

# THE VOICE + TULSAPEOPLE MERGER CAMPAIGN CONCEPT

## RATIONALE.



Refute the misconception TP is a "society mag" only for the affluent.



Showcase the strength of The Voice/TulsaPeople collaboration.



Reinforce TP's identity as Tulsa's city magazine that represents all Tulsans.



Introduce new audiences to TulsaPeople.

## VIDEO.

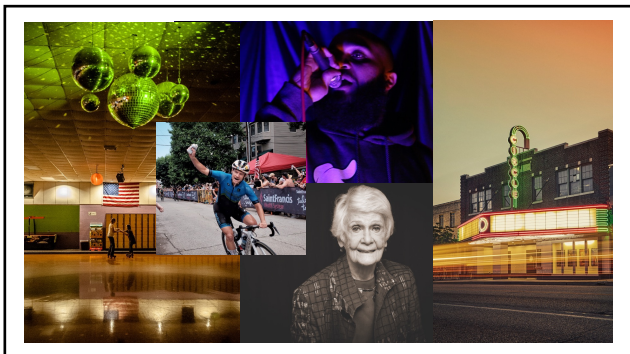
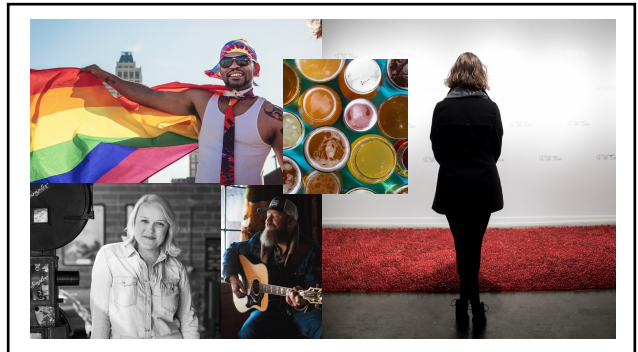
15-30 seconds long

Would live on:

- YouTube
- Website
- Social media accounts for TP and The Voice

Based on this NYTimes video:

<https://www.youtube.com/watch?v=sagbmFFewY0k>  
(video starts at 1:37)





**MESSAGING.**

Your city.  
 Your Voice.  
 Your magazine.  
 Your [TulsaPeople.com](http://TulsaPeople.com).  
**TulsaPeople**

Your city.  
 Your stories.  
**TulsaPeople**  
 PRINT + DIGITAL

Our city.  
 Our stories.  
**TulsaPeople**  
 PRINT + DIGITAL

**TulsaPeople**

**TulsaArts**

**TulsaMusic**

**TulsaFood**

**TulsaBusiness**

**TulsaPeople**

**TulsaVoice**

**TulsaHistory**

**TulsaCulture**

**TulsaNews**

**TulsaEvents**

**TulsaCauses**

**TulsaHealth**

**TulsaFilm**

**TulsaPeople**  
PRINT + DIGITAL

**OTHER ELEMENTS.**

- Look/messaging carried through to:
- Print house ads
  - Newsletter ads
  - Instagram story images