Daily Bites for The New York Times

Campaign Objective

To elevate subscriber awareness and deepen engagement with NYT's products—Cooking, Games, Audio, Wirecutter, and The Athletic—by offering quick, accessible content that caters to the busy lifestyles and diverse interests of our audience.

Problem Statement

Subscribers often lack the time or motivation to fully explore our product sections. How can we provide them with a quick, engaging way to interact with our content, thereby increasing their awareness and involvement?

Proposed Solution

Introducing Daily Bites, a dynamic new feature for the mobile NYT site, offering bite-sized content tailored to engage users on the go. Modeled after the popular 'stories' format, but uniquely crafted to reflect NYT's editorial excellence and audience expectations.

Why Daily Bites?

1. **Quick Format:** Small, easily consumable content pieces that provide subscribers with key insights or highlights from larger articles, perfect for those with limited time. Daily Bites can also act as a teaser, driving deeper engagement with full articles or sections for those who want more information.
2. **Limited-Time Content:** The content in this section is available for a limited period, creating a sense of urgency and encouraging timely engagement.
3. **Engagement:** Daily Bites acts as a unique intermediary, offering subscribers a direct interaction with the product through activities like guessing a word directly within the story, reading a podcast quote, or discovering top-rated products.
4. **Data Collection:** Daily Bites unobtrusively gathers data on subscriber preferences, enabling us to refine and personalize content offerings in the future.

Daily Bites is not an advertisement—it's a standalone format that subscribers will recognize and actively engage with, distinct from other NYT sections.

Target Audience

Primary Audience:

- **Time-constrained subscribers:** Those who are aware of the product sections but lack the time to fully engage.
- **Curious but underinformed subscribers:** Subscribers who have some knowledge of our products and have the time to explore, but are unaware of just how valuable and high-quality these offerings truly are.
- **New subscribers:** Individuals unfamiliar with our product offerings, who need a gateway to discover NYT's diverse content.

Campaign Impact:

- Increase subscriber awareness by providing a quick, engaging entry point into our products.
- Boost engagement through interactive and personalized content experiences.
- Collect more comprehensive data on subscriber behavior to optimize content targeting and personalization.

Backend Capabilities

Daily Bites is not just a feature but a powerful backend tool for understanding and enhancing user interaction.

1. **Personalization:** By analyzing user interactions with Daily Bites, we can tailor content to match individual preferences, leading to higher engagement and satisfaction.
2. **Data Collection:** The platform gathers data on views, clicks, likes, and time spent, providing a rich dataset for our data scientists to analyze and improve.
3. **Experimental Platform:** Daily Bites allows us to experiment with different content formats and interactions, identifying what resonates most with different audience segments.
4. **Real-Time Analytics:** Real-time data enables us to adapt content on the fly, ensuring it aligns with user preferences at any given moment.

Interactive Formats in Daily Bites

To further drive engagement, Daily Bites will feature interactive formats tailored to NYT's diverse product offerings:

1. **Daily word challenges** with real-time participation and evening result announcements. We deeply respect the current, minimalist design of the games, which is both elegant and complete in its simplicity. The daily winners' list is just an addition within Daily Bites, providing an element of short-term motivation without disrupting the existing format.

2. **Cook-Along Challenges:** Subscribers participate in a week-long cooking challenge where they are encouraged to try out three featured recipes. As an option they can share their cooking experiences, photos, and tips with the community. At the end of the week, everyone votes on which recipe turned out the best.

3. **Audio Challenges:** Subscribers listen to short audio clips and match them to the correct podcast episode or host. After voting, they can see how others voted and are encouraged to listen to the full episode. This engages listeners and introduces them to a broader range of podcasts.

4. **Tips and Hacks:** Create a series of interactive cards with tips and hacks for using various products. Subscribers can flip through the cards and "like" the tips they find helpful. This not only benefits users but also provides insights into which products or features attract the most attention.

5. **Interactive Polls**: Polls related to current sports events (for example, "Who do you think will be the MVP this season?"). The poll results are displayed in real-time, allowing users to see how their opinion aligns with that of other fans and fostering lively discussions and debates within the community.

Campaign Channels:

- **Social Media:** Promote Daily Bites through NYT's official social media accounts, including content teasers and links to Daily Bite.
- **Email Campaigns:** Feature weekly highlights of the best Daily Bites in NYT subscriber newsletters, with direct links to the content.
- **Partnership Programs:** Collaborate with NYT's partners to co-promote Daily Bites through their platforms.

Metrics and KPIs:

- **Reach:** The number of unique users who have seen or interacted with Daily Bites across various channels.
- **Clicks:** The number of clicks on links to Daily Bites from email campaigns, social media, and on-site ads.
- **Engagement:** Time spent by users on the Daily Bites page, the number of likes, comments, and clicks to related NYT products.

- **Conversions:** The number of users who started actively using other products after interacting with Daily Bites.
- **Retention:** The frequency with which users return to Daily Bites, tracking how often they revisit the section.
- **User Behavior Analysis:** Collecting data on which Daily Bites topics and formats attract the most attention for further personalization and content improvement.