

Sharing the wonder of Australia.

News Corp Australia brings communities together with Livefyre, part of Adobe Experience Manager.

News Corp Australia

"With Adobe Experience Manager Livefyre, we successfully expanded our #SnapSydney campaign nationwide to engage all of our metro audiences."

Brad Forster, Head of SEO, News Corp Australia

SOLUTION

Adobe Experience Cloud, including Adobe Experience Manager Livefyre, part of Adobe Marketing Cloud

RESULTS



35,000+ photos posted, reaching 24.5 million



Increased **ENGAGEMENT** with more time on-site



AUTOMATED workflows for easier image moderation



Extends **BRAND** to physical and digital communities



News Corp Australia

Established in 1923

Employees: Approximately 9,000

Sydney, Australia

www.newscorpaustralia.com

CHALLENGES

- Scale social media moderation for nationwide events
- Encourage greater engagement with the community
- Provide advertisers with greater reach

USE CASES

- Content Marketing and Velocity

“Automation using Livefyre allowed us to reduce operating costs as we scaled the campaign by 400% without needing a proportional increase in headcount.”

Brad Forster, Head of SEO, News Corp Australia

Digital engagement for newspapers

News Corp Australia, Australia’s number one media company, reaches millions of Australians every day through newspapers, magazines, Internet, and television. Newspaper brands include four metro newspapers that focus on local news for Australians living in some of the country’s biggest cities: Sydney, Melbourne, Adelaide, and Brisbane. While national newspapers give readers a good overview of the world around them, these metro newspapers are still the best way for communities to discover the information that closely affects their daily lives, from updates about local regulations to news about art exhibitions.

As interest in print declines across the publishing industry, News Corp Australia is shifting to digital channels and looking for new ways to encourage engagement with its metro newspaper brands. One of the most successful events in recent years has been the annual #SnapSydney campaign. Over 24 hours, News Corp Australia invited people to post photographs of sights, people, activities, or even everyday life around Sydney to social media using the #SnapSydney hashtag. News Corp Australia collected these images into galleries posted on social media and special landing pages created just for the event.

“The idea behind the #SnapSydney campaign was spending a day celebrating the diversity in the community, whether through culture, sport, government, or daily life,” says Brad Forster, Head of SEO, for News Corp Australia. “Combining pop-up events with digital imagery helps us bridge the physical and digital worlds in which our newspaper brands exist. By building awareness of the community and getting people interested in what’s happening in their city, we hoped to also build our brand and encourage subscriptions or sponsorships.”

One of the biggest challenges for the event was moderating photographs. While News Corp Australia wanted to encourage open submissions and engagement from the community, it also needed to prevent spam or inappropriate images that would negatively affect News Corp Australia or its advertisers. A team of ten moderators manually approved and posted images to sites. The workflow was effective, but also time consuming.

With the success of #SnapSydney, News Corp Australia considered expanding the event nationwide, but concerns about how to scale moderation held back the plans. This changed when the company took a closer look at Adobe Experience Manager Livefyre within Adobe Marketing Cloud. News Corp Australia was already using Livefyre for liveblogging sports events. The company realized its social moderation tools also had the potential to help manage #SnapAustralia campaigns across markets for less effort and cost.

“Adobe worked with us to develop processes that allow us to moderate and post photographs on multiple channels, saving us a great deal of time and effort,” says Forster. “With Adobe Experience Manager Livefyre, we successfully expanded our #SnapSydney campaign nationwide to engage all of our metro audiences.”

SnapAustralia

2017 Finalist

In 2017, #SnapAustralia was recognized with an award by the International News Media Association for Best Use of Social Media.

SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

- Adobe Marketing Cloud
- Adobe Experience Manager Livefyre

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/solutions/digital-marketing



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Reaching physical and digital communities

Under the new #SnapAustralia campaign, News Corp Australia held pop-up events in Sydney, Melbourne, Adelaide, and Brisbane. For 24 hours, people were encouraged to post photographs to Twitter, Instagram, Snapchat, or Facebook using the hashtag for their city. Each metro newspaper hosted an image gallery on its website that constantly refreshed with the latest images. People attending events in person could also catch a glimpse of their photos on a digital billboard featuring a scrolling slideshow with new images.

With Livefyre, moderation is simple. Automated filters help eliminate offensive images or spam. The moderation team did the rest, quickly checking and approving photographs from a single screen. Automated workflows pulled approved photographs and posted them to the correct website or billboard depending on the city tag. Banners were also rolled out automatically onto billboards, providing a high-profile advertising space for sponsors at the in-person events.

“We ran the event in four cities, but the moderation team didn’t grow nearly as large,” says Forster. “Automation using Livefyre allowed us to reduce operating costs as we scaled the campaign by 400% without needing a proportional increase in headcount. It showed us how we can run more profitable events for News Corp Australia and our clients in the future.”

Increasing local engagement

News Corp Australia measured the reach and engagement of the #SnapAustralia campaign. By the end of the campaign, people had posted more than 35,000 photographs that reached 24.5 million people through social media. In addition to the high engagement over social media, News Corp Australia saw very high on-site time on the #SnapAustralia landing pages during the course of the campaign.

By promoting engagement with the community and with the local News Corp Australia brands, the company hopes to increase revenue through more subscriptions and a greater number of impressions for advertisers.

“Everyone in the publishing industry is trying to figure out what the future of newspapers will look like online,” says Forster. “Livefyre gives us the tools to help capitalize on digital resources and deliver results for advertisers and for the community.”

News Corp and Adobe Creative Cloud

News Corp Australia also simplifies creative software access, distribution, and management with automated named-user deployment of Adobe Creative Cloud for enterprise. Read the story.

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