

The Wall Street Journal Europe

Advertising Campaign



the client:

The Wall Street Journal Europe provides unrivalled global business news, analysis, and commentary for readers in Europe. The Wall Street Journal Europe is edited and published in Brussels, printed in six countries throughout Europe, and is distributed in more than 50 countries in the region.

the project:

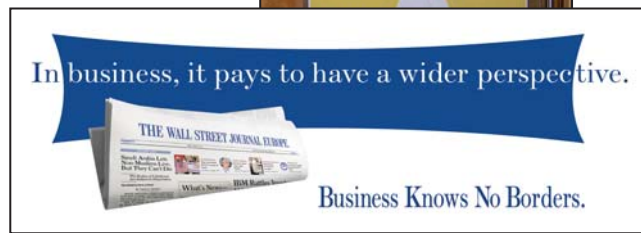
In a climate where news circulations are struggling generally, the UK Broadsheets are being ever more aggressive with their business coverage. At the same time, the FT is trying to broaden its coverage beyond the business world. So with competitors in London trying to be all things to all readers, The Wall Street Journal Europe (WSJE) saw an opportunity to affirm its position as the dedicated global business news provider – a pure business read.

Zeus were asked to create a low-cost campaign that highlighted the relevance of global business news from the WSJE for the city community.

the work:

Zeus came up with the campaign idea "Business knows no borders" and, based on this, created posters, taxi sides, radio ads, point of sale and promotional material, Internet banner ads, and direct mail.

zeus advertising case study



All aspects of the campaign (with the exception of media buying and planning) were project-managed by Zeus.

the result:

With a single-minded message across all media and a consistent visual look, the campaign commanded attention beyond that expected of the budget.

client quote:

"The campaign produced a definite buzz amongst readers and advertisers, and a significant increase in sales – with good retention some weeks after the campaign had finished. The experience of working with Zeus was a pleasure from the briefing through to campaign end. We continue to work with them and to recommend their service to others."

Anne Hogarth, Retail Marketing Director, The Wall Street Journal Europe.

other projects for The Wall Street Journal Europe include:

Point of sale promotions and an Internet subscription campaign.

other zeus clients include:

AOL, BBC Worldwide, CNBC Europe, and Monster.

about zeus:

Zeus Advertising is a creative advertising agency that specialises in 'small' projects for big clients, and 'big' projects for small clients. There are no account handlers to get in the way – at Zeus you deal directly with the creatives who come up with your ideas – which leads to fewer misunderstandings, faster turnaround, better quality work, and great value.

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