

# Creative Brief

## Witty Creatives Agency

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Cultivating ideas with caution, gratitude, and company likeness in mind.

### **Project Background and Problem:**

The Omaha Star is a black-owned newspaper that is trying to gain more readers in certain areas. They want to reach out to the blue collar workers target audience.

### **Target Audience:**

Blue Collar workers in the Omaha Metropolitan Area. Blue collar workers in the United States are slowly declining, as there is less people who wants to do manual labor and more people who can go to college and get a degree for a white collar job.

### **Consumer Insights**

- Radio is a very important source of local information for 43% of blue-collar workers compared with 32% of employers, managers and professionals. (NCLS)
- They are under-represented in social service groups, cultural groups and school groups. Of the groups that they are involved with, sporting, recreational and hobby groups are the most popular choice (36% compared with 33% of the population). (NCLS)
- Blue collar workers are evenly split between men and women. (Desmos)
- Research shows that the working/blue collar class prefers to spend time with family and enjoy local news more than mainstream news. (Dayton)
- The working class is still mostly white, but people of color are to become the majority around 2032. (Desmos)
- Blue collar workers are more likely to use their phones to find jobs. (Forbes)
- If we are looking at the working class between the ages of 25-39, they are less likely to look at “traditional” advertising. (Forbes)
- Even with older people learning toward traditional advertising more, studies show that they are slowly moving toward social media. (Pew Research)
- Blue collar workers tend to hold traditional gender roles in the family. (Dayton)
- Blue-collar workers typical work involved 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)
- Adults 35-49: Nearly 59.6 million adults 35-49 use radio each month; 94% of adults 35-49 can be reached using radio (News Generation)
- Men 65 and over are four times more likely to listen to radio. (Statista)
- The direct mail execution leads to a more emotional response than digital media.
- A mail advertisement adds legitimacy and strengthens the relationship with the audience.

- Roger Dooley says that direct mail is “easier to process mentally” and uses “21% less cognitive effort” than digital advertising.

### **The Proposition/Big Idea:**

Radio and social media (facebook) ads that preach the familiarity of the Omaha Star. A paper with news that is uplifting, transparent, and honest.

“Come home to the Omaha Star, learn about what’s happening in your community.” - CALL TO ACTION

“Always dedicated to the people.” - SLOGAN

“The Omaha Star delivers news about your home and community.”

### **Support for your proposition/Big Idea:**

Going off of the Dayton research, blue collar workers are family oriented but they are more skeptical. They hold traditional values. Meaning, 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. And, 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.

From research we know that blue collar works are family oriented, hold traditional and are a bit skeptical. We also know from research that blue-collar works have physically intensive jobs and jobs. Many adults can be reached through radio.

### **Brand Imperatives:**

The Omaha Star has consecutively been CEO’d by African American women. Backed by the Mildred D Brown Foundation, the newspaper was founded in 1938, Omahas first and only Black owned newspaper, with the intent to share community positivity and uplifting stories to both inspire and inform.

### **Key Consumer Benefit:**

- Local, community news. Things that you would not find in the normal paper (family of the week, community member’s photos)
- Supporting a local Black owned small business
- Supporting the working class

### **Competition:**

- Direct: Other local daily/weekly newspapers in the area such as: The Reader, The Omaha World Herald, Lincoln Journal Star.
- Indirect: Large world/nation newspapers that are easily accessible such as: The NYT, USA Today, The Wall Street Journal, Washington Post

### **Creative Direction:**

The idea we are working with is to show blue collar workers that the Omaha Star is also made of hardworking men/women. The Omaha Star is made up of a community that also works as a family. And, going off of the Dayton research, we can safely say they will look toward Omaha Star, since it is local news. They want to stay informed while also maintaining this relationship of trust and honesty.

The Omaha Star already has a brand image of honesty and transparency. These are key values to blue collar workers. They are family oriented and are more in tune with their community, even if they lurk rather than actively participate.

### **Media Imperatives/Contact Point Considerations:**

Radio: The older generation listens to radio a lot more than the younger generation. Blue collar workers are also more likely to listen to radio, based on the NCLS research. We can cross this with the fact that Omaha is made up of older blue collar workers and that older men are more likely to listen to radio.

Social Media: As time passes, social media is used by more and more age and social groups. Older crowds use Facebook more, while Twitter is actually used to consume news. An active online presence is important, no matter what. Articles (like the one on Forbes) on how companies market to blue collar workers emphasize the importance of an online presence.

### **Evaluation (Explain how you will know if the efforts have been successful in relation to your campaign objectives).**

We will know if our efforts have been successful by seeing the numbers of followers for the Omaha Star go up. That is one way with social media. When it comes to radio, we can also direct them to our social media. So, we can pile up the numbers and use data tools to find if our audience was called to action by our messages.

### **Communication Objectives:**

- We are hoping that blue collar workers become aware of the familial image the Omaha Star wants to project. So this objective would be to project a brand image of familiarity and community to blue collar workers.
- Create awareness of the Omaha Star within the blue collar target audience.
- Shape a positive attitude to the Omaha Star and the local news it delivers within the target audience.

**Call to Action:**

Omaha Star is a reliable news source that grabs the attention of the blue collar workers with up to date news feed linked to Omaha Star Instagram/Twitter/Facebook.

“Become a part of the family -- find the latest news of our community!” (tagline after radio ads and tv ads)

“Click here to join our Omaha Star family.” (buttons and links on our social media posts)

**Sources:**

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5. <https://www.epi.org/publication/the-changing-demographics-of-americas-working-class/>
6. [Blue Collar Workers in Omaha Excel Sheet from ReferenceUSA](#)
7. <https://www.dol.gov/agencies/whd/fact-sheets/17i-overtime-blue-collar>
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9. <https://www.pewresearch.org/internet/fact-sheet/social-media/>
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11. <https://www.themailshark.com/resources/articles/6-advantages-of-direct-mail/#:~:text=According%20to%20writer%20and%20researcher,and%20a%20more%20memorable%20experience>.

ANNOUNCER:	Working hard and don't have time to keep up with your community news? The Omaha Star has got you covered!
SFX: Notification Ding	
ANNOUNCER:	Well would you look at that, a notification updating me to read about the family of the week!

SFX: WHAT! Noise	
	Head over to our website at <a href="http://www.theomahastar.com">www.theomahastar.com</a> to learn more about our community as we cover sports, politics and more! The Omaha Star is dedicated to our people and we want to make an impact in our community today!



# *The Omaha Star* ★

ALWAYS DEDICATED TO THE PEOPLE

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



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STORIES FOR AND BY THE PEOPLE

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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***

## 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 Homeowner Association President for her neighborhood which has 970+ lots. Jeff says Jami is the Major of a little city.

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 Nebrasaka 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 "Scousins" (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 Jamison's sporting events as one, big sheering section.



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

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**The Omaha Star**

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From the iPublisher's Pen

*The Election for the President of the United States is upon us. In the State of Nebraska we will be electing someone to the governorship. We will also be electing someone to represent us in the United States Congress and the Senate.*

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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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