

Kurier Award Winning Campaign: “Bildung Braucht Innovation”



**GEORGE
NIMEH**

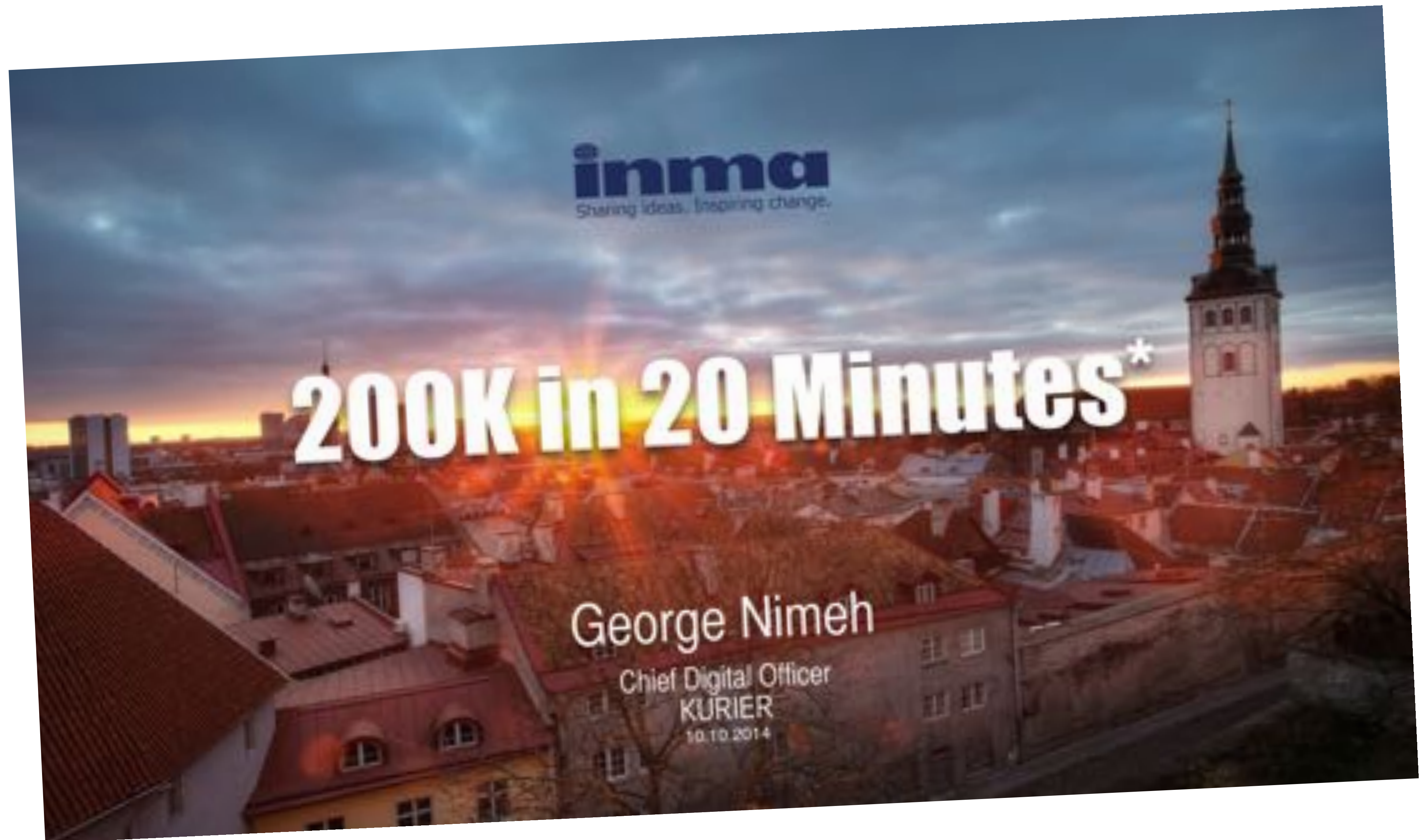
Former CDO Kurier and now Digital
Entrepreneur and Fellow
Berlin School of Creative Leadership

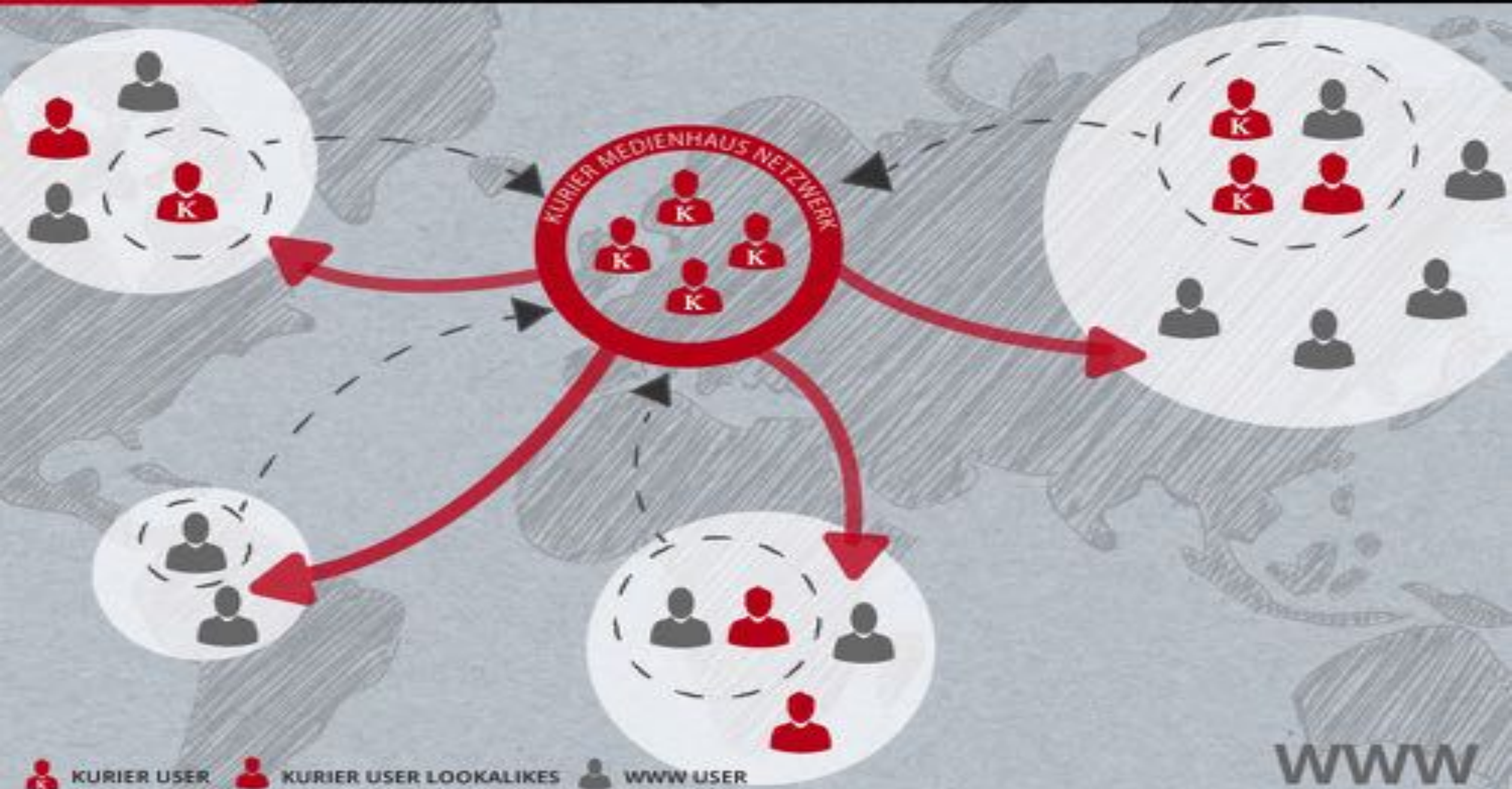
Banners Suck. What's Next?

George Nimeh
@iboy

Berlin, 20.11.2015

October 2014





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WILL**

A dramatic photograph of a lightning bolt striking down from a dark, stormy sky. The lightning bolt is bright white and jagged, branching out as it descends. The sky is filled with dark, heavy clouds, and the overall scene is very dark, emphasizing the brightness of the lightning.

0.03% chance of getting hit by lightning
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A Washington Editor, and Watergate Warrior

Ben Bradlee supervised The Washington Post's exposure of the Watergate scandal that led to the resignation of President Richard M. Nixon. He died Tuesday at 93.

By MARLENE BERGER

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By FRED SCHLESINGER, SENATOR

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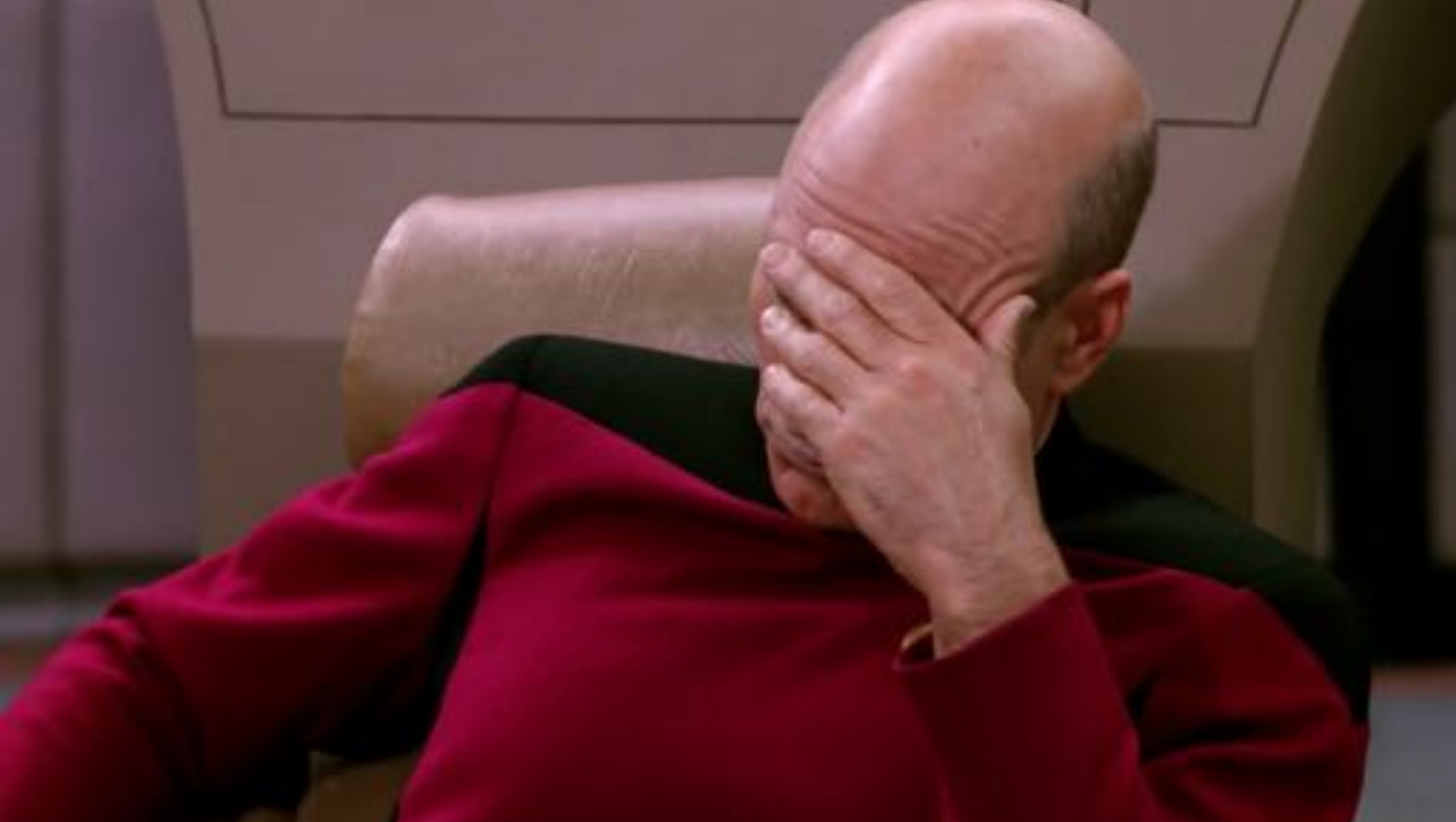


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WILL**



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36% fraud



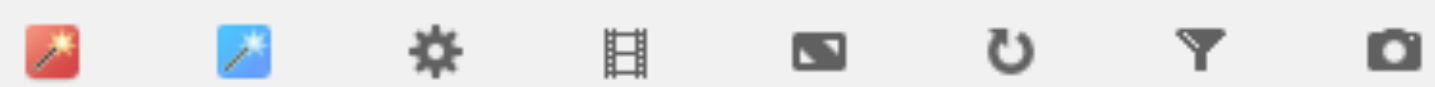












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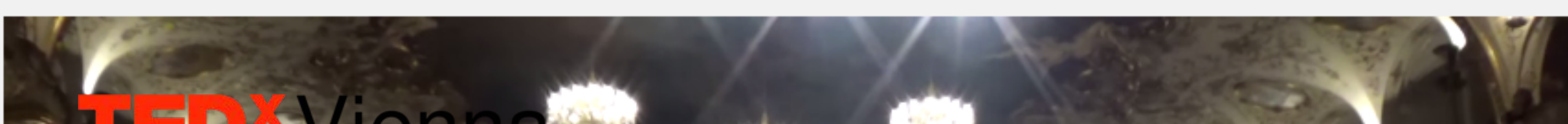
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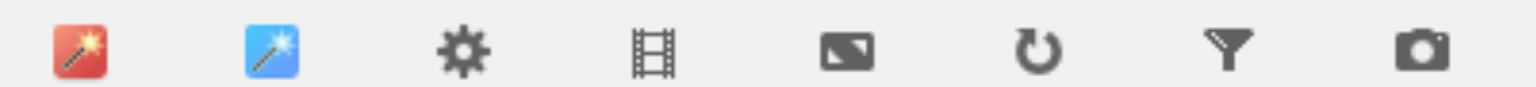
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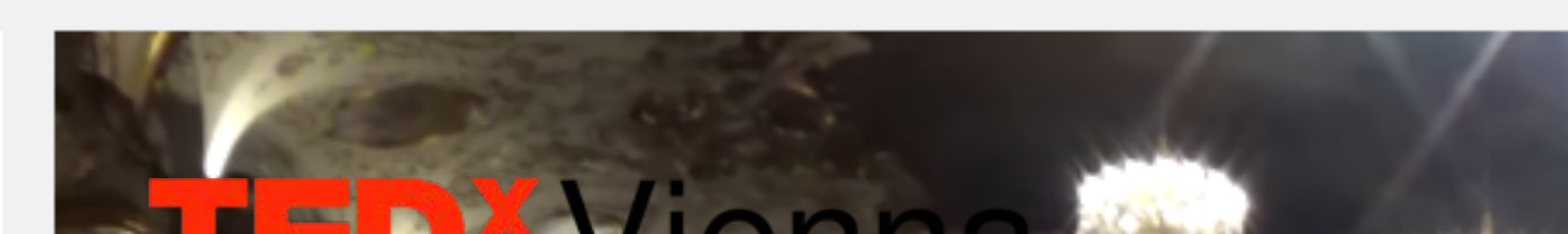


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 TEDx Talks

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Education Needs Innovation

A new OMV project
powered by KURIER



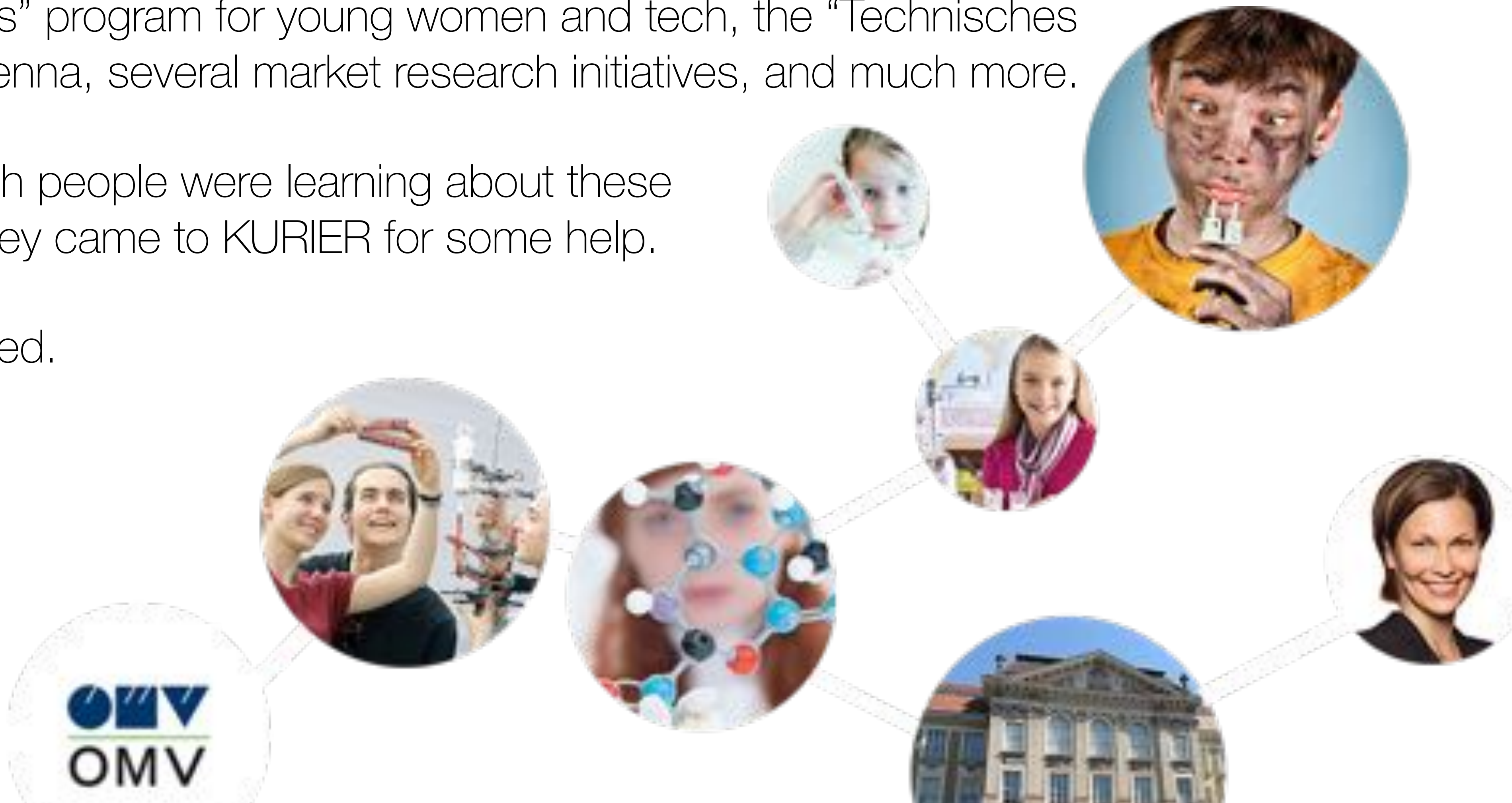
BILDUNG BRAUCHT INNOVATION

ein Projekt der OMV in Kooperation
mit KURIER Medienhaus

OMV – Austria’s largest listed manufacturing company – sponsors a wide variety of valuable and interesting educational programs for women, such as the “Open Lab” IMBA, scholarship programs at the Montanuni Leoben and University of Vienna, the “Technikqueens” program for young women and tech, the “Technisches Museum” in Vienna, several market research initiatives, and much more.

But, not enough people were learning about these activities, so they came to KURIER for some help.

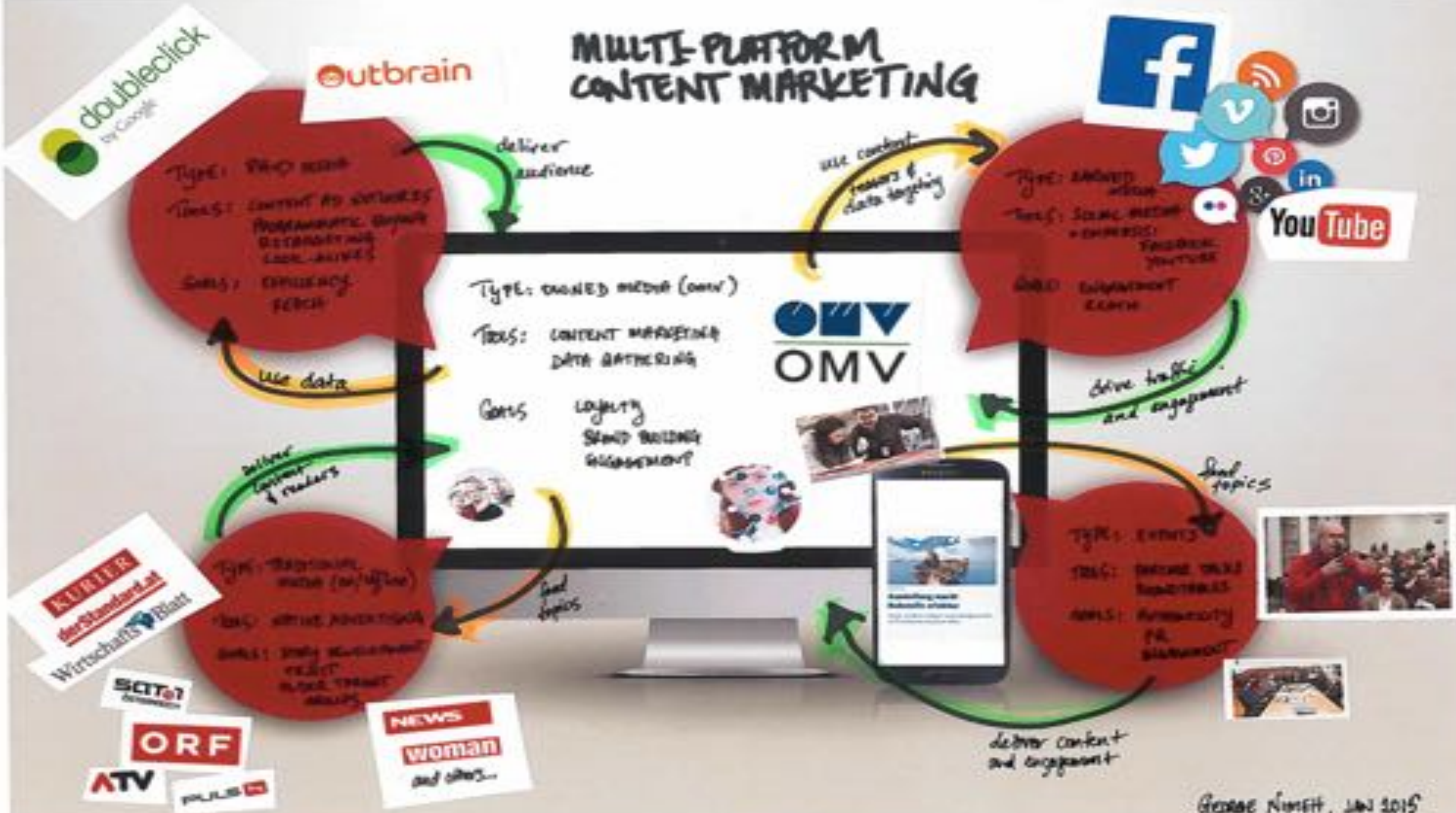
And we delivered.



Using a highly innovative cross-media approach leveraging multimedia content, social media, native advertising and programmatic buying, KURIER focused on delivering the right people, at the right time, in the right place, to the right content.



MULTI-PLATFORM CONTENT MARKETING



Our unique campaign plan leveraged the power of KURIER.at, the engagement of social media, the reach and cost-efficiency of programmatic buying, and the trust of print. We challenged the best media agency plans, and we won.



We kicked off the campaign with a roundtable discussion with members of OMV's team, their partners, several invited guests, and our lead editor (and Careers department head), Sandra Baierl, a respected and well-known journalist with a fantastic working knowledge of both OMV and the issues at hand.

We created, directed,
photographed and filmed this
exclusive event which served as
the basis for our online hub,
extended print coverage and
future content development.

„Wir haben eine Verpflichtung“

Round Table. Warum die Wirtschaft für die Qualität der Bildung mitverantwortlich ist

Dr. Ingrid Isenhardt (DLBP), Dr. Ingrid Isenhardt (DLBP), Dr. Ingrid Isenhardt (DLBP), Dr. Ingrid Isenhardt (DLBP) und Dr. Ingrid Isenhardt (DLBP)

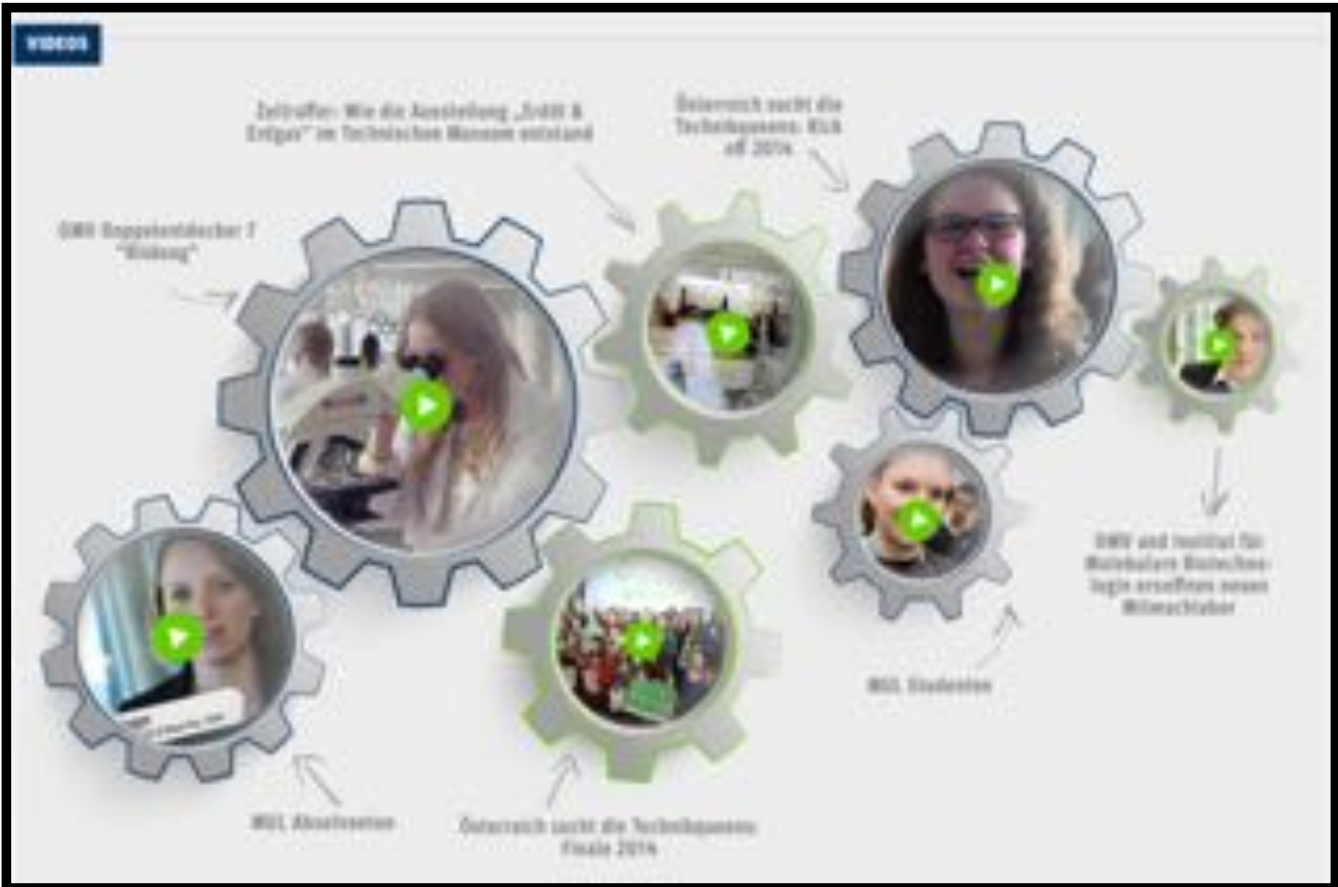
„Frauen führen die Rolle Models im technischen Bereich“
Dr. Ingrid Isenhardt, DLBP
 Frauen haben die Rolle der Models im technischen Bereich übernommen. Sie sind die Vorbilder für die Jungen und Mädchen, die in die Technik kommen wollen. Das ist eine große Verantwortung, die wir nicht leichtfertig abgeben dürfen. Wir müssen sicherstellen, dass wir genügend Talente finden und fördern, um die Herausforderungen der Zukunft zu bewältigen.

„Die uns können Kinder sollte in Hand an Laborgeräte anlegen“
Dr. Ingrid Isenhardt, DLBP
 Die Kinder sollten schon frühzeitig mit der Technik in Kontakt kommen. Das kann durch den Einsatz von Laborgeräten in der Schule erreicht werden. Es ist wichtig, dass die Kinder verstehen, dass die Technik nicht nur ein Spielzeug ist, sondern ein Werkzeug, das sie in der Lage versetzt, die Welt um sie herum zu verstehen und zu verändern.

„Man muss Struktur einführen und spielerisch herausfordern“
Dr. Ingrid Isenhardt, DLBP
 Die Kinder müssen in der Lage sein, sich selbst zu organisieren und zu strukturieren. Das kann durch die Einführung von Regeln und Strukturen erreicht werden. Es ist wichtig, dass die Kinder verstehen, dass die Technik nicht nur ein Spielzeug ist, sondern ein Werkzeug, das sie in der Lage versetzt, die Welt um sie herum zu verstehen und zu verändern.

„Wir müssen an die Grenzen gehen und Roboter für Technik machen“
Dr. Ingrid Isenhardt, DLBP
 Die Kinder müssen in der Lage sein, die Grenzen der Technik zu erweitern. Das kann durch die Einführung von Robotern erreicht werden. Es ist wichtig, dass die Kinder verstehen, dass die Technik nicht nur ein Spielzeug ist, sondern ein Werkzeug, das sie in der Lage versetzt, die Welt um sie herum zu verstehen und zu verändern.

A multimedia campaign hub on KURIER.at served as the central point of contact for exclusive content and allowed us to gather significant 1st party user data which was used in the programmatic buying phase of campaign.



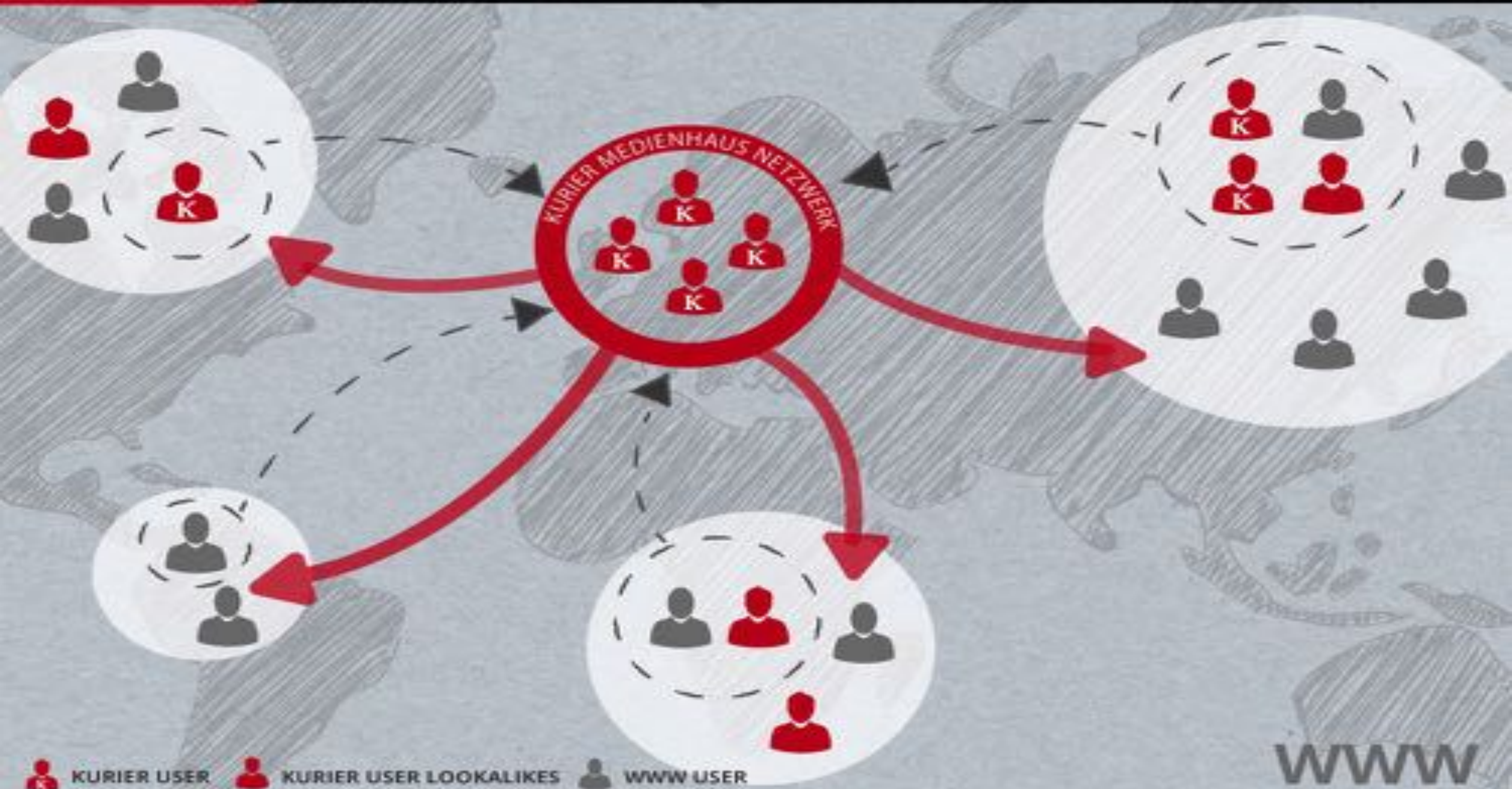
Social media played a key role in engaging KURIER's audience with both serious and fun topics.

Using 1st party data gathered on KURIER, we targeted specific groups of our audience across all our social media outlets to drive the right people to OMV's content on our network.

OMV trusted KURIER to handle the ensemble of the social media planning, buying, execution and analysis for the campaign.

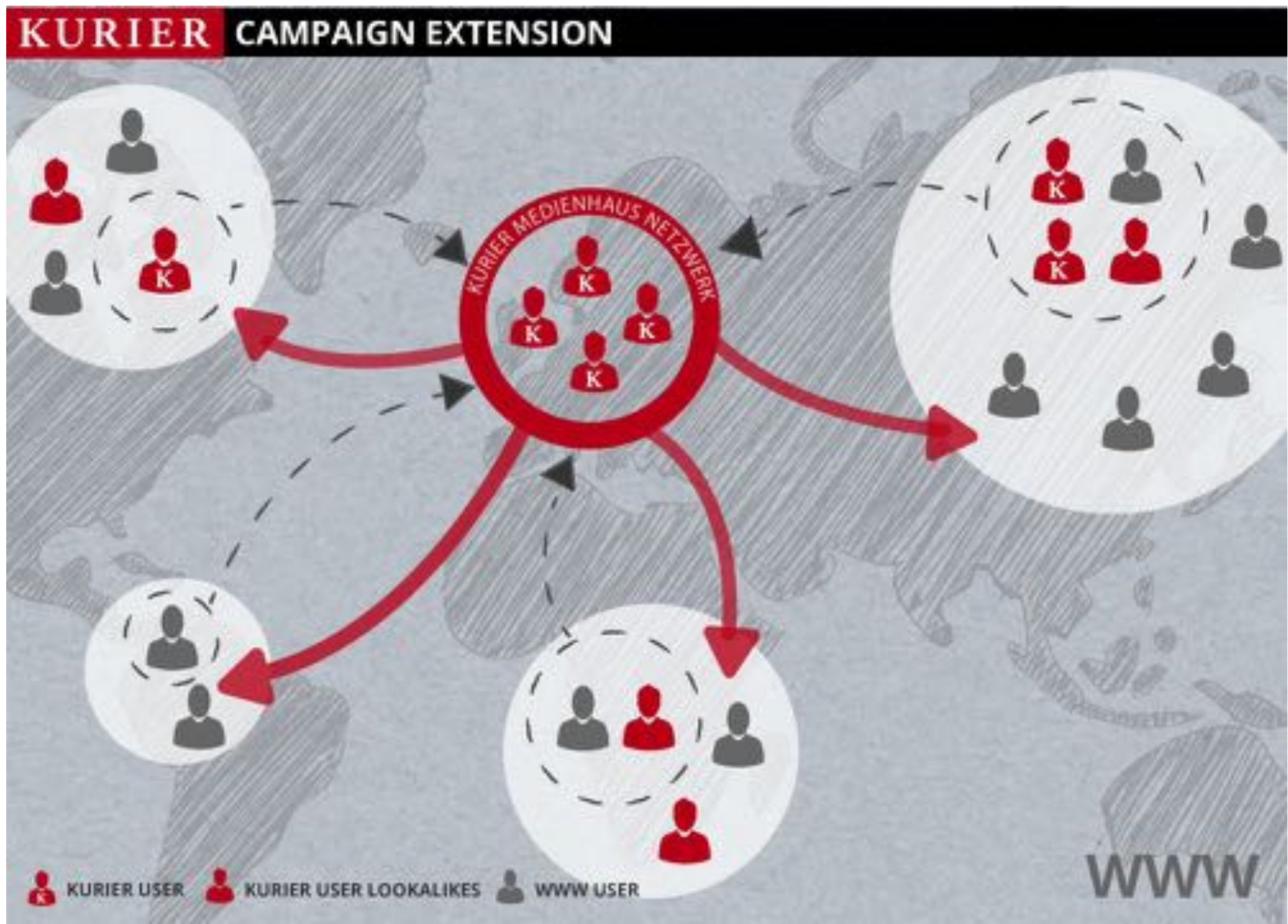


KURIER CAMPAIGN EXTENSION



OMV was our first strategic partner to take advantage of the new and highly innovative “KURIER Campaign Extension”, which offers our top clients the best of both worlds: The unique and powerful messaging capability of Native Advertising and Content Marketing combined with the data-driven efficiency and reach of Programmatic Buying.

Our data-driven programmatic campaign also reached our target audience on these popular Austrian sites and drove traffic back to us:





Results: “Education Needs Innovation 2014”

- 9.000.000 contacts via the KURIER Network
- 4.000.000 impressions via the „Campaign Extension“
- 65.000 unique visits to the OMV Education Special
- 16.000 clicks into content via social media
- 4.000 completed quizzes
- Print 1: 422.500 copies to 726.000 readers
- Print 2: 209.600 copies to 569.000 readers



and ...

Results: “Education Needs Innovation 2014”



“By far our most creative and innovative campaign of 2014.”

Christoph Meixner
Head of Corporate Branding, OMV







KURIER

Telekurier Online Medien,
Austria



1st Place, Best Digital Advertising
Campaign
Bildung Braucht Innovation

In honour and recognition of outstanding Digital Media projects,
we hereby award you this certificate.

Thomas Brunegand
WAN-IFRA President

Vincent Peyrigne
Chief Executive Officer
WAN-IFRA



European

**DIGITAL
MEDIA**
AWARDS



You can't invent the future
by investing in the past.

Thank you!

George Nimeh
@iboy

Berlin, 20.11.2015