

# Reaching the Blue Collar Demographic

Witty Creatives Agency

**THE OMAHA STAR:  
COMMUNITY  
FEEL-GOOD  
TRADITION**



# The Challenge

## EXPANSION

The Omaha Star is a black-owned newspaper that is trying to up their readership buy 100%.

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## TARGET AUDIENCE

They want to reach out to the blue collar workers in the Omaha Metro area.

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01

## WHO ARE THEY

Blue-collar workers typical work involves repetitive operations with their hands, physical skill and energy. They are non-management employees in production, maintenance, construction and similar occupations such as carpenters, electricians, mechanics, plumbers, iron workers, craftsmen, operating engineers, longshoremen, construction workers (DOL)

02

## DEMOGRAPHICS

- The working class is still mostly white, but people of color are to become the majority around 2032.

03

## MEDIA CONSUMPTION

- Radio is a very important source of local information for 43% of blue-collar workers compared with 32% of employers, managers and professionals. (NCLS)

04

## SOCIAL MEDIA

- Even with older people learning toward traditional advertising more, studies show that they are slowly moving toward social media.

05

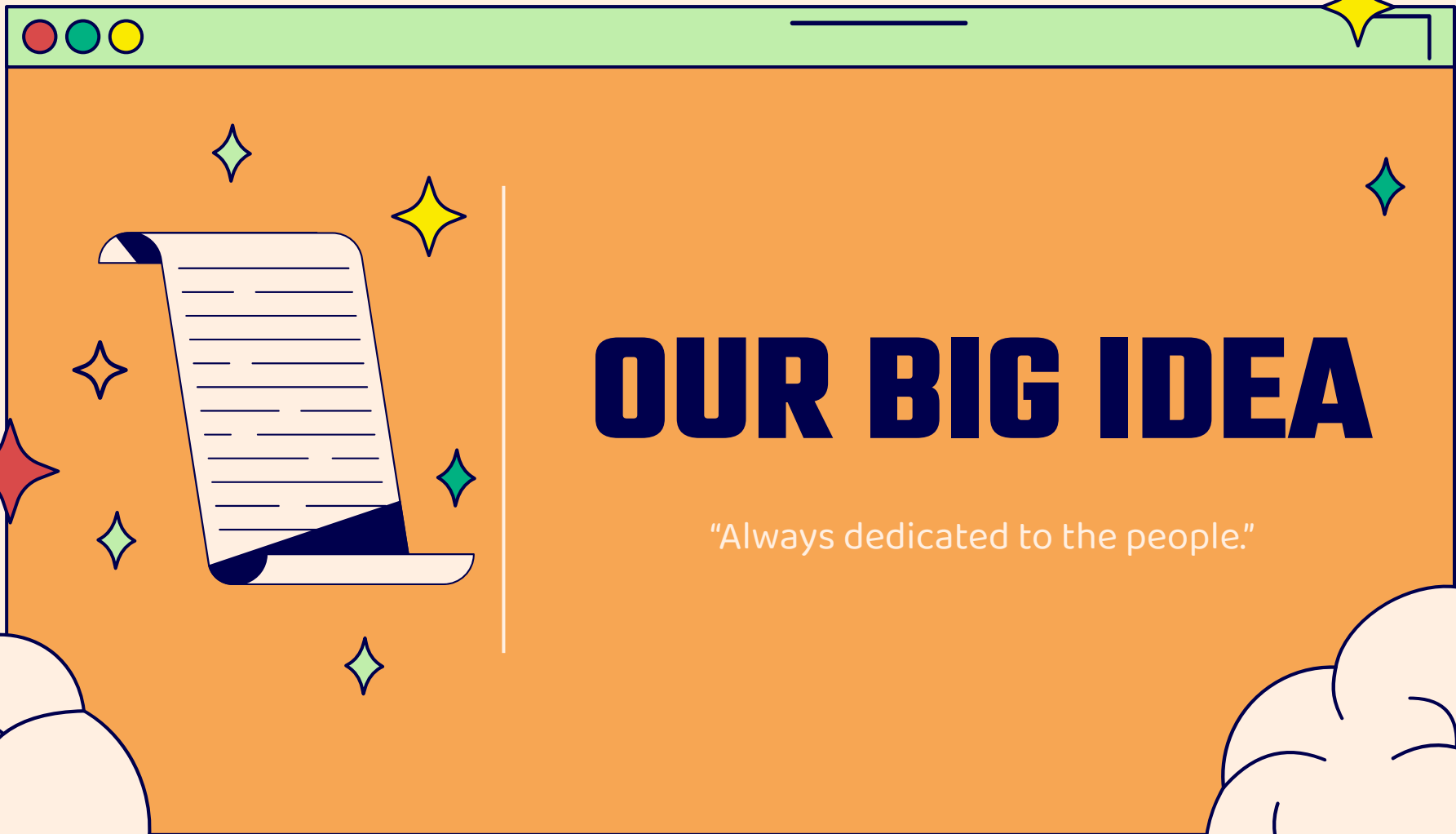
## MEDIA CONSUMPTION

- Adults 35-49: Nearly 59.6 million adults 35-49 use radio each month; 94% of adults 35-49 can be reached using radio

06

## IMPORTANCE OF FAMILIARITY

- Research shows that the working/blue collar class prefers to spend time with family and enjoy local news more than mainstream news.



# OUR BIG IDEA






"Always dedicated to the people."



# Behind the Big Idea



What we know:

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1. The blue collar demographic are family oriented but they are more skeptical.
  2. They hold traditional values.
  3. Research shows that the working/blue collar class prefers to spend time with family and enjoy local news more than mainstream news.
  4. Going off of the sample of blue collar workers in Omaha, we can safely say that a lot of Omaha blue collar workers are older and have kids.
  5. There are more older blue collar workers in Omaha, so that is why we chose to use traditional advertising.
  6. **If we go for a more community-esque tone, they will be more likely to give the Omaha Star a chance. Older blue collar workers actually find it easier to trust traditional ways of media.**
  7. **We are reinforcing the Star's dedication to the community.**



# CONNECTIONS

The blue collar workers have more in common with the Omaha star than they may realize. They both prioritize local news and tradition.

# DIRECT MAIL

## JOIN THE OMAHA STAR FAMILY

To read more about this article and others like it, follow our accounts found below and our website.



From the Publisher's Pen  
The Omaha Star is proud to have a new member on our team. Jeff and Jami Kemp are celebrating 20 years of marriage in 2020. Jeff is a Student Success Manager at Purdue University Global and Jami is an Officer and Manager of Training & Organizational Development at American National Bank. Both are licensed and ordained pastors at Launch Church International. Jeff is a proud member of the Beta Xi Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. Jami is the Homemaker Association President for her neighborhood which has 970+ lots. Jeff says Jami is the Major of a little city. Jami is a Sophomore at Omaha Central High School. His interests include football, wrestling, track and acting. Atalia (Attie), Naomi's mother, is completing her BSN at College of Saint Mary, and is working at Nebraska Medicine. Eliana (Ellie), Braelynn's mother is a licensed esthetician. Joshua is enrolled in virtual classes at Bellevue University. Attie and Ellie are twins and their daughters were born five days apart, so the daughters are "Sousanis" (Sister cousins). Not pictured are son Jeffone Brooks and his daughter Emerald who live in Kansas City. The Kemps are a multigenerational family that is extremely busy, but love each other and support each other in all kinds of ways. Pre-Covid, everyone attended Jami's sporting events as one of the big cheering sections.

### Family of the Week The Kemps Family

The Kemps represent three generations of LOVE. Jeff and Jami Kemp are celebrating 20 years of marriage in 2020. Jeff is a Student Success Manager at Purdue University Global and Jami is an Officer and Manager of Training & Organizational Development at American National Bank. Both are licensed and ordained pastors at Launch Church International.

Jeff is a proud member of the Beta Xi Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. Jami is the Homemaker Association President for her neighborhood which has 970+ lots. Jeff says Jami is the Major of a little city.

Jami is a Sophomore at Omaha Central High School. His interests include football, wrestling, track and acting.

Atalia (Attie), Naomi's mother, is completing her BSN at College of Saint Mary, and is working at Nebraska Medicine. Eliana (Ellie), Braelynn's mother is a licensed esthetician. Joshua is enrolled in virtual classes at Bellevue University. Attie and Ellie are twins and their daughters were born five days apart, so the daughters are "Sousanis" (Sister cousins). Not pictured are son Jeffone Brooks and his daughter Emerald who live in Kansas City.

The Kemps are a multigenerational family that is extremely busy, but love each other and support each other in all kinds of ways. Pre-Covid, everyone attended Jami's sporting events as one of the big cheering sections.



Front row, left to right: Naomi, Jamison, Braelynn; 2nd row: Atalia, Joshua, Eliana; Back row: Jeff and Jami Kemp

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## Always Dedicated to the People.

Omaha Star provides our readers with up to date news about the Omaha, Nebraska local community.

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**01**  
**RADIO AD**



# Billboard



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*Join the Omaha Family today!  
[theomahastar.com](http://theomahastar.com)*

# FACEBOOK POSTS

For over 80 years, the Omaha Star has been dedicated to the local community. Covering the families and events that make our community special.

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*Family of the Week*

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Jamison is a Sophomore at Omaha Central High School. His interests include football, wrestling, track and acting.

Atalia (Attie), Naomi's mother, is completing her BSN at College of Saint Mary, and is working at Nebraska Medicine. Eliana (Ellie), Braelynn's mother is a licensed cosmetician. Joshua is enrolled in virtual classes at Bellevue University. Attie and Ellie are twins and their daughters were born five days apart, so the daughters are "Siamese" (distant cousins). Not pictured are in son Jefferson Brooks and his daughter Emerald who live in Kansas City.

The Kemps are a multigenerational family that is extremely busy, but love each other and support each other in all kinds of ways. Pre-Covid, everyone attended Jamison's sporting events as one - big aberring section.



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The Omaha Star

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