

IFRA XMA Cross Media Awards 2007

About Royal Wegener NV

In November 1903, Johan (J. F.) Wegener started a newspaper and advertiser in Apeldoorn, the Netherlands: the forerunner to the Apeldoornse Courant. This small, local publisher would grow into the leading media group that it is today. Royal Wegener NV is located in Apeldoorn and is registered at Euronext. Every day, Wegener delivers 0.9 million newspapers to its readers in a sizeable area of the Netherlands. Each week, Wegener turns out more than 7 million newspapers and free door-to-door papers. In addition, Wegener also develops and operates Internet products and services. Furthermore, Wegener provides graphics products and services.

Wegener's regional newspapers cover the vast majority of the Netherlands. They are published in various regions, from the North Sea coast all the way to the German border. Total circulation is around 869.254 copies that are read by 2,6 million consumers. The Wegener newspapers have a long tradition in the regions. Some titles have even been around for more than a century. They are characterised by strong reader loyalty and a large readership.

Wegener's regional newspapers and their daily circulations are:

Brabants Dagblad	137 746
BN/DeStem	125 532
De Gelderlander	165 547
De Stentor	142 405
De Twentsche Courant Tubantia	124 621
Eindhovens Dagblad	114 213
Provinciale Zeeuwse Courant	58 190

About Menseninq.nl

Menseninq.nl is a co-operation between Koninklijke Wegener NV (65% of the shares) en NCD Mediagroep (35% of the shares) and founded in March 2006. Menseninq.nl is an online platform where visitors can publish, search for and respond to obituaries and birth announcements. In addition to these announcements Menseninq.nl offers lots of practical information and a diversity of services like sending flowers or postcards.

Address

Group office visiting address

Koninklijke Wegener NV
Laan van Westenenk 4
7336 AZ Apeldoorn
The Netherlands

Group office postal address

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Project title

"Ik ben de leukste", verkiezing van de leukste baby van 2006 (Dutch)

"I am the cutest", election of the cutest baby of the year 2006

www.menseninq.nl/geboorte

Objective of the project

To create a consumer database with the highly interesting target audience consisting of parents of new-born baby's by developing an online platform for publicising newborn-announcements, viewing, responding and gaining information. (= introduction www.menseninq.nl/geboorte)

Consumer insights

- The regional newspapers have a high marketshare in family announcements in the categories obituaries, marriage, engagements and birth. Pages with these ads are, next to the front-page, the best read pages. There is a need for close to home, personal information.
- "Your baby in the paper for free" is considered to be a very attractive proposition and therefor believed to be the perfect promise, to boost the online subscriptions.

Description of the activity

Together with Menseninq.nl and NDC Media Group, Wegener Dagbladen organised the baby election "I am the cutest of 2006". Parents and Grandparents could submit their baby for the election on the site www.menseninq.nl/geboorte. All baby's, participating in the election where placed, with photo, name, date of birth and a vote-number online and in special pages in our newspapers. Everybody could vote for the favourite baby on line, by SMS and a special phonenumber as often as they wished.

Per district, the 25 baby's with the highest number of votes where than again published online and in special pages in our newspapers for the second round of the election.

In the final round three baby's per district won the title "I am the cutest of 2006". Of course, these three babies where than again publicised both on line as in print and the received nice gifts from our sponsors.

The community aspects are reflected in the high involvement with the election as in a short period of time, the 3500 mothers, fathers, their friends and family visited the site, leaving success wishes, voting for the favourite baby and requesting extra copies of the particular newspapers. All adding to the brandvalue and relation with our customers.

Planning the event

Beginning of November 2006	www.menseninq.nl/geboorte went live
Midst of November 2006	start of the marcomcampagne in order to announce the election and gathering subscriptions <ul style="list-style-type: none"> - Radiocommercials - Onlineadvertising - Printadvertising - DM to professionals (like midwives) - Co-ops with partners in DM - On line voting (round 1), with a starsystem
First week of January 2007	Closing the subscriptions for the real election
First week of February	Publishing the participating baby's on line and in print
Second and third week of February 2007	Election round 2, voting by SMS and telephone <ul style="list-style-type: none"> - Supported with online and print advertising
Second week of March	Announcement of the 25 sweetest baby's per district online and in paper
Second and third week of March 2007	Election round 3, voting by SMS and telephone <ul style="list-style-type: none"> - Supported with online and print advertising
Third week of March 2007	Announcement of the 3 title winners per district on line and in paper

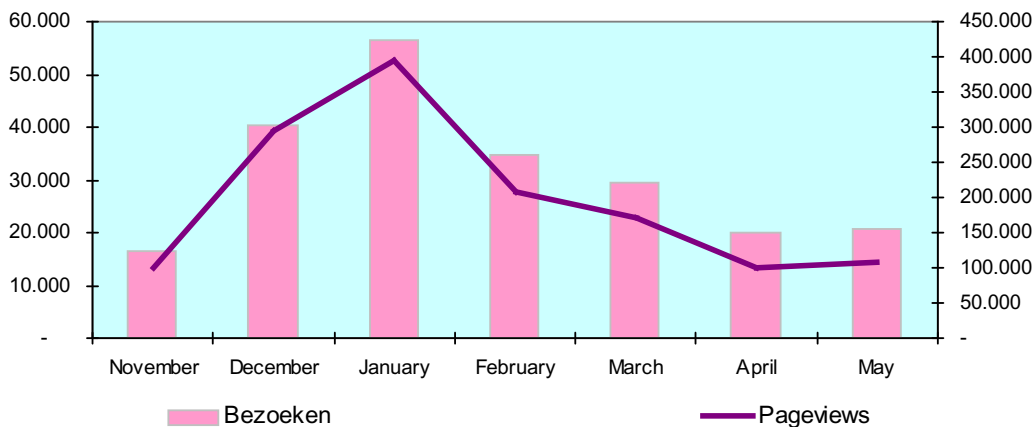
The baby battle (or did we meet our objectives?)

At the moment of introduction there were no birth-announcements on www.menseninq.nl/geboorte. In less than two months more than 3.500 babies had been administered in Menseninq. And these 3.500 babies received over 50 thousand votes.

District	number of baby's	District	number of votes in two rounds
Drenthe*	192	Drenthe	4.188
Flevoland	46	Flevoland	641
Friesland*	384	Friesland	3.708
Gelderland	517	Gelderland	7.965
Groningen*	224	Groningen	3.799
Limburg	56	Limburg	373
Noord-Brabant	1.081	Noord-Brabant	12.630
Noord-Holland	138	Noord-Holland	399
Overijssel	367	Overijssel	6.353
Utrecht	70	Utrecht	304
Zeeland	249	Zeeland	9.931
Zuid-Holland	193	Zuid-Holland	313
Total for election	3.517	End total	50.604

*In these districts NDC Mediagroep contributed to the success of the election in these districts.

And online, Menseninq.nl/geboorte welcomed at least a double amount of visitors during the election.



Which media were involved

- The world wide web: www.menseninq.nl/geboorte and the 7 local newspapersites of Wegener Dagbladen for publicity, subscriptions for the election, interaction between participants (mostly congratulations and success wishes)
- Newspapers. 7 regional titles of Wegener Dagbladen, as well as used for advertising the election as well as publicising the baby's
- SMS and telephone for the voting and sending short text messages.
- Direct Marketing (branded Menseninq.nl)
- Radio (branded Menseninq.nl)
- E-mailmarketing (branded Menseninq.nl)



How did it look, examples

Landingpage and babypage www.mensening.nl/geboorte



Advertising campaign print, babypresentation page and presentation of 25 nominees

Want to know more

(or more visuals of supporting materials)

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