

"ONE-STOP SHOPPING AND SERVICE WITH A SMILE"
-That's NNN!

Network News

TARGETED NATIONAL REACH
-That's NNN, too!



NOT EVERY NEW MEDIA INNOVATION HAS TO DO WITH NEW MEDIA



Newspapers "Part Of This Complete Breakfast" Media Plan For General Mills

When it comes to the right media mix, General Mills knows the power of newspapers. Partnering with Newspaper National Network, LP, the cereal maker created an innovative campaign announcing all Big G cereals were now made with whole grain.

Using a series of small space teaser ads building to a full page, 4C payoff, General Mills capitalized on a news story about the importance of whole grains in the American diet. "This strategic place-

ment was a core element to our Reveal strategy," said Tom McCarthy, VP Director Media Operations for Campbell Mithun. *see IMMEDIACY p.31*

"NNN's flawless execution proved newspapers can be both innovative and immediate."

-Tom McCarthy, VP Director Media Operations, Campbell Mithun

LAST MINUTE

NNN Makes Newspapers National

Newspaper National Network, LP, is an incredibly easy, efficient, competitively-priced way for national advertisers in 16 different categories (including Packaged Goods, Pharmaceutical, Business, Technology, National Auto, Restaurants, General Merchandise and Government) to convey their brand message.

NNN is owned by 23 major newspaper companies and the Newspaper Association of America.



P&G's Puffs Uses Newspapers to Reach "Noses in Need"

Cold & flu season is a core usage period for Procter & Gamble's Puffs tissue brand. With the flexibility and ease offered by NNN, Puffs developed a clever, customized regional strategy targeting areas

"Newspaper was the ideal medium..."

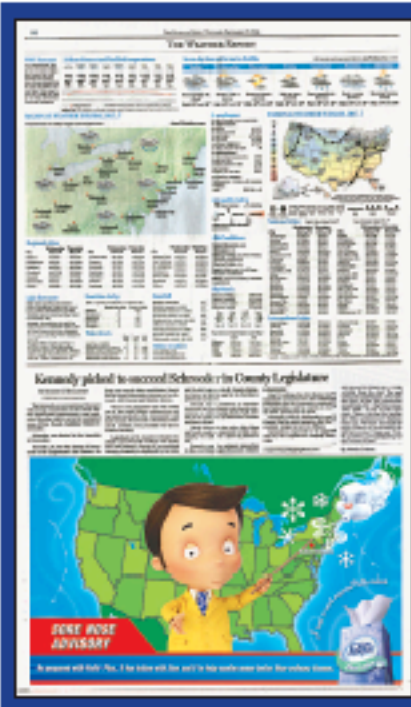
-Maggie Chang, Account Exec, Publicis, NY

where the flu season was peaking. The marketing strategy delivered immediacy and relevance.

By leveraging eye-catching, four color, 1/3 page units on newspaper weather pages in highly targeted markets, Puffs executed a smart, advertising cam-

paign that was sure to be noticed. "Our Sore Nose Advisory creative was designed to run when and where our target would be most receptive: when her city was on flu alert," said Maggie Chang, Account Executive with Publicis, NY. "Newspaper was the ideal medium because it allowed us to specify the regions and dates, while continuing to visualize a successful campaign."

Puffs worked closely with NNN to leverage newspapers with impact in select markets across the country. Puffs joins a long list of NNN clients who are targeted *see CUSTOMIZED CREATIVE p.17*



NATIONAL REACH. GREAT FOR BRANDING.
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