

The Atlanta Journal-Constitution

VOL. LVII, NO. 1

Full Associated Press Service

Atlanta, GA., April 14, 2023

Printed daily and entered as second-class matter at
the post office at Atlanta under Act of March 3, 1879

PRICE 99 CENTS

COX ENTERPRISES

BATTLE OF THE BRANDS

James M. Cox Purchases the AJC

Formal statement Pledge's Fidelity
to Service of State and Nation

In candor, let me assert at the outset that there is not a newspaper in this country, except The Atlanta Journal, that I would be interested in acquiring. Through many years it has held my interest and admiration as a rugged honest voice of the South, with a tradition as honorable as any member of the American press. It is privileged to operate in a city noted for its culture and! progressiveness, and in a state with a tranquil spirit, born of a pure American citizenship. It is centered in an agricultural empire which could feed and clothe half the people of the United States. The setting is sufficient to fire the imagination of any man. To labor in such a field, is an inspiring privilege. In my first approach to the



Cox Headquarters in Atlanta, GA

Image by: The Business Journals

James R. Gray Sr. handed The Journal to his family' and to Major John S. Cohen and John A. Brice with clean hands. They have kept it clean. They hand it to me with clean hands. We feel and accept in the fullest measure the responsibility which this implies.

My conception of the functions and duties of a newspaper can be simply stated: It should tell the truth as only intellectual honesty can discern the truth. It should! do what is in conscience needful and right.

To try by vague and pointless preaching and evasion to please everyone is bad faith. Persisted in, it pleases none and exposes a lack of character which the people will soon appraise. In our civilization the interests of the classes are organized and guarded by their own skilled agents. The masses are not so protected. The press should never be.

MEET THE TEAM



Lauren

Account Executive



Caleb

Project Manager



Reagan

Research Strategy
Specialist



Nelly

Art Director



Cale

PR Specialist

CLIENT BACKGROUND

Cox Enterprises is the Atlanta-based parent company of the Atlanta Journal-Constitution.

1.2
million

print readers

9.2
million

digital readers

4.9
million

social media followers

EXECUTIVE SUMMARY

1



**CONDUCT
MARKET
RESEARCH**

2



**DEVELOP
DIGITAL
E-COMMERCE
STOREFRONT**

3



**ONBOARD
DROPSHIPPING
SERVICE**

4



**DEVELOP
LAUNCH KIT**

COMPANY OVERVIEW

BRANDING

The Atlanta Journal-Constitution STORE

Primary Colors



Secondary Colors



FreightSans Pro

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

Light Book Medium Semibold Bold Black

FreightText Pro

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

Light Book Medium Semibold Bold Black

THE CHALLENGE



SITUATION

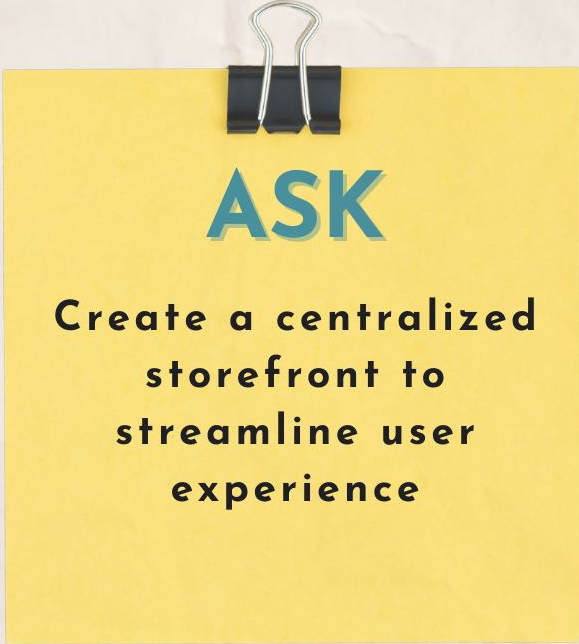
**AJC grossed over \$1
million in 2022 but
missed out on revenue
opportunities**

THE CHALLENGE



SITUATION

AJC grossed over \$1 million in 2022 but missed out on revenue opportunities



ASK

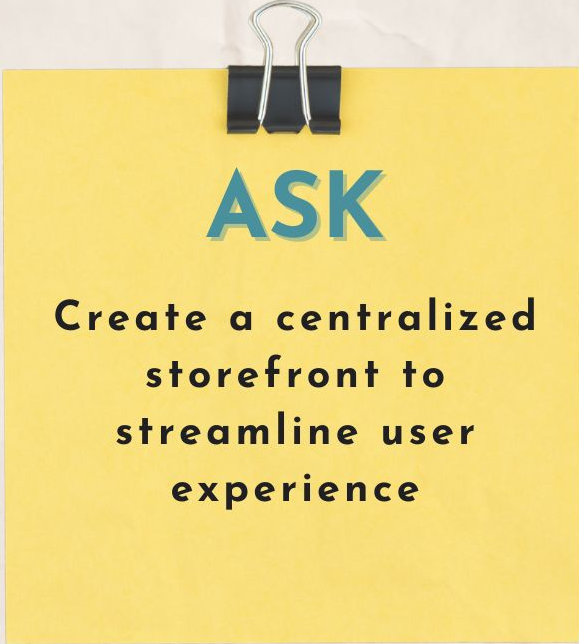
Create a centralized storefront to streamline user experience

THE CHALLENGE



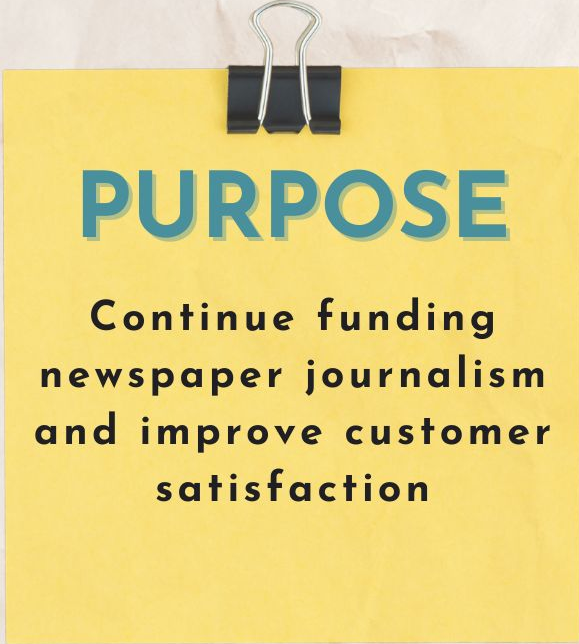
SITUATION

AJC grossed over \$1 million in 2022 but missed out on revenue opportunities



ASK

Create a centralized storefront to streamline user experience



PURPOSE

Continue funding newspaper journalism and improve customer satisfaction

RESEARCH



S

Cox resources

Awareness

Company ethics



W



O



T

A SWOT analysis diagram on a crumpled paper background. It consists of four black circles arranged in a 2x2 grid. The top-left circle contains a white 'S', the top-right a white 'W', the bottom-left a white 'O', and the bottom-right a white 'T'. Each circle is connected to a horizontal bar of a different color: light orange for 'S', yellow for 'W', orange for 'O', and teal for 'T'. The bars extend to the right, where text is listed for each letter.

S

Cox resources
Awareness
Company ethics

W

Engagement
Corporate barriers
Poor user experience

O

T



S

Cox resources
Awareness
Company ethics



W

Engagement
Corporate barriers
Poor user experience



O

Limited-edition goods
Ecommerce growth
Social media sales



T



S

Cox resources
Awareness
Company ethics



W

Engagement
Corporate barriers
Poor user experience



O

Limited-edition goods
Ecommerce growth
Social media sales



T

Supply chain issues
Wary consumers
Information security

TARGET AUDIENCE



Dylan, 35

Atlanta professional

Sports fanatic

Interested in Atlanta
Falcons & UGA shirts



Sarah, 20

College Student

Free AJC subscription
through UGA

Interested in UGA
championship apparel



Bob, 71

Retired

Longterm AJC reader

Interested in vintage
merch & reprints

E-COMMERCE

SITE	PRICE	BEST FOR	APPS	PRO	CON
	\$39/month	All-in-one		6,000 apps	Limited payment providers
	\$30/month	WordPress users		User friendly	High cost
	\$18/month	High-quality templates		Predesigned templates	Limited app integration

EXECUTION

MOTHERSHIP: A dropshipping service

Dropshipping allows us to sell products without carrying inventory

EXECUTION

MOTHERSHIP: A dropshipping service

Dropshipping allows us to sell products without carrying inventory



EXECUTION

MOTHERSHIP: A dropshipping service

Dropshipping allows us to sell products without carrying inventory



EXECUTION

MOTHERSHIP: A dropshipping service

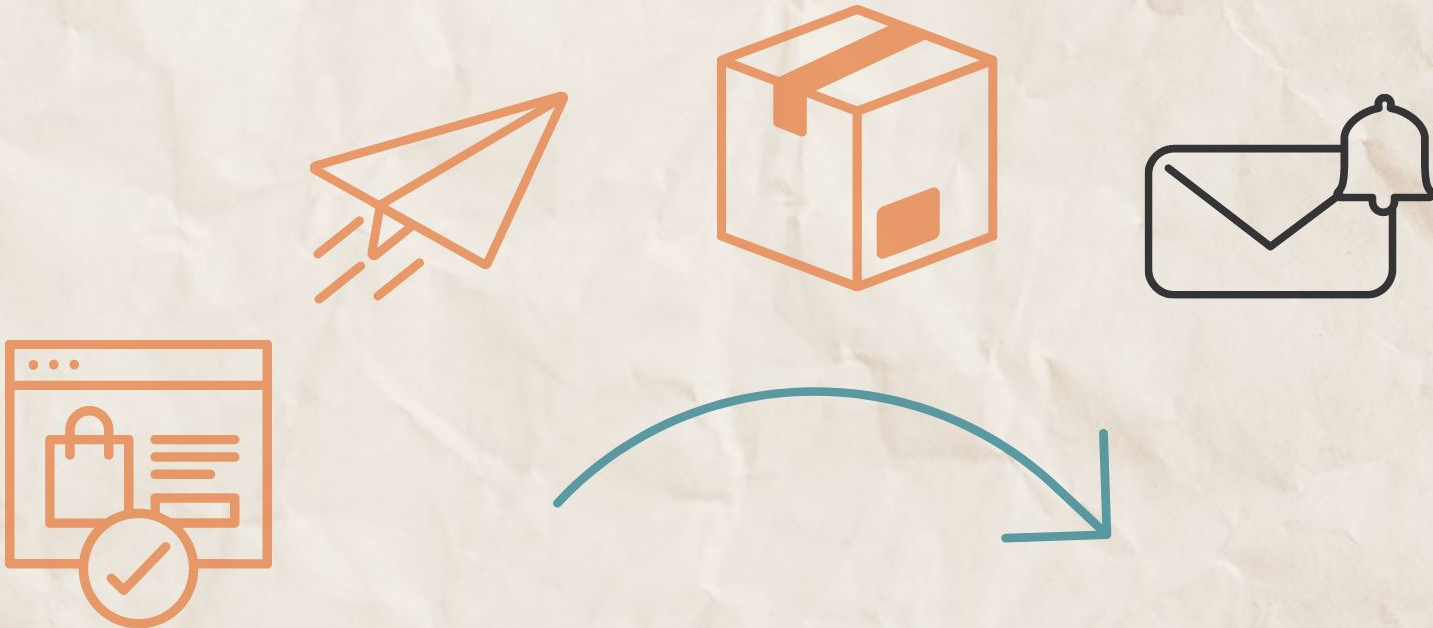
Dropshipping allows us to sell products without carrying inventory



EXECUTION

MOTHERSHIP: A dropshipping service

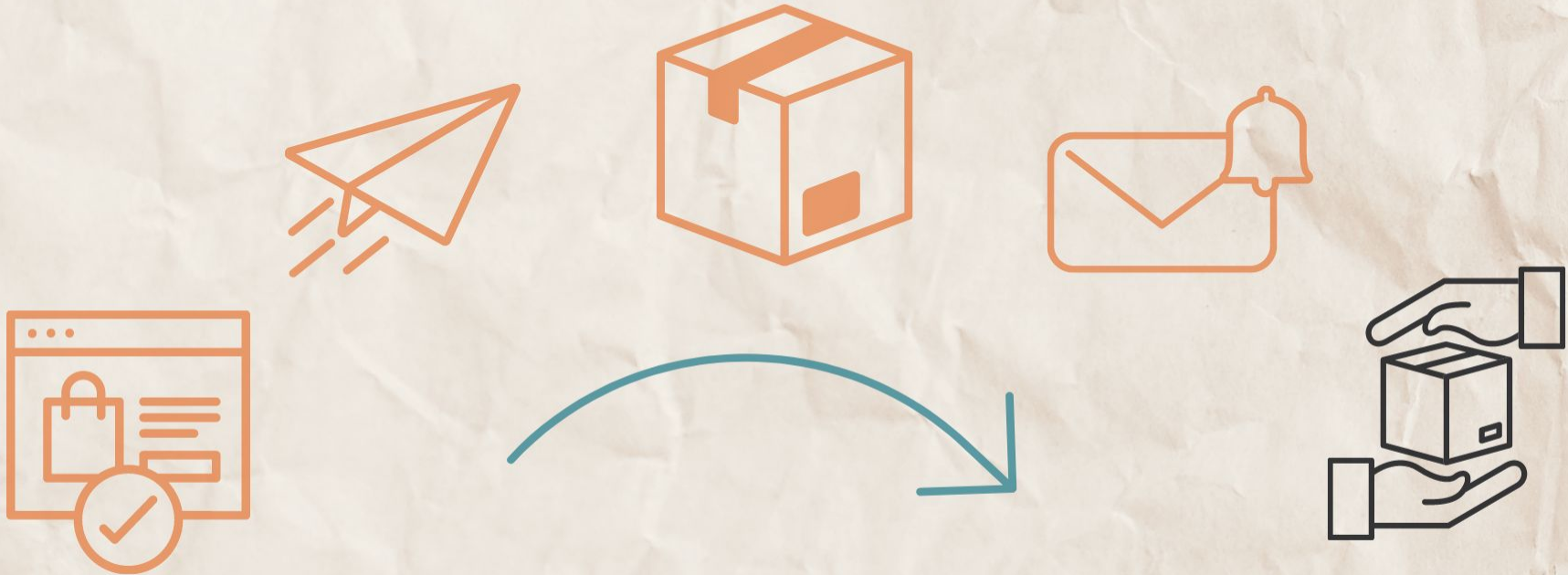
Dropshipping allows us to sell products without carrying inventory



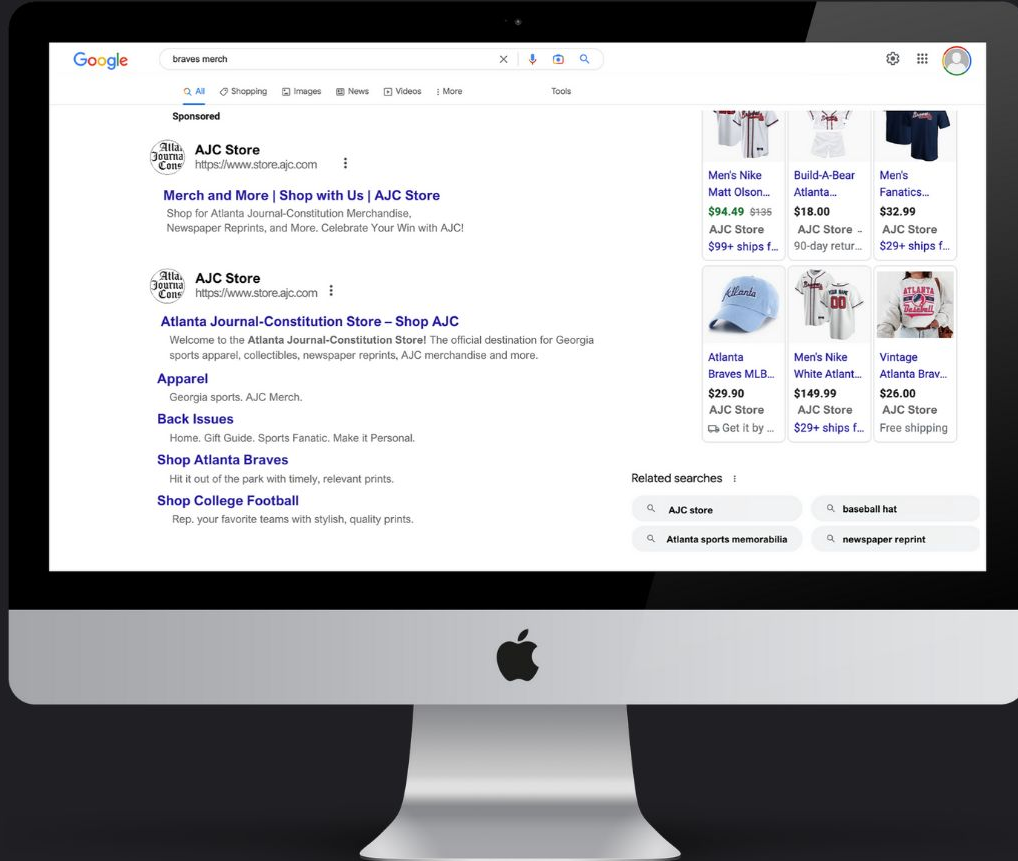
EXECUTION

MOTHERSHIP: A dropshipping service

Dropshipping allows us to sell products without carrying inventory



Meta Description



Keywords

KPIs

Unify Storefront

Track Supplier Number

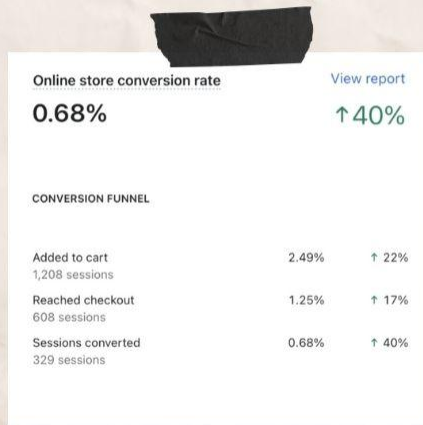
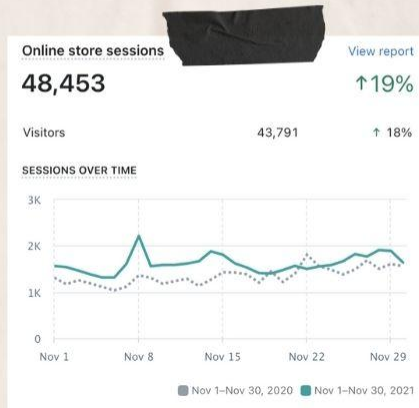
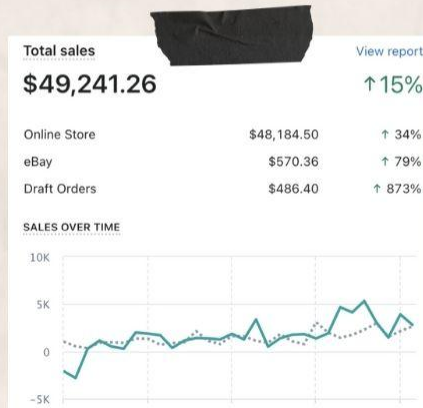
Track Audience

Device Type, Location, Traffic Source, Social Source

Increase Sales

Conversion Rate, Total Orders & Sales, Returning Customer Rate

ANALYTICS RESEARCH



LOGO SURVEY

Conducted Phase I survey

Implemented client feedback

7:16
Slack
docs.google.com

AJC Storefront Name

Welcome to the survey titled "AJC Storefront Name" conducted by the Cox Enterprises group at the Talking Dog Agency.

* Indicates required question

I consent to taking this survey *

☐ Agree

Please select ONE option below *

☐ I understand that I must choose ONE option and select N/A for all other questions. Thank you!

AJC Store *

A | STORE
The Atlanta Journal-Constitution



Conducted Phase II survey

Finalized logo design



PHASE I

PHASE II

A | STORE

The Atlanta Journal-Constitution

SHOP
AJC

SHOP
AJC

AJC | STORE

PHASE I

PHASE II

A | STORE

The Atlanta Journal-Constitution

SHOP
AJC

SHOP
AJC

AJC | STORE

PHASE I

A | STORE

The Atlanta Journal-Constitution

SHOP
AJC

SHOP
AJC

AJC | STORE

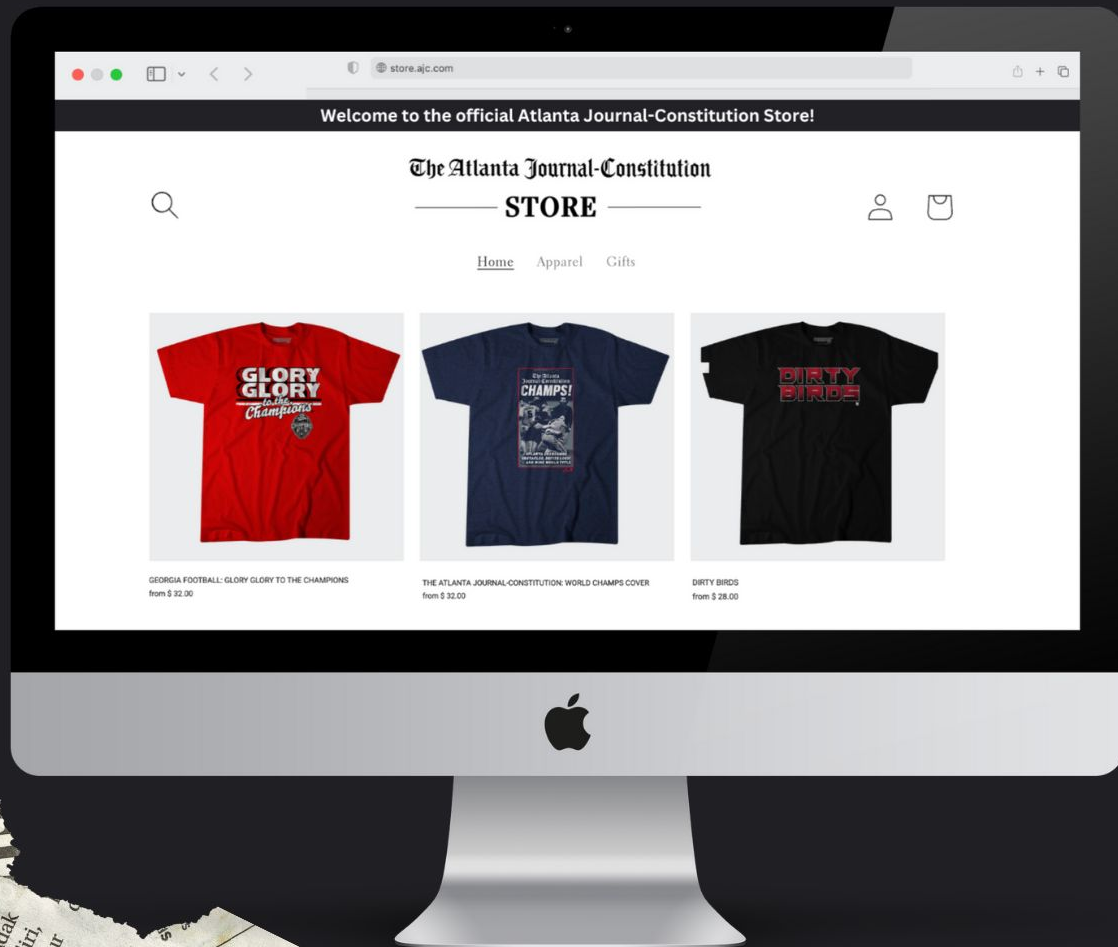
PHASE II

The Atlanta Journal-Constitution
STORE

A | STORE
The Atlanta Journal-Constitution

SHOP
The Atlanta Journal-Constitution

Store | **The Atlanta Journal-Constitution**



FUTURE RECOMMENDATIONS

TRADITIONAL PR

PRESS

The Atlanta Journal-Constitution

FOR IMMEDIATE RELEASE

Jane Doe
(777) 777-7777
jane.doe@ajc.com

ATLANTA JOURNAL-CONSTITUTION TO LAUNCH ONLINE MERCHANDISE STORE

ATLANTA, July 23, 2023 – The Atlanta Journal-Constitution announces the launch of an online e-commerce store, the “Atlanta Journal-Constitution Store.” The online platform will be the official destination for Georgia sports apparel, collectibles, newspaper reprints, AJC merchandise, and more.

Following the Atlanta Braves 2021 World Series win and the University of Georgia’s 2021 College Football National Championship victory, the AJC began to notice difficulties with the sale of merchandise online. Specifically, consumers were having to visit several websites to purchase merchandise from the AJC as opposed to simply one. At the AJC, we shared in consumers’ grief regarding the tedious user experience.

To help alleviate these issues and increase revenue, the team at the AJC decided to create an online store to create a more user-friendly experience for online shoppers. The online store will feature all things Atlanta in one convenient location. From AJC sweatshirts to reprints of the AJC’s coverage of the Atlanta Braves 2021 World Series win, this new store will have it all.

“The city of Atlanta deserves a world-class online merchandise shopping destination,” said Andrew Morse, President of the AJC. “We are proud to provide Atlantans with this new platform to help them celebrate the greatest teams and the greatest city in the country.”

The AJC store is scheduled to launch this upcoming summer, with a wide array of opportunities, products and merchandise for online shoppers of all backgrounds. Read more about the new website [here](#) and check out the online store at [www.store.ajc.com](#) this summer.

About the Atlanta Journal-Constitution:

The Atlanta Journal-Constitution traces its roots to 1868, the founding date of The Atlanta Constitution. The Atlanta Journal debuted in 1883. The papers have been under common ownership since 1950 and fully merged in 2001. The newspaper is owned by Cox Enterprises, a family-owned company that has been in Atlanta since 1939. While the newspaper is owned by a private company, its news decisions are made by the journalists in the AJC’s newsroom.

###

RELEASE

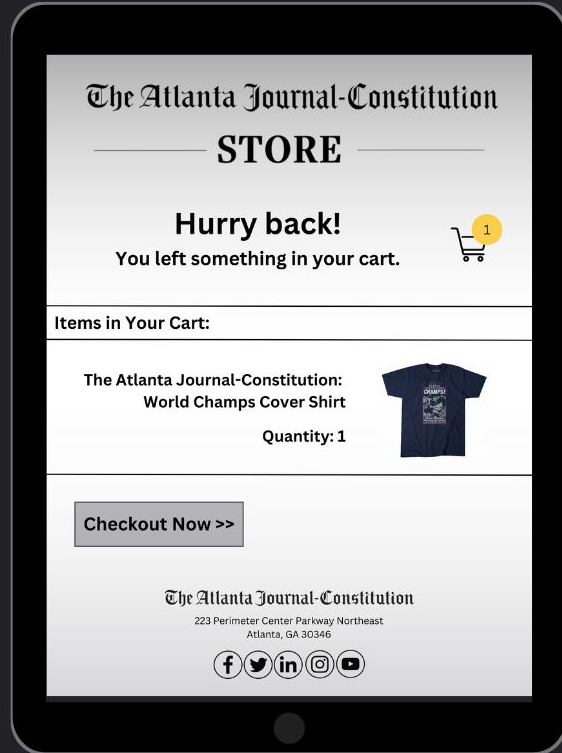
MEDIA

LIST

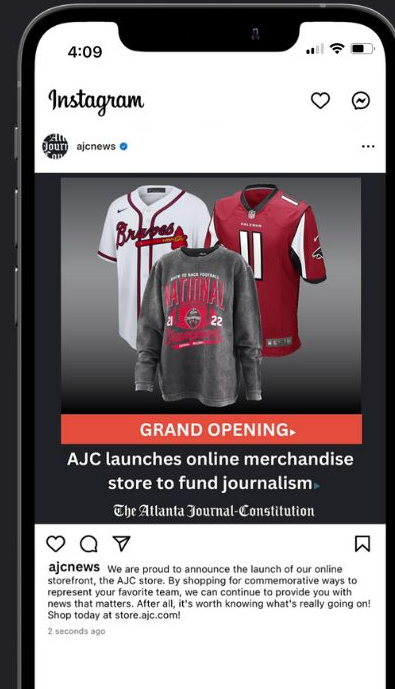
Outlet	Contact	Title	Email	Social	Category
Traditional					
The Red & Black	Lilly Kersh	Editor	***@randb.com	Linkedin Twitter	Arts & Culture
The Athens Banner-Herald	Andrew Shearer	Reporter	***@onlineathens.com	Linkedin Twitter	Arts & Culture
Atlanta Magazine	Kamille Whitaker	Reporter	***@atlantamagazine.com	Linkedin	Arts & Culture
Atlanta Journal-Constitution	Mark Bradley	Reporter	***@ajc.com	Twitter	Sports
Digital					
JR Sport Brief	JR	Podcast Host	***@gmail.com	Twitter Youtube	Sports
Atlanta Sport and Social Club	n/a	n/a	***@atlantasportand socialclub.com	Insta Twitter	Sports and Lifestyle

DIGITAL MEDIA

EMAIL



PROMOTIONAL GRAPHICS



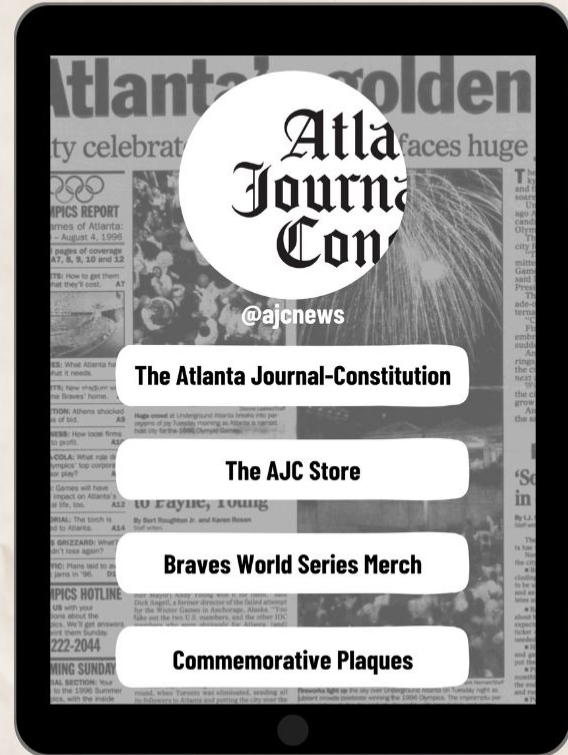
LONG-TERM RECOMMENDATIONS

Connect with Audiences

- Linktree
- Ads

Website Improvements

- Implement returns
- Continuous updates



LINKTREE

CONCLUSION

THE ASK

**STREAMLINE
CUSTOMER
EXPERIENCE**

**CONSOLIDATE
VENDOR OUTLETS**

**OFFER VARIETY
WITHOUT CARRYING
INVENTORY**

**STRATEGIZE PROJECT
TRANSFER**



**CONDUCTED
COMPETITIVE
ANALYSIS**

**CREATED
CENTRALIZED
E-COMMERCE
STOREFRONT**

**ONBOARDED
DROPSHIPPING
SERVICE**

**DEVELOPED LAUNCH
KIT**

THE OUTCOME

THANK



cox enterprises



Y
U