

The New York Times

Retention campaign

In a worsening economy and facing declining revenues overall, *The New York Times* initiated a retention campaign aimed at keeping the customers it already had by emphasizing—and in some cases outlining for the first time—the great value and resource that a subscription to *The Times* really is. Thinkso introduced the “I subscribe” theme as a way to not only make a statement about the paper, but also about the subscriber themselves. We designed welcome kits, email templates and giveaways—and consulted on strategies for subscriber benefit upgrades.

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