

## The purposes of innovative project

### For newspaper KP:



- Increase in young audience of the newspaper (25-35)
- To involve in a brand KP not readers of the newspaper
- To simplify dialogue with young readers due to the modern, easy and fast channel of communications
- To study social and demographic characteristics of KP's audience by means of questioning
- To raise recognition of a brand KP as modern newspaper
- To strengthen loyalty of readers due to interactive games, discounts and prizes
- To create a new advertising platform with personification of consumers