

HOUSTON★CHRONICLE
designteam

CREATIVITY • STRATEGY • PARTNERSHIP





Creativity

A close-up photograph of several wooden chess pieces on a chessboard. The pieces are light-colored wood, possibly birch or maple, and are arranged on a dark and light square board. The focus is sharp on the pieces in the foreground, while the background is slightly blurred. Overlaid on the center of the image is the word "strategy" in a large, bold, blue, sans-serif font.

strategy



strategy

Partnership

A horizontal banner image featuring a sunset over a beach. The sky is filled with soft, colorful clouds in shades of orange, pink, and purple. The sun is low on the horizon, casting a bright glow. The foreground shows the gentle curves of sand dunes. The word "Partnership" is written across the center in a large, bold, sans-serif font. The letters have a gradient from dark red on the left to bright yellow on the right, matching the sunset colors.

A horizontal band across the center of the image shows a sunset over a body of water. The sky transitions from a deep blue at the top to a bright yellow and orange near the horizon. The water is dark and reflects the colors of the sky. A faint, light blue outline of a world map is visible in the background, centered behind the sunset. The word "Partnership" is written in a large, bold, black sans-serif font across the middle of the image, overlapping the sunset and the map outline.

Partnership

building advertising *revenue*



by **DESIGN**

You need a little *something extra*



You need a little *something extra*

to **CLOSE
THE SALE**



It's time to *call*

HOUSTON★CHRONICLE
designteam

CREATIVITY • STRATEGY • PARTNERSHIP



A group of four people (three men and one woman) are seated around a table in a bright, modern office setting. They appear to be in a collaborative meeting, with one man pointing towards the right. The background features large windows with a grid pattern, letting in bright light. The overall color palette is dominated by light blues and whites, with the text in orange and black.

Your On-Site
Ad Agency

HOUSTON★CHRONICLE
designteam

helps you

- appeal to clients' emotions and egos
- begin a dialog about branding, consistency, frequency
- motivate the players to advertise

helps advertisers

- feel special
- visualize their business/brand across ALL Chronicle platforms
- boost ROI with AWESOME creative
- **BRAND, BRAND, BRAND**

Is **BRANDING**
just a **BUZZ**word



or is it the juice behind the whir
and hum of cash registers?

Why do we feel so strongly about **BRANDING?**

*Because
strong branding:*



- **ties** consumers to brands emotionally
- **builds** memory retention
- **helps** advertisers better compete in today's economy & crowded marketplace

You have **MULTIPLE** product opportunities to sell the cornerstones of branding:

*Consistency,
Frequency,
Anchoring*

HEARST *media services*

HOUSTON  **CHRONICLE**

Hearst*Direct*

 mobile.chron.com

 chron.com

WHEN



To Call Us

WHEN



WHEN EXCITING **CREATIVE**
COULD HELP SEAL THE DEAL:

WHEN



NEW ACCOUNT
Never Advertised with Us

WHEN

EXISTING ACCOUNT



- ① **opportunity** to upsell
- ② **threatening** to pull out of Chronicle products
- ③ opportunity to turn an active account into a signed contract

WHEN

NATIONAL ADVERTISER

Show them how
their brand will look
in our products



Loose Parameters for



5 – 10 day turnaround

Up to 10 pieces
in final presentation
(may be combo of print,
online, direct mail, inserts)

HOUSTON CHRONICLE
designteam

CREATIVITY • STRATEGY • PARTNERSHIP

REQUEST a JOB

home about services gallery contact



why **designteam?**

Design Team customizes campaigns to the target audience without an agency fee. That leaves more to spend on placements! Win win!



fresh ideas.
new perspectives on the tried-n-true.
Seasonal shout outs. Etc. Etc.
Every month DesignTeam will spotlight a particular approach or Chronicle product here to help keep the creative selling juices flowing. We welcome your specific input. Let's fire up some sales out there!

the **Chronicle audience**

No one in Greater Houston matches the audience reach of Houston Chronicle & chron.com

The Process

HOUSTON CHRONICLE
designteam
CREATIVITY • STRATEGY • PARTNERSHIP

Fill out a

HOUSTON CHRONICLE
designteam

Request
Form

The Process

What happens next?

Meet

with the Design Team manager, copywriter and graphic designer

Discuss account's:

- current creative strategy
- audience targets
- history with the Chronicle
- spending in competing media

retroprocess

What happens next?

Discuss your:

- research
- Chronicle product preference
- access to art (logos, images) for comps
- preferred format for final presentation (mounted on art boards, PDFs, newsprint mock-ups, Web links)
- deadline

ART PROCESS

What happens next?

Review

WE want **YOU** to feel **EMPOWERED** by the creative at your presentation. *Plus, feedback is COOL!*

So REVIEW the material on deadline day.

Is it **creative**? Is it **effective**?

Hey, is your client's name spelled correctly?

Ask for revisions if needed, and give us a day to turn them around to you.

For your creative pitch, we can walk you through our creative process on their account.

What happens next?

The word "GO" is written in a large, bold, orange, sans-serif font. It is centered horizontally and partially overlaps a horizontal band of a sunset or sunrise sky. The sky features soft, horizontal streaks of orange, yellow, and light blue, suggesting a low sun on the horizon. The background of the slide is white with a subtle, light gray grid pattern.

be a show-off

Then let us KNOW
how your sales call went.

HOUSTON★CHRONICLE
designteam

our commitment to you:

Fresh ideas
and execution

Creativity



designteam

our commitment to you:

Tools to win this
ad game

strategy

HOUSTON★CHRONICLE
designteam

our commitment to you:
communication and
on-time delivery

partnership