

The Herald to launch revamped HeraldLIVE with Boomtown-created engagement campaign

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South Africa's oldest newspaper, *The Herald*, is jumping into the digital world with both feet and running a launch campaign with the help of Boomtown, to drive awareness of its new [HeraldLIVE](#) online platform.



"We're really proud of the new HeraldLIVE website. It's been an extensive journey to develop a platform that allows our readers to immerse themselves in their trusted news brand on desktop, tablet or mobile," remarks Justin Peel, Chief Marketing Officer for *The Herald/Weekend Post*. "Visitors to the site will find the news easier to navigate, with new distinct sections highlighting the most important information first, and breaking news e-mail alerts to ensure our readers are always in touch with events as they happen."

Following a pitch process, Boomtown was appointed by *The Herald* to roll out a bold campaign to drive awareness of the online platform without neglecting the loyal print readership. "Brave thinking by the creative team paid off, and we're excited to be working with an iconic publication and Nelson Mandela Bay brand," remarks Boomtown MD, Andrew MacKenzie.

The campaign kicked off on 3 April and encourages engagement and exploration of Nelson Mandela Bay. "Once readers have liked our Facebook page, they have to find the posts which provide a clue as to the location of the missing letters. If readers find a letter they simply upload their photos with the letter in the comment section to stand the chance of winning one of six cash prizes," adds Peel.

Internationally newspapers are taking different routes in tackling readership and reach in a digital age, and one model doesn't fit all. But what is clear, is that newspapers will continue to do the heavy-lifting when it comes to accurate reporting and informed comment and analysis to keep the public in the picture.

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