing other than Economics.

Potential readers often reach the conclusion that The Economist is only for bankers



He's gathered a lot of info in his brain, mainly financial.

He will be a stockbroker and uses this info to get richer.

He's not interested in what I'm interested in.

Source: Economist research

The
Economist

Who is *The Economist* for?

The Economist is for the 'globally curious'.

These are people who:

- Are interested in international politics, trade and foreign cultures
- Believe that companies have a social responsibility
- View themselves as optimistic, and like to confront a challenge
- Follow developments in science and technology
- Like to travel

They are young and old. Female and male. Rich and less-so.

They are literate and well-educated. They want to know what's going on.

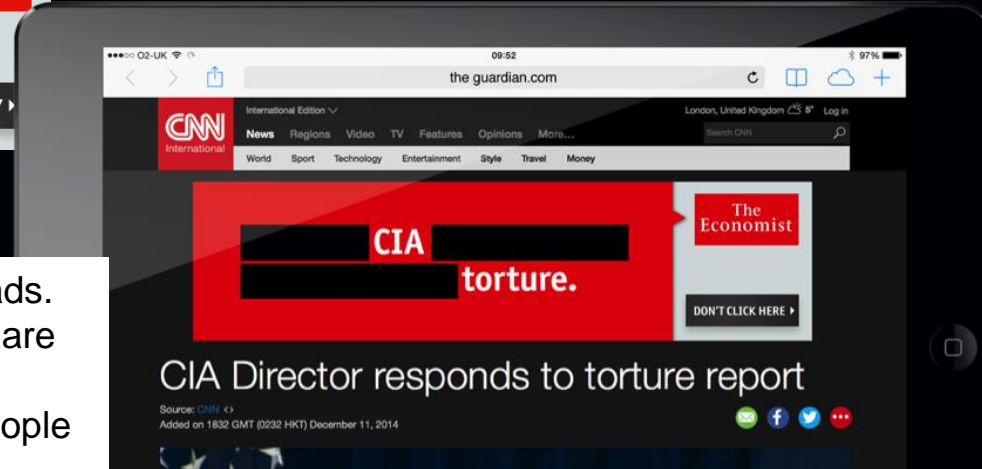
Faces of actual *Economist* Facebook fans



How do we make people aware and interested in us?



- We take our articles and turn them in to digital ads.
- We place them on sites where we know people are interested in that sort of content.
- The ads are provocative in nature – we want people to click on them.
- After clicking, people are taken to an Economist site where they can read the article and subscribe if they want to.
- We re-target them for a few months to encourage them to subscribe.



About younger people

A photograph of four young women walking and laughing in an outdoor setting, possibly a university campus. They are dressed in casual, contemporary clothing. The background shows a modern building with large windows and a paved area. The overall mood is joyful and carefree.

It's a quirk of the 'Millennials' label that it describes a large group of people who are unpredictable, fidgety and hard to put in a bracket. The younger of this group, the so-called Gen Z who are just now entering university, are digitally native and comfortable with high-speed change. Rather than having to persuade these 'kids' that being curious and adaptable to change is something they should do, they expect it and want to do it. *The Economist* is a resource/tools that gives them the influence they so demand.

Our insight

The world around young people is changing and they're determined to change with it.

Young people don't just expect change, they thrive and model themselves on it.

The Economist is their guide to the future forces that will drive this change.

THE COMPETITION

THE WEEK

The Washington Post

FT

FINANCIAL
TIMES

theguardian

THE WALL STREET JOURNAL.

WSJ

The
New York
Times

THE (REAL) COMPETITION



YOUR BRIEF

Come up with your **big campaign idea/umbrella campaign** to drive awareness (and subscriptions) among younger people in the UK. This campaign idea should be rooted in a key insight or revelation about this audience, one that can be leveraged across different media channels and advertising formats.

Budget: £100,000

For example think about how this campaign idea might work as:

- An on-street or on-campus event
- A poster
- On TV
- On social media
- Display advertising (digital and paper)
- Direct response campaign
- See example from last year's campaign which focused on the future of jobs and work:

<http://learnmore.economist.com/story/57a849c338ba0ee26d98a68d>

Don't feel restricted to any particular format, be creative with how you can get younger people interested in *The Economist*.

You will need to give a presentation on your response to the brief including:

- How you've approached the brief
- How you've thought about the audience
- How you got to your idea
- Show off your idea with one or two examples of how this campaign idea might be brought to life

The Economist

Some thought starters

Our marketing is all about getting our content in front of prospective subscribers – once people see, read, listen, (eat!) our content, they are more likely to subscribe.

Here are some content thought starters:

- Some historic advertising
- Some fun facts you could ‘surface’
- Examples from our experiential work
- Details of our Open Future initiative

Creatively, we have big boots to fill

“I never read
The Economist.”

Management trainee. Aged 42.

A poster should contain no more than eight words, which is the maximum the average reader can take at a single glance. This, however, is for Economist readers.

Not all
mind
expanding
substances
are
illegal.

Creatively, we have big boots to fill

Russia

5

0

Saudi Arabia

Look out for “Russia win ‘8-0’” posts on Facebook.

Trash bins



Some fun facts you could consider *surfacing*

Bart Simpson reads The Economist <https://youtu.be/9KJSnd8VzQw>

The link between avocado and crime: <http://www.economist.com/blogs/economist-explains/2016/10/economist-explains-9>

Why the world has too much steel: <http://www.economist.com/blogs/economist-explains/2016/05/economist-explains-4>

Why weather forecasts are often so wrong: <http://www.economist.com/blogs/economist-explains/2016/06/economist-explains-10>

How fracking leads to babies <https://www.economist.com/blogs/economist-explains/2017/07/economist-explains-0>

Octopus' (Octupii???) brains are distributed in their legs. Source: Babbage

George Lazenby is the Bond with the most on-screen 'girlfriends' <http://www.economist.com/blogs/graphicdetail/2015/10/daily-chart-13>

Whereas Uber riders were next likeliest to abandon rings, taxi passengers were nearly 30 times more likely to leave wallets or bags than jewellery.

<http://www.economist.com/blogs/gulliver/2017/03/losers>

[Scientists are printing body parts](http://www.economist.com/news/science-and-technology/21715625-were-now-pretty-good-printing-body-parts-so-what-are-possibilities-and-limitations) <http://www.economist.com/news/science-and-technology/21715625-were-now-pretty-good-printing-body-parts-so-what-are-possibilities-and-limitations>

In India, they're using jets to blow away air pollution <http://www.economist.com/news/science-and-technology/21710778-long-distance-photography-could-help-us-understand-far-more-about-exoplanets->

[Rockets are being recycled to reduce costs](http://www.economist.com/blogs/graphicdetail/2016/08/daily-chart-22) <http://www.economist.com/blogs/graphicdetail/2016/08/daily-chart-22>

There will be a new star in 2022 <http://www.economist.com/news/science-and-technology/21714326-tale-scientific-serendipity-new-star-should-appear-2022>

[Scientists have invented an artificial hand that feel like a real one](http://www.economist.com/news/science-and-technology/21595887-artificial-hand-provides-sensations-its-user-once-more-feeling) <http://www.economist.com/news/science-and-technology/21595887-artificial-hand-provides-sensations-its-user-once-more-feeling>

Robots might not take your job <http://www.economist.com/blogs/graphicdetail/2017/03/daily-chart-19>

Millennials are less keen than previous generations on illicit drugs <http://www.economist.com/blogs/graphicdetail/2017/05/daily-chart-21>)



Experiential content

We wrote an article about how the world's future booming population could be fed if we were to use insects as the main source of protein.

We illustrated this by offering people on the street free crepes and ice cream laden with cooked creepy crawlies!

Whilst people chomped away, we approached them to see if they'd be interested in a subscription!



OPEN FUTURE

.... an initiative to remake the case for liberal values and policies in the 21st century.

We wanted this exploration of ideas to involve our critics as well as our supporters, and to engage a young audience in particular.

... the conversation across all *The Economist's* platforms: in the newspaper, online, through podcasts, films and on social media. And events.

2018



 **open
future**

“For 175 years The Economist has not only reported news, it has also championed values: a belief in human progress, distrust of powerful interests and respect for individual freedom.”

Yet in a period of populism and, in many parts of the world, of growing authoritarianism, these classical liberal values are under attack.”

-- Letter to readers, April 16th 2018

The
Economist

“open
future”

Open Future video explainer



OF Festival Hong Kong

2025 attendees



Agnes Chow
Member, Demosisto



Joshua Wong
Secretary-General,
Demosisto



Kotaro Tamura
Asia Fellow, Milken
Institute



Danny Quah
National University
Of Singapore



Jixun Foo
Managing Partner,
GGV Capital



Daisy Guo
Co-Founder, Tezign



Daniel A. Bell
Shandong University



Edith Yeung
Partner, 500 Startups

OF Festival London



729 attendees

Participants included

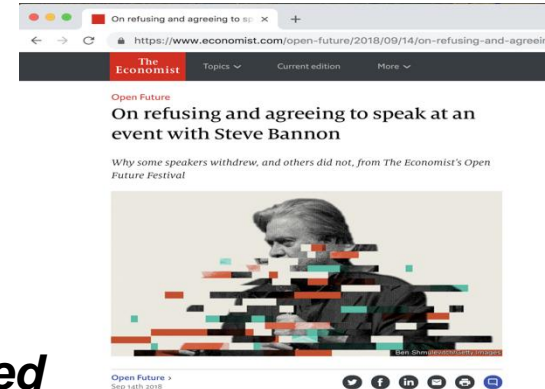
Nick Clegg
Minouche Shafik
Mustafa Suleyman
Claire Fox
Hassan Akkad
Larry Summers
Ian Goldin
Tieman Brady



OF Festival New York



287 attendees



After several speakers pulled out, Open Future invited them to explain why and published their statements

Intolerance against intolerance? Moral integrity or a rejection of free speech? Several speakers have pulled out of *The Economist's* Open Future Festival, held on September 15th in Hong Kong, London and New York. Yet others have decidedly not.

We invited all the participants who withdrew to explain their reasons, out of respect for their positions and the value of free speech. At the same time, some speakers wished to explain why they deliberately chose to

In-school debates



The Economist 

This house believes tech giants should be more heavily regulated.

A debate brought to you by *The Economist* and Dartmouth College
Moderator: Tom Easton, American Finance Editor, *The Economist*
Dartmouth students debating: Corina Lee '18, Qihua Huo '19, Albert Chen '20, and Zoufeng Johnson '20

May 31st, 5-6pm at the Nelson A. Rockefeller Center (Room 003)
Food will be provided
economist.com/openfuture

DARTMOUTH



The Nelson A. Rockefeller Center
for Public Policy and the Social Sciences

The Putnam Lecture in the Spirit of Entrepreneurship
Sponsored by the Nelson A. Rockefeller Center for Public Policy and the Social Sciences at Dartmouth College.



Should tech giants be more heavily regulated? A live debate from Dartmouth College
Unlisted

The
Economist



▶ ▶ 🔊 0:01 / 1:27

CC ⚙️ HD 📺 📱 🗑️

Subscribe