

JO CARRIGAN

DISRUPT YOURSELF

News UK



storyful.



RADIO
UK

News UK

THE  TIMES

THE SUNDAY TIMES

THE **Sun**

THE NEED FOR CHANGE

WHERE'S THE
MONEY AT?

WHO IS DOING
IT WELL?

WHAT ARE
WE REALLY GOOD
AT?

EMBRACE
YOUR NEW
REALITY

SOCIAL
SPEND

AFFILIATES
& ECOM

INFLUENCER
MARKETING



THE
Sun SELECTS



TIME

INVESTMENT

££

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CONSIDERATIONS

LOSING GROUND?

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1. SHOW ME THE MONEY

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2.

WHAT ARE WE REALLY GOOD AT?

3. WHO IS DOING 'IT' WELL?

- ▶ Pay attention to awards categories
- ▶ Get out of your comfort zone and go exploring
- ▶ Listen to your peers
- ▶ Don't be afraid of new platforms and new technologies



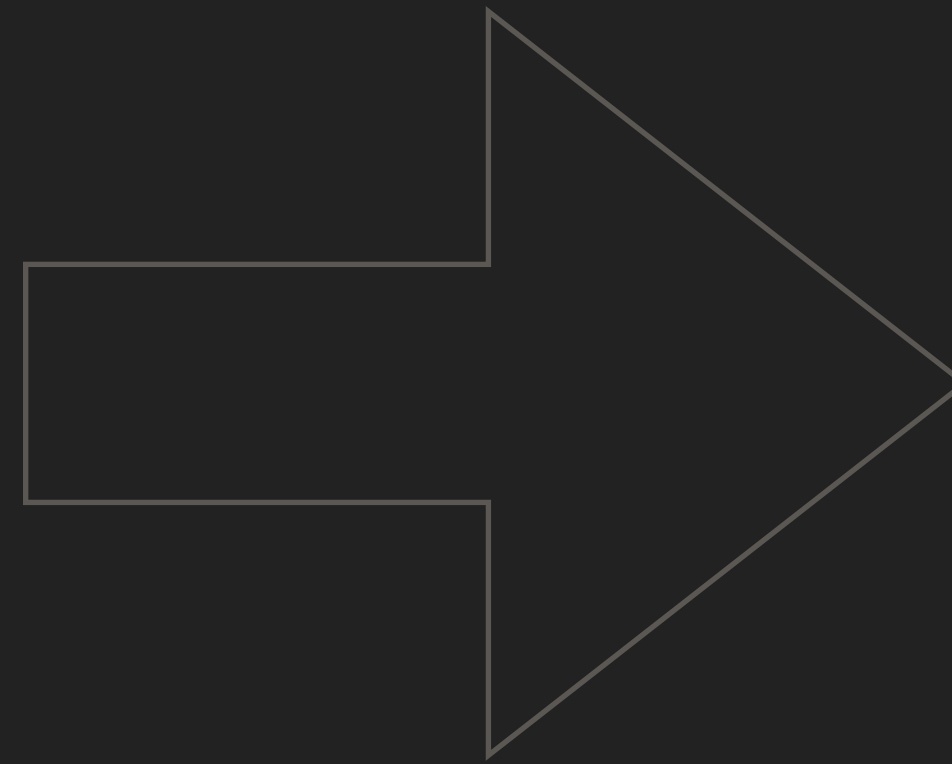


4. EMBRACE YOUR NEW REALITY

LET GO OF YOUR PRIDE. RIP
IT UP. START AGAIN.

CREATE REVENUE INITIATIVES THAT ARE DESIGNED TO DRIVE STRATEGIC CHANGE

**Present
opportunities
to market that
will grab
attention**



**Change
perceptions -
both your
clients and
your audience**

WE UNCOVERED THREE AREAS WE WERE MISSING OUT ON

**Affiliates &
ecommerce**



Social spend



**A new kind of
influence**

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A NEW BRAND



A NEW PRODUCT



A NEW BUSINESS



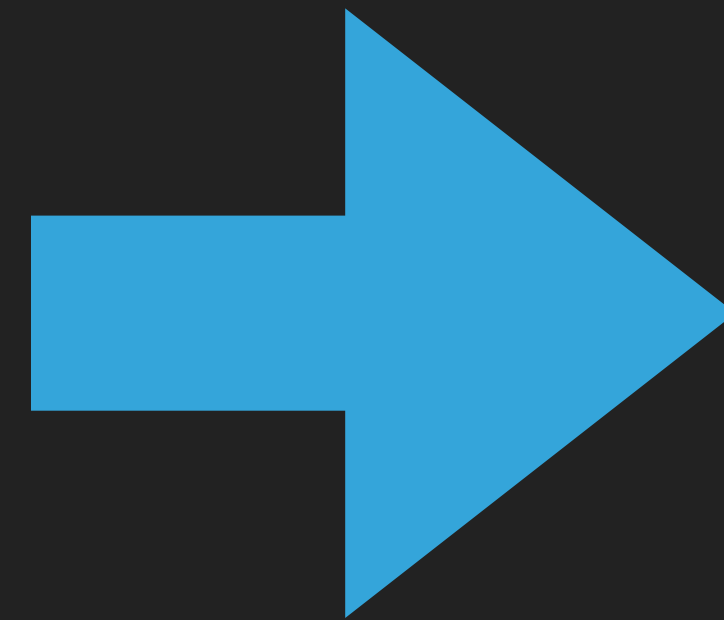
**SOCIAL
STUDIO**

CREATING POCKETS OF AGILITY

- ▶ Offering clients access to Newsroom style video production
- ▶ Delivered off platform, designed to monetise social audiences
- ▶ Low production values, quick turnaround times
- ▶ Set price, guaranteed deliverables
- ▶ Small agile team, sales lead creating an identity in market



PROACTIVELY SEEKING OPPORTUNITIES



**SHORT-TERM GAINS, TO WIN THE
LONG GAME**

UNCOVER NEW OPPORTUNITIES



SO WHAT'S HAPPENED?



REVENUE OPPORTUNITIES

Add ons – a door-opening opportunity that kick started a conversation.

New pockets of revenue uncovered

TALENT ACCELERATION



THE Sun SAVERS

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The background consists of several overlapping copies of The Sun newspaper. The masthead 'THE SUN' is prominent in red and white. Other visible text includes '40p', 'thesun.co.uk', and '13. 2014'.

THE *Sun* **SELECTS**



CREATION OF A TRUSTED BRAND

A NEW BRAND TO CHALLENGE PERCEPTIONS

- ▶ An affiliate section launched on thesun.co.uk
- ▶ Content incubation - we wrote 1400 articles in the space of three months using a team of expert freelancers
- ▶ Articles designed to offer “best of” lists, product recommendations and guides
- ▶ Monetised using affiliate networks, aggregators and direct partnerships



THE Sun SELECTS



JINGLE JUMPERS Best Christmas jumpers for women: From chic to cheerful, these are the Christmas jumpers to buy now

Jennifer Barton

19 Oct 2019, 11:00 | Updated: 19 Oct 2019, 11:23



WHEN IT COMES to nailing the Christmas jumper look, there are a few things to keep in mind.

One: If you want to go tacky, then do it. Tinsel, pom-poms, bells... the more to look at on your jumper, the merrier.



HO! HO! HO! Best advent calendars for men: From beauty to tool kits and boozy countdowns

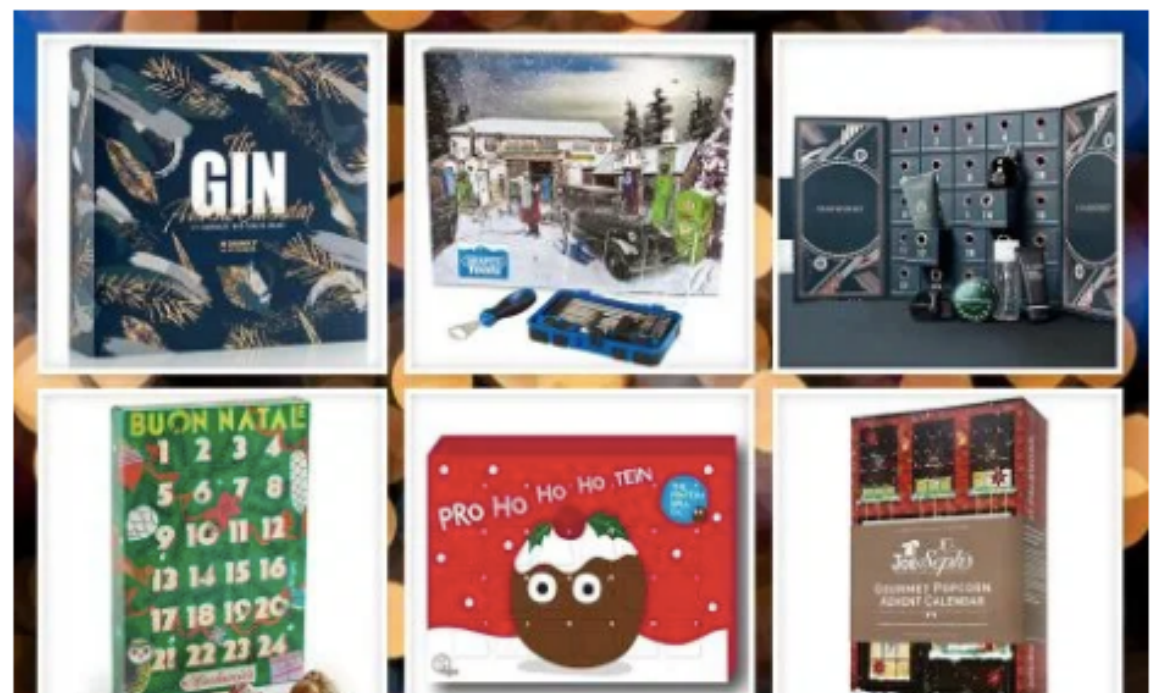
Maisie Bovingdon

18 Oct 2019, 12:48 | Updated: 18 Oct 2019, 12:48



CHRISTMAS is a time for treats and indulgence, which can last all month long when you have an advent calendar.

There are a vast selection of Christmas countdowns for foodies, DIY fanatics and film buffs.



CAFFEINE HIGH Best coffee machines you can buy now: from De'Longhi's environmentally friendly option to the compact Nespresso mini

Lauren Bell

1 Nov 2019, 11:37 | Updated: 1 Nov 2019, 12:36



THERE'S nothing quite like the smell of fresh coffee.

But which coffee machines are the best to buy now? Here we've revealed the answer.





SOME SURPRISING RESULTS

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year 1: £750k

year 2 projection: £2million

Above average dwell time

Engagement - PV's per visit

Data

PROFESSIONAL STORYTELLING.



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CHAPTER 1



**WE GO
BEYOND
TECH**

CHAPTER 2



**WE VALUE
THE VOICES
THAT INFLUENCE
CULTURE**

CHAPTER 3



**WE ARE
AHEAD OF
THE MOVEMENT**

CHAPTER 4



**WE KNOW
STORYTELLING;
IT'S IN OUR DNA**

CHAPTER 5



**WE MEASURE
THE TRUE IMPACT**

CHAPTER 6



**WE ARE
PROFESSIONAL,
TRANSPARENT
& HONEST**

HUMAN - HANDPICKED - AUTHENTIC - ENTERTAINING - INFLUENTIAL - TRANSPARENT - MEASURABLE



A new full-service influencer marketing agency backed by News UK. Born in a journalist's world, we have put real storytellers at the heart of our business. Our mission is to professionalise the space, build connections with original talent and help them to tell stories that deliver measurable impact for brands. Whilst we have an abundance of technology and data, we strongly believe in a human-first approach and high-touch service.

PROFESSIONAL STORYTELLING. THE END.



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THANK YOU

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