

## The New York Times

### Subscriber campaign

When *The New York Times* decided to use the '08 presidential election to increase subscriptions, they called upon Thinkso to create a national subscriber a campaign. We used bold, clean design to communicate quickly and effectively. To appeal to the information-addicted personalities of its target audience, we created "Politics &..." which uses campaign soundbites to grab the reader's attention, cut through mailbox clutter, and convey the variety of content that *The Times* delivers. So successful was the campaign, that it was expanded to web ads and used throughout the election.

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