



SAM POOR

Sales Director, *The Daily*

No matter what word is used to classify *The Daily*, it's clearly an early indicator of how people will be consuming content. With all the depth of print, the richness of interactive experience on the web, the portability of mobile and the stunning visuals of a magazine, this news source represents an important opportunity for marketers to see how advertising is changing with new technology. Sam Poor walked 2011 Brandworks University attendees through his experience in tablet digital advertising.

A premium app that delivers premium content

Launched on February 2 of 2011, it is – to this date – the only live-news application downloadable on a smart phone. Ranging from international news to gossip to sports to weather, *The Daily* is technically an app, but it offers realtime newsfeeds, 360-degree photos and infographics with the look and feel of a trendy tech magazine; only it produces content on a daily basis.

The app publishes over 100 pages of original daily content and gives readers the option of what they want to watch or read or interact with in the app. *The Daily* aims to be a continuous source for valuable, engaging information like the web, but with a better system of displaying engaging content.

Bucking the trend of citizen journalism and user generated content, *The Daily* has no plans to use anything but professional journalists for its content. This higher level of validity and professionalism provides marketers with a premium audience.

The Daily is making the three distinct assumptions, according to Poor, about their tablet reading audience:

1. People will pay for subscription-based journalism.
2. Professional, trustworthy journalism is worth its cost.
3. The new advertising format will encourage new, better formats of advertising.

App-based advertising that engages

The approach carries onto the advertising portion of the company as well. Poor was quick to acknowledge that in most online formats and even with many apps, people do not want to watch or interact with advertisements. This new medium serves advertisements between content pages, like a magazine, but the most successful ads on *The Daily* are those that invite and encourage reader participation. If a viewer is drawn in, he or she can click the ad for further interactivity – which includes video – within the app.

The advertising element, according to Poor, also represents the part of the application that workers at *The Daily* are most excited about. Right now, the only localized feature is the weather and news, which offers information that hits close to home. In the future, *The Daily's* goal is to offer this local specificity to its advertisers as well.

Who uses it and what does it indicate about tablet advertising

Early research indicates the initial demographics of the application are predominantly males, aged 25-44, who peruse the application three to four days a week, twice per day.

So far, *The Daily* is a one-of-a-kind, multi-media, daily content producing vehicle that is custom built for a tablet reader. Advertisers and marketers who see this format as space to research the next generation of interactive advertising are seeing the most benefits. Those who are expecting to be able to adapt other digital marketing efforts including display and banners are missing a powerful new platform for more effective integrated marketing.



Sam is a graduate of Colby College. Prior to his work with The Daily, he was a sales planner for Scripps and was Director of Integrated Media Sales for 5 years at Martha Stewart Living Omnimedia.