

“Time vs. Money”

How we can save more of both—without sacrificing either

Overview

Is it worth it to drive five minutes out of the way for cheaper gas? Does it make sense to pay \$200 more for a flight to avoid a two hour layover?

Pretty much every day (and often more than once a day), we all wage an internal tug-of-war in the great savings debate of time vs. money. The variables of the algorithm are infinite but the constant is that one always has to be sacrificed for the other.

Or does it? In this lively custom content program, we'll encourage *The Washington Post's* ambitious and (thus often time-pressed) readers to view the algorithm with a fresh eye. Leveraging Geico's own tips and techniques, we'll open their eyes to ways in which they can make the most of both time and money without sacrificing either.

Execution

A multimedia program is divided into two thematic parts:

Part 1: *Discovery*

Blending colorful journalism with interactive graphics, we'll immerse readers on a journey of discovery that helps them better understand how they personally value time vs. money.

Part 2: *Solutions*

We'll then provide concrete tips and highly relevant seasonal scenarios that empower readers to put their enhanced self-knowledge to practical use.

Elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off.

Mock of Program Entry Point

A dynamic entry point ensures readers are instantly engaged in the debate over saving time vs. saving money.

When readers hover over the left-hand side, a clock comes into focus.



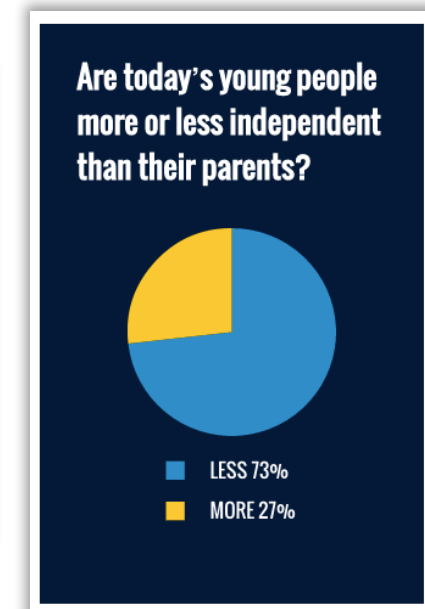
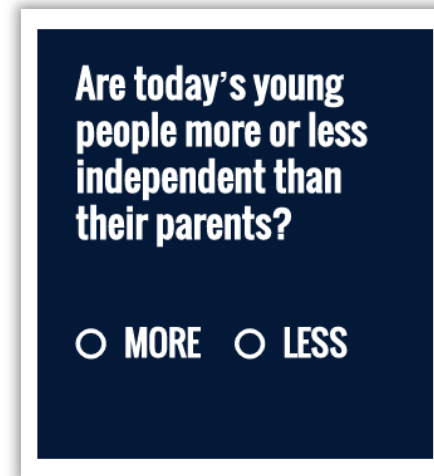
When readers hover over the right-hand side of the screen, stacked coins come into focus and the clock fades back.

Content Details: *Discovery*

In a recent study, 64% of respondents valued money over time. But those who put time first were statistically happier. The point? When it comes to time vs. money, it's incredibly hard to understand even our own value system. We'll help readers figure it out through a vertical-scroll content experience that includes:

- An **article** explains the time vs. money tug-of-war and guides readers through the process of learning which they tend to prioritize and which they tend to sacrifice
- The article could include insights and an infographic created from an **original survey** conducted by the Post's dedicated research team to uncover demographic differences in how Americans value time and money
- Within the article, **Instant poll questions with real-time response tallies** pop up at intervals (sample question: "If you had to choose between more time or more money, which would you pick?")

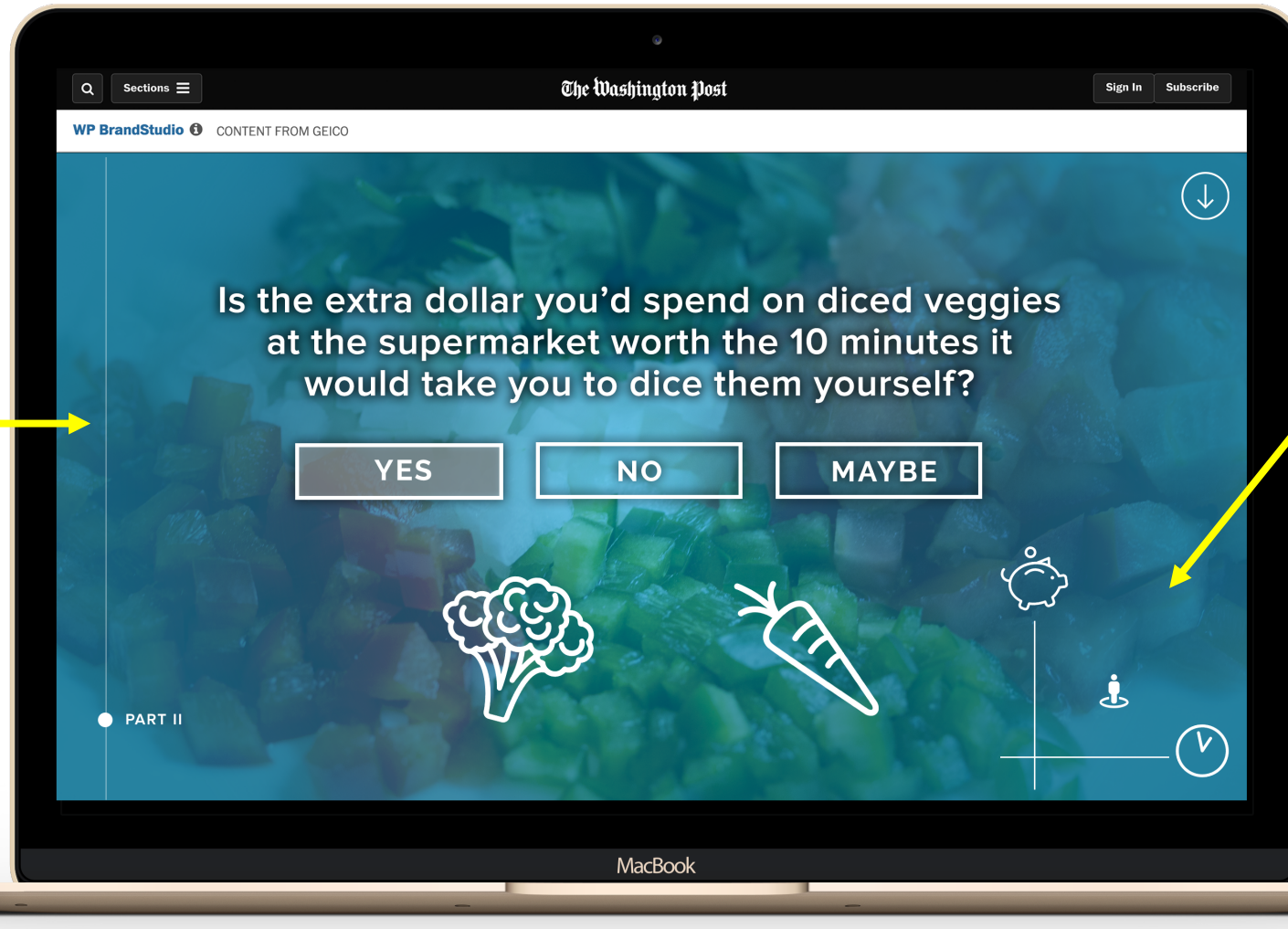
- An **interactive quiz** helps readers sort out their priorities so they can make more informed and satisfying choices about how and where to save



[Link](#) to WP BrandStudio article with instant poll questions

Mock of Interactive Quiz

Readers answer a series of yes/no/maybe questions.



Their responses accumulate on a graphic chart.

At the end of the quiz, readers are shown their full chart with recommended tips and links to Geico's [content](#).

Solutions

After gaining a better understanding of how they value time and money, readers will be given hands-on ways to reap the benefits of saving in either area.

A series of **mini-infographics** will be rolled out in alignment with seasonal tentpoles that traditionally require an increased expenditure of time and money. The graphics could be accompanied by a **photo profile** that presents personal advice from an influential “super saver” with a strong social following (and, ideally, a good sense of humor).

Tentpole topics could include:

- Thanksgiving dinner
- Holiday shopping
- August back-to-school

Sample mini-infographic + profile

Back to School: An infographic will show a comparison between what you could do with the money saved by spending 15% less on school supplies and lunches (through comparison shopping and packing a brown-bag lunch) vs. what you could do with the 15% time savings you could get by ordering from a single convenient source and not making lunch every day. The infographic could integrate [Geico's tips](#).

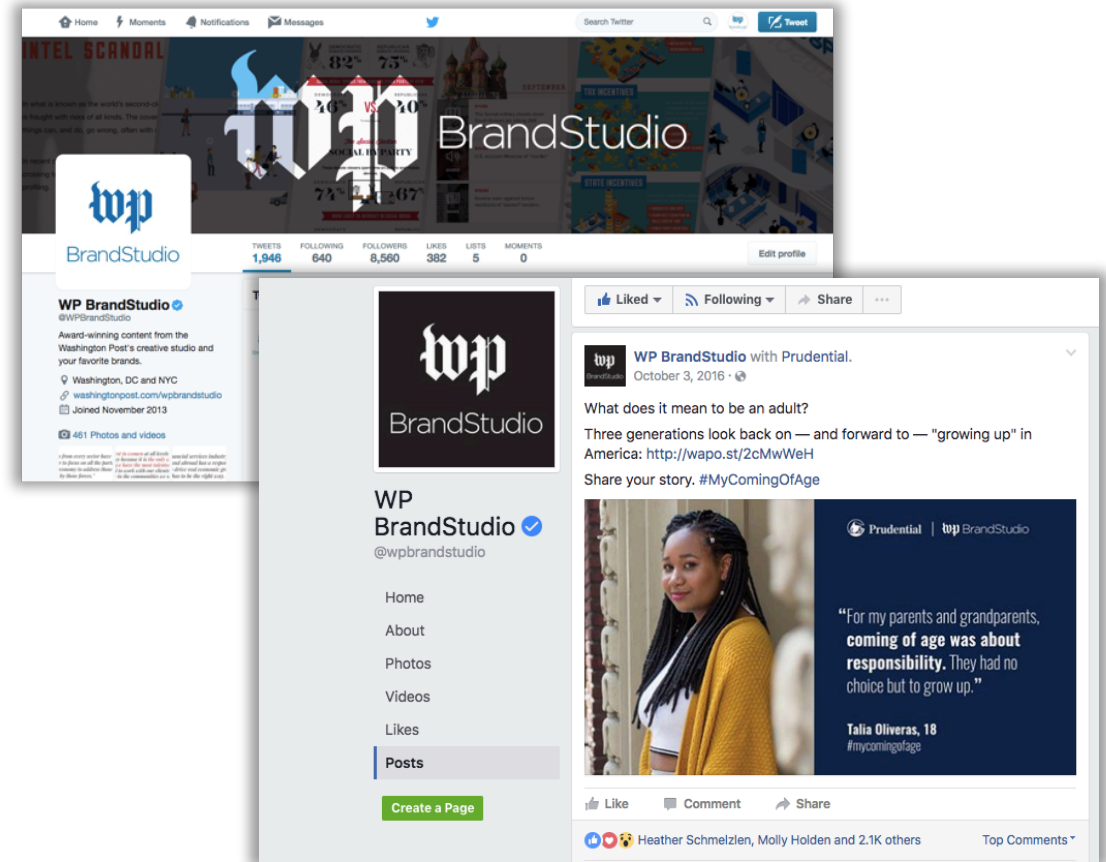
In a companion photo profile, we'll ask an extreme couponer or multitasker to share what they would do if they had 15% more time and/ or money. He or she will also their best tips and techniques on saving both.

Custom Social Campaign

A dedicated WP BrandStudio social media specialist will amplify the content through WP BrandStudio social media accounts, which include Facebook, Twitter, LinkedIn, Instagram and YouTube.

Additional ideas include:

- Social-only cards with “Solutions” content in the form of short tips or easily digestible infographics
- Twitter poll that asks users if they’d rather have 15% more time or 15% more money; respondents would be retargeted with a post/social card that says “You don’t have to choose! Here are tips for doing both”
- Promoted posts asking people what they’d do with 15% more time/money and highlighting the best responses



WP BrandStudio Examples



[Link to WP BrandStudio article](#)



[Link to WP BrandStudio interactive quiz](#)