



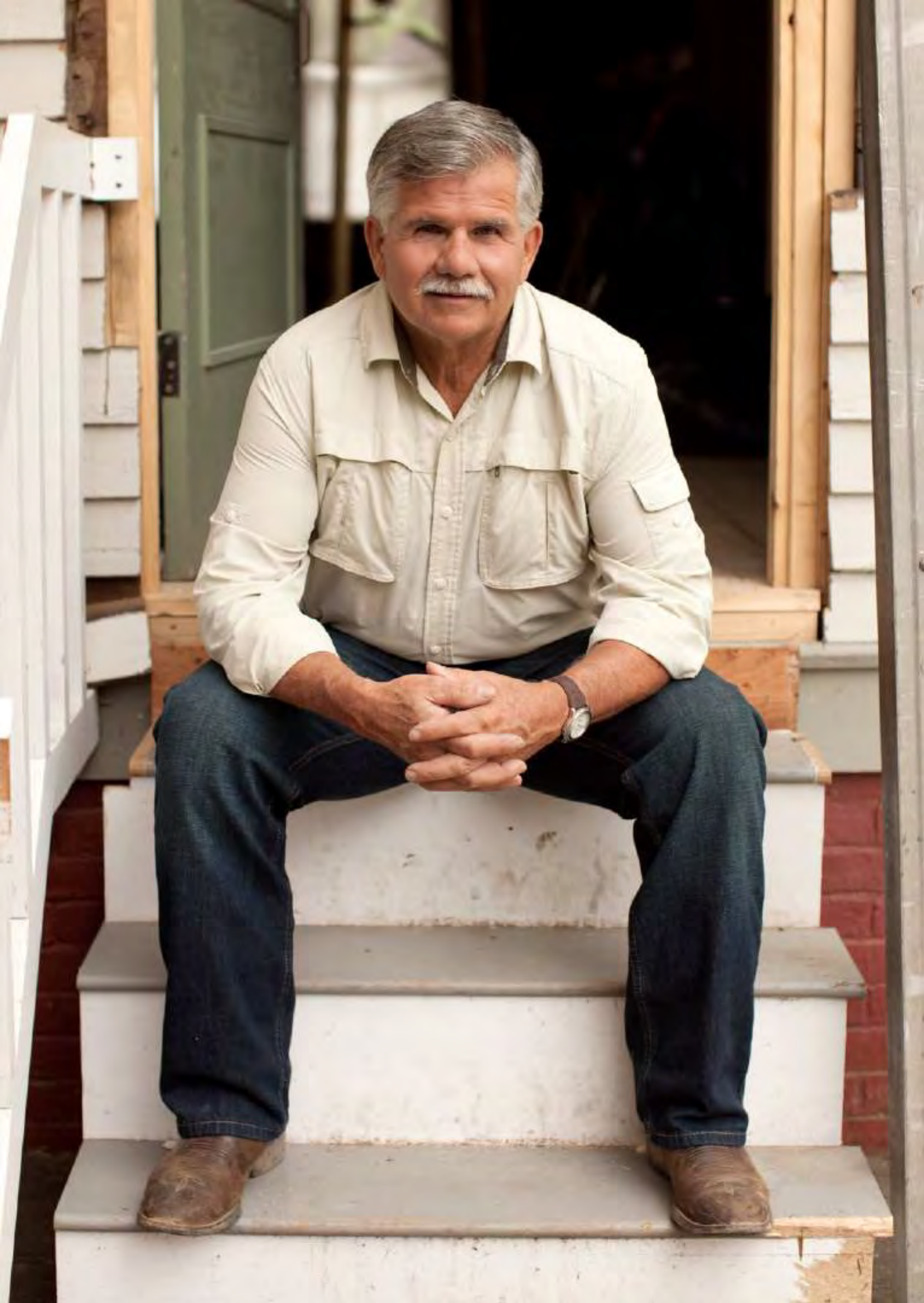
This Old House INSIDER▶

CASE STUDY

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MEDIAWORKS 360



This Old House INSIDER▶

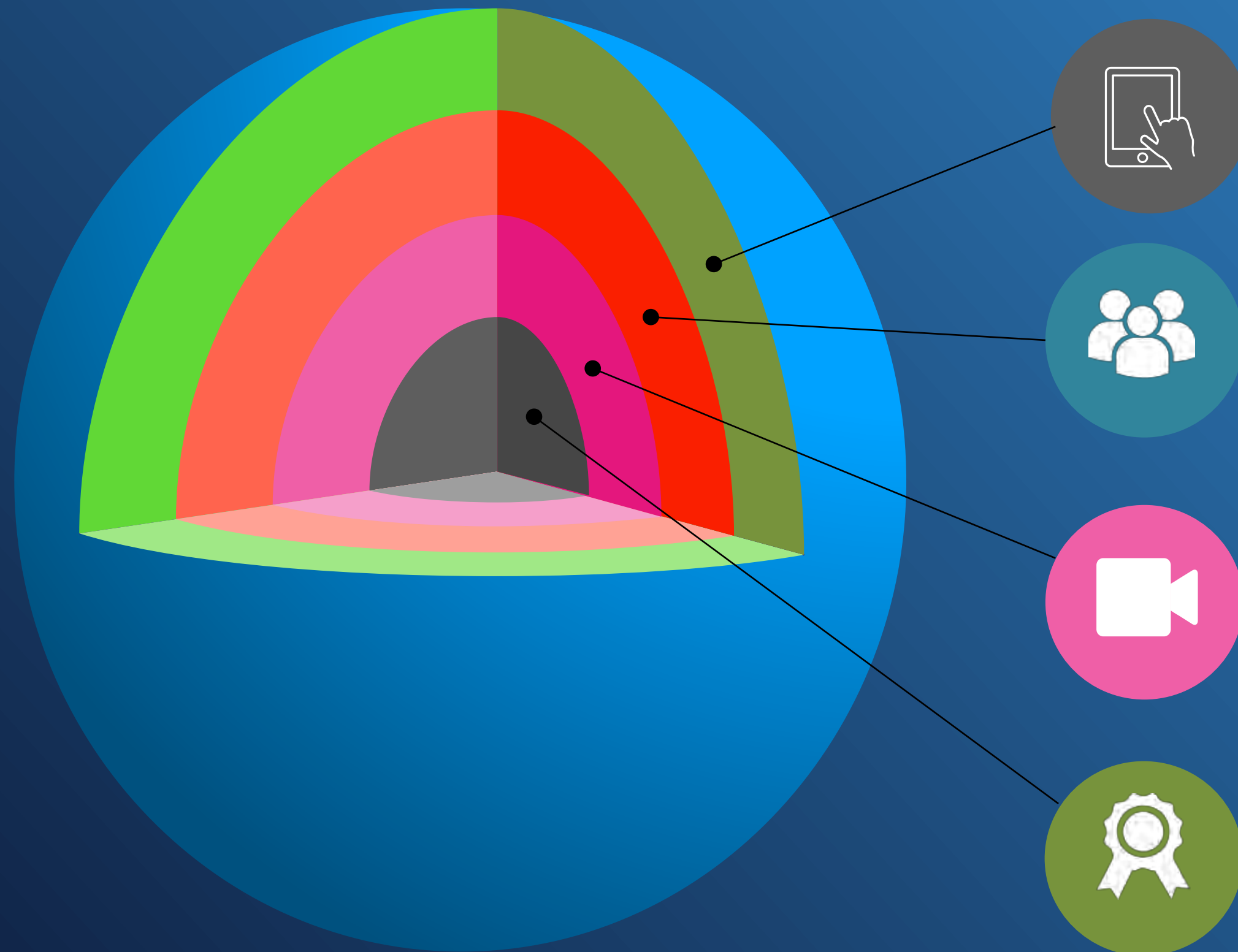
SUMMARY:

This Old House, a 25+ year publishing brand, was transitioning out of Time Inc., and beginning to drive initiatives to transform the brand.

This Old House asked MediaWorks 360 to help them develop and execute a major new strategy to:

- Significantly increase consumer revenue through the development of a premium-priced “insider” program. The recurring, digital revenue would provide a higher valuation for the newly formed company.
- Build a deeper relationship with their consumers, increasing loyalty and engagement
- Increase brand affinity

IDENTIFY THE POTENTIAL PROGRAM:



Incredible Content

Print/Digital, newsletters, "Insider"-specific content (exclusive, etc)



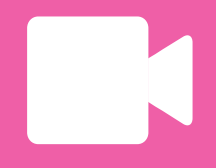
Events & Experiences

VIP access to events, "live" Q&A's, giveaways



Video

Exclusive and metered video, "behind the scenes", brand editors/personalities

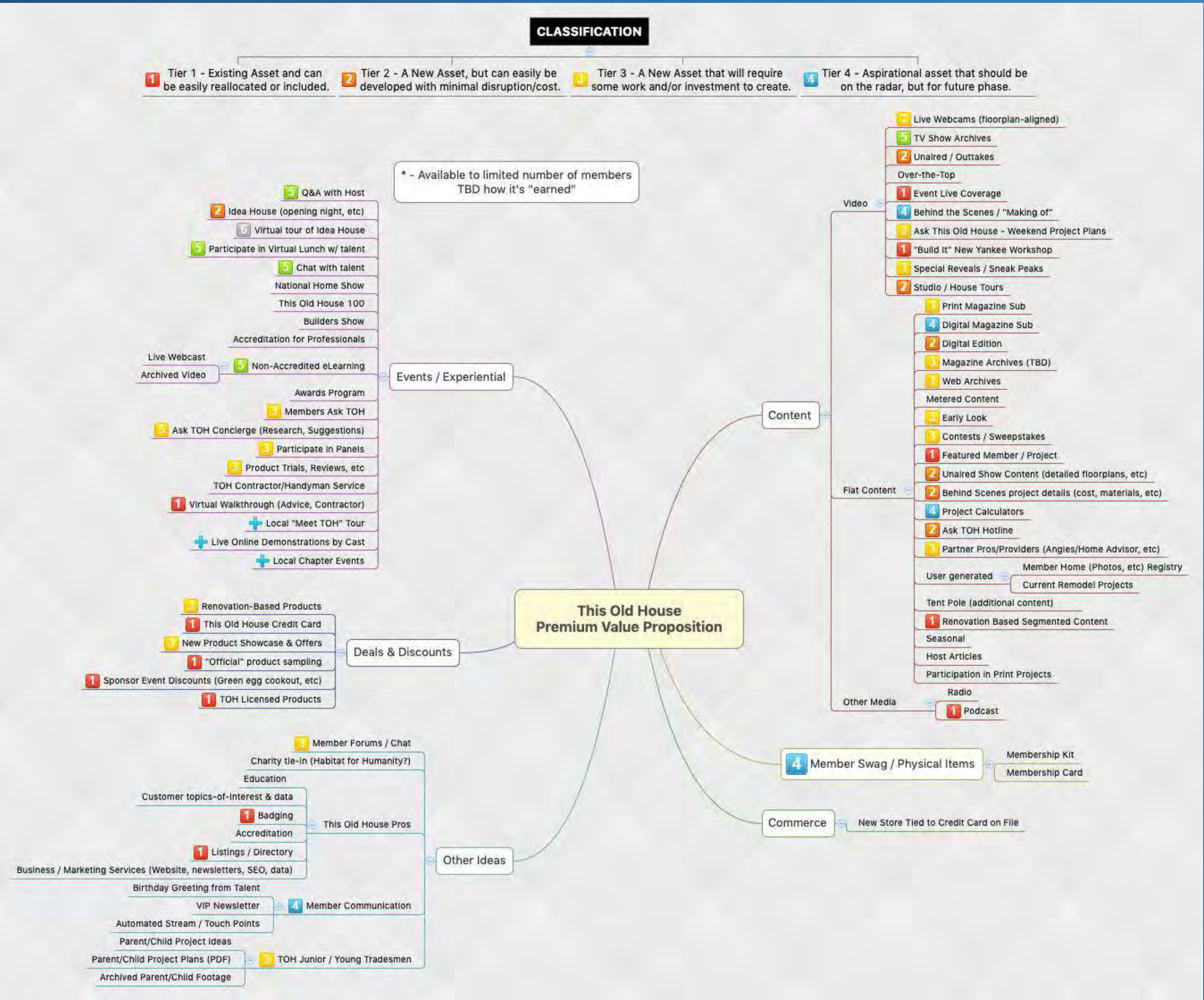


Deals & Discounts

Access to exclusive deals & discounts from the brand and brand partners. First look at new offerings, last look for deep-discounted closeouts and more



DEVELOPING THE VALUE PROPOSITION:



After developing a strong, deliverable set of benefits that were tested with likely target audiences, we launched in February of 2017.

CONTENT/VIDEO



VIEW THE TV ARCHIVES (932) Watch Now



INSIDER ▶ The Dorchester House | A Tour of the House



INSIDER ▶ ATOH101



INSIDER ▶ The Newton House | Episode 1



INSIDER ▶ The Concord Barn | Episode 1

Shifted from a free YouTube strategy to OTT

- Developed a TOH app and OTT platform sold through Apple, Amazon, Roku, and Android
- 600+ full episodes of This Old House TV
- All 17 seasons of Ask This Old House TV

Built digital archives for This Old House Magazine

- 22 years of This Old House magazine
- Previously unavailable to the public
- Ability to search and save in your personal library

EXPLORE THE MAGAZINE ARCHIVE (218) Read Now



May / June 1995



September / October 1995



November / December 1995



January / February 1996



March / April 1996



May / June 1996



July / August 1996



September / October 1996

TOH TV WEBCAMS See all



The Essex House: A Time-Lapse Look

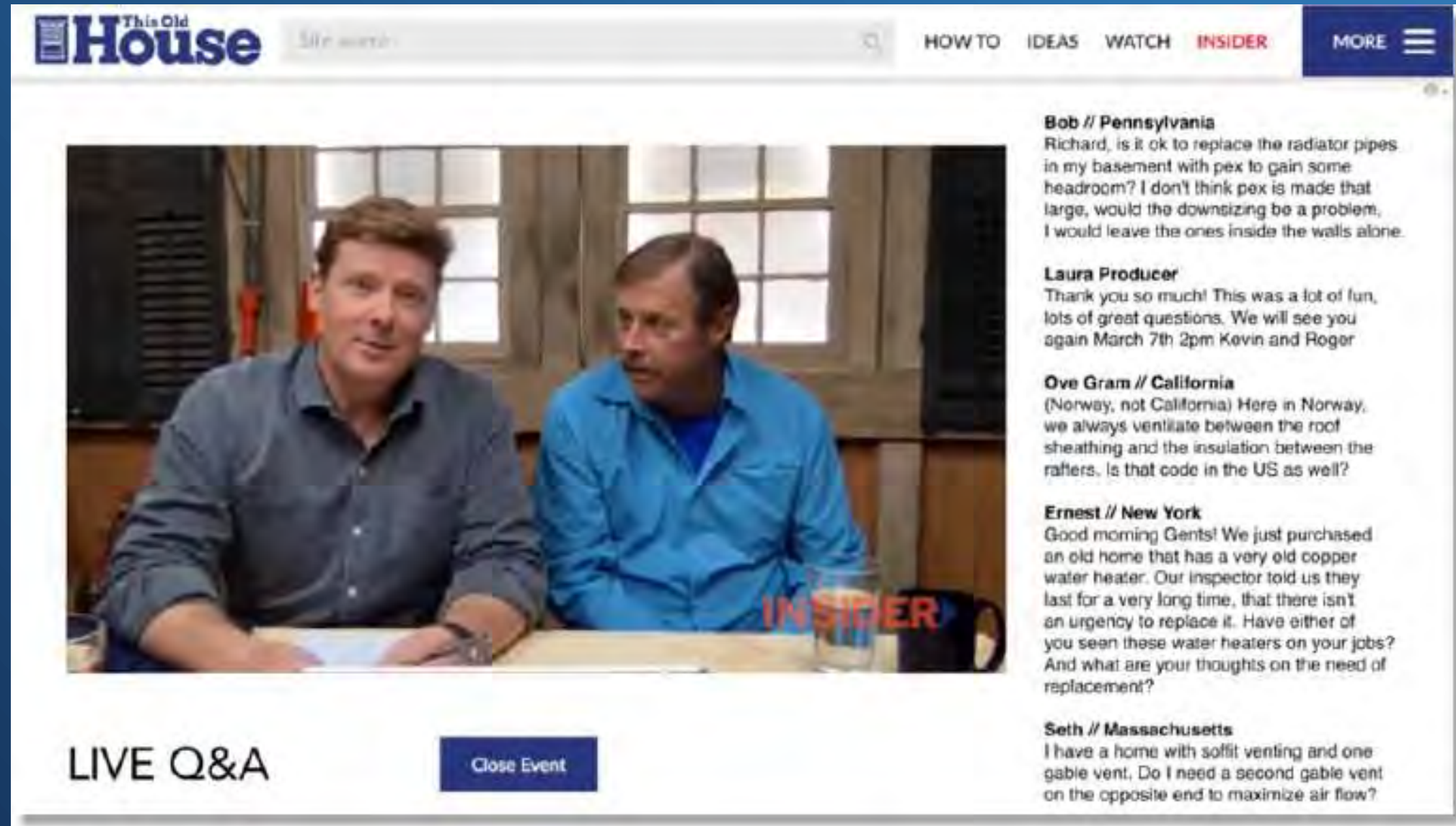


Arlington Outside Time-Lapse



Arlington Kitchen Time-Lapse

- Live project webcams



EVENTS & EXPERIENCES

- Live Q&A sessions with the TOH crew
- Exclusive member-only events



DEALS & DISCOUNTS



DEALS AND DISCOUNTS [See all](#)



INSIDER HomeClick
20% off lights & 10% off all other categories. Some exclusions apply.



INSIDER Build Direct
Save up to 80% on hardwood flooring.



INSIDER Silva Brothers Construction
Save 25% on Silva Brothers Construction T-shirts & sweatshirts.



INSIDER Browse Hundreds of Offers
View all national and local offers including home improvement, restaurants, entertainment, automotive, and more.

- Exclusive offers from the brand
- Partner with advertising clients
- Significant savings from industry vendors



Get Inspired. Shop Products on Houzz.

Exclusively for INSIDERS! Discover the perfect home products for every style and budget in the Houzz Shop. Use code TOH40 for \$40 off your first purchase of \$200+.



Site-wide Savings from Otterbox

This Old House Insiders only! Get 25% off durable phone cases, coolers, tumblers, and more from Otterbox.



FREE TO THIS OLD HOUSE INSIDERS Home Concierge by HomeAdvisor

Get complimentary access to Home Concierge by HomeAdvisor, an exclusive service providing a dedicated personal assistant to coordinate all your home maintenance and renovation needs. Regularly \$300 per year, it's yours free for being an Insider.

MEMBER COMMUNICATIONS



- Automated onboarding email stream introducing program to trial members
- “Insider” Newsletter
- Member announcements
- Automated notifications: cancel, save, refund, pre-bill notifications, password reset, etc.



“The TOH crew showed us how to do it and how to do it right. Becoming an Insider was a no-brainer!”

- Andy & Marge, Illinois



LAUNCHED
2017

MEMBERSHIP JOINS
100,000+

PRICE POINT
\$96

SUMMARY

Bundled and Repackaged Existing Assets

Insiders receive exclusive deals, giveaways and special offers from partners, VIP treatment at member only events and member-only content.

Targeting Audience

The premium priced insider program targets the This Old House brand's existing audience, enabling marketing through lower cost channels such as email – lowering CPAs and increasing lifetime value of its audience.


New audience segments are marketed via the App stores, paid social, search and partnerships

Program Elements

- This Old House Video Archive Access
- Live Demonstrations
- Insider Q & A with the Pros
- Tips, Tricks, and Ideas
- Project House Wrap Parties
- VIP Access and Discounts

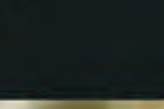
The screenshot shows the top section of the BH&G Insider website. At the very top, there's a navigation bar with a hamburger menu icon on the left, followed by the "Better Homes & Gardens" logo and the word "INSIDER" in large, bold, pink letters. To the right of the logo are four links: "MAGAZINE ARCHIVE", "DEALS & DISCOUNTS", "ROOM MAKEOVER", and "EXCLUSIVE FEATURES". Further right is a greeting "Hi, FRIEND!" with a small heart icon. Below this navigation bar is a large hero image featuring a bright, modern living room with a white sofa, blue and patterned pillows, and large windows. Overlaid on the right side of this image is a white box containing the text "New to BH&G INSIDER?" followed by a paragraph: "Thanks for joining us! Ready to explore the archive, start your dream makeover, save big at your favorite stores, and so much more?". On the far right edge of the hero image, there's a partial view of another article thumbnail titled "Cool" with a wicker chair.

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