

Acquisition • Frequency • Retention • Loyalty

San Francisco Chronicle

Company: The *San Francisco Chronicle* is one of the 12 daily newspapers published by Hearst Newspapers. It is also the largest newspaper in Northern California and the second largest on the West Coast.

Marketing Objective: Faced with continuing migration to online information and competition from other media channels, the *San Francisco Chronicle* sought a means of developing enduring brand affinity. The *San Francisco Chronicle* established a strategy of creating a retention program designed to reward subscribers for their repeat business.

CMS Solution: Entertainment worked with our partners, highly popular movie chains United Artists and AMC Theatres, to develop a rewards program which would provide discounts on show attendance for *San Francisco Chronicle* customers.

With their renewal, the subscriber received a personalized thank-you letter from the *San Francisco Chronicle* containing movie tickets as a thank-you for renewing their subscription.



Orange County Register

Company: The *Orange County Register* is the number one read newspaper serving the residents of Orange County, California. Its newspaper portfolio includes quick-read daily newspaper *OC Post* and 24 community newspapers, including Spanish-language *Excelsior*.

Marketing Objective: The *Orange County Register* wanted to develop an incentive to increase subscriptions and overall renewal rate of *The Orange County Register*.

CMS Solution: Entertainment developed a cost-effective, added-value benefit for their subscribers. A customized savings book and membership card were developed, featuring offers available in *The Orange County Register's* footprint, Orange County, California. The discounts included buy-one-get-one-free, 50% off, and 20% Frequent Values® offers for dining, shopping, entertainment and movie theatres in the Orange County area.



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