



## Local Media Works Awards 2019 Brief

Local Media Works, part of the News Media Association, is the marketing body for local newspapers and their digital platforms.

The LMW Awards are created to help media agency planners better understand the context, relevance and power of local media and provide best practice and inspiration.

The Awards have six categories: best original thinking, best use of JICREG, best strategy, best use of content, best use of local targeting, and best use of multi-platform.

### **To Enter:**

Entrants must demonstrate how they integrate local media into national advertising campaigns.

It could be an advertising campaign which agencies have already run that featured local news brands or an example of how you could enhance a past campaign by adding local media into the strategic brief.

### **Please include:**

#### **Client's/ Advertiser Name:**

#### **Campaign Background:**

#### **Campaign Objective:**

#### **Implementation/media strategy:**

The media strategy must have local news brands, local newspapers in print and digital, as a core component. The campaign could explore media partnerships, competitions, sponsorship, and innovative routes to market.

The response needs to be in Microsoft Word format (additional visuals, presentations, and videos in other formats can also be sent over) ideally in the following order;

- Executive Summary
- Audience Insight
- Strategy
- Plan
- How did you measure the campaign success?

Please clearly identify which category(s) you are entering:

- Best original thinking

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- Best use of multi-platform
- Best use of content
- Best strategy
- Best use of local targeting
- Best use of JICREG

We look forward to seeing the creative ways agency planners utilise local media.

**Further information to consider including:**

**Local media stats:**

- There are 1,000 local media titles in the UK (Local Media Works Database 2019).
  - Local media in print and digital is read by 40.6 million GB adults each month (JICREG 2019).
  - 10 million young people (aged 15-34) read local media on their mobile each month (JICREG 2019).
  - Local press in print and digital is the most trusted source for local news and information. Local press in print and digital 74%, local commercial TV 73%, local commercial radio 73%, search engines 43%, social media 22% and other websites 39% (YouGov 2018).
  - 65% of people who read a newspaper every day read a local newspaper (TGI 2017).
  - Mobile adds a 94 per cent uplift to local media audiences each month (JICREG 2019).
  - 33.6 million people read local media online each month (JICREG 2019).
  - Digital adds a 98 per cent uplift to monthly print audiences (JICREG 2019).
  - Local newspapers in print and digital (74%) are more than three times more trusted for local news and information than social media platforms such as Facebook and LinkedIn (22%) (YouGov 2018).
  - 52% of local news brand readers are ABC1s (TGI 2017).
  - Local newspapers reach more 15-24-year olds than commercial radio (TGI 2017).
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- [JICREG](#) is the industry currency for local media audiences in the UK. It is used by publishers to demonstrate the size and quality of audiences to local media in print and online. Advertisers and agencies use JICREG for planning and buying campaigns in local media.
  - Local Media Works runs the [Featurelink service](#) which enables national advertisers to place branded content next to adverts in local papers across the UK, creating a powerful and compelling route to connect with local communities.

**Deadline:** Entrants have until 4 September at 5pm.

Any questions please contact Justin Fenton on [justin@localmediauk.org](mailto:justin@localmediauk.org) or call on 020 848 9628