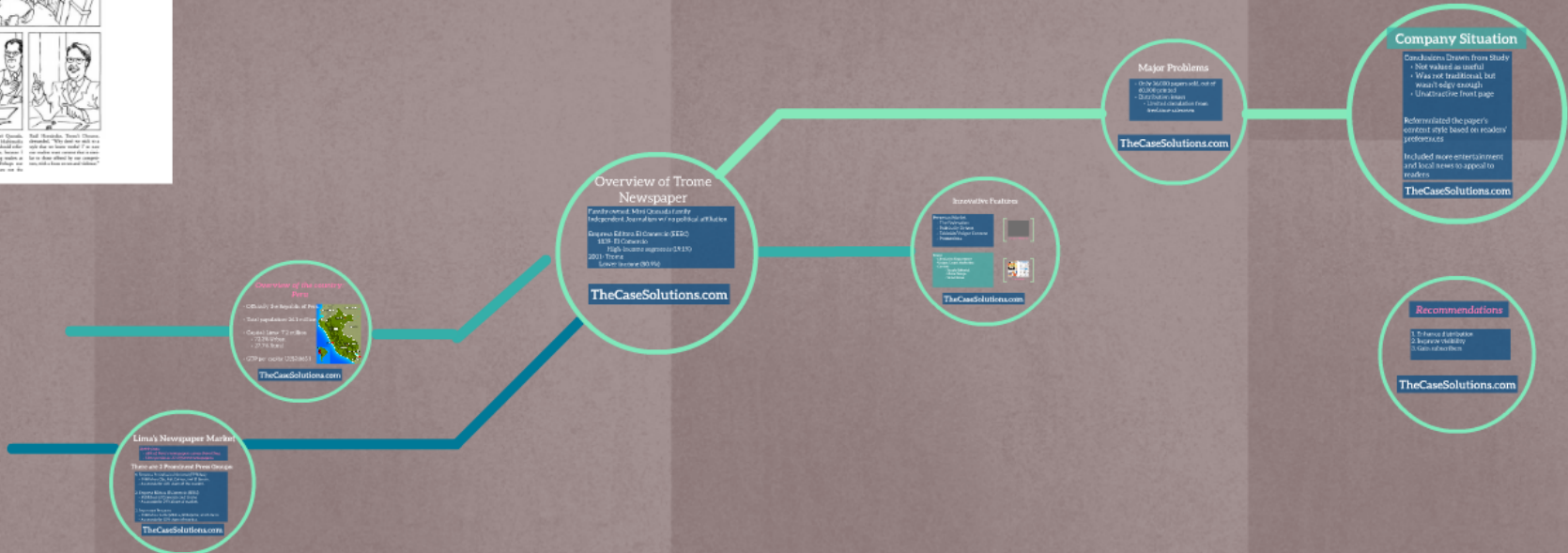


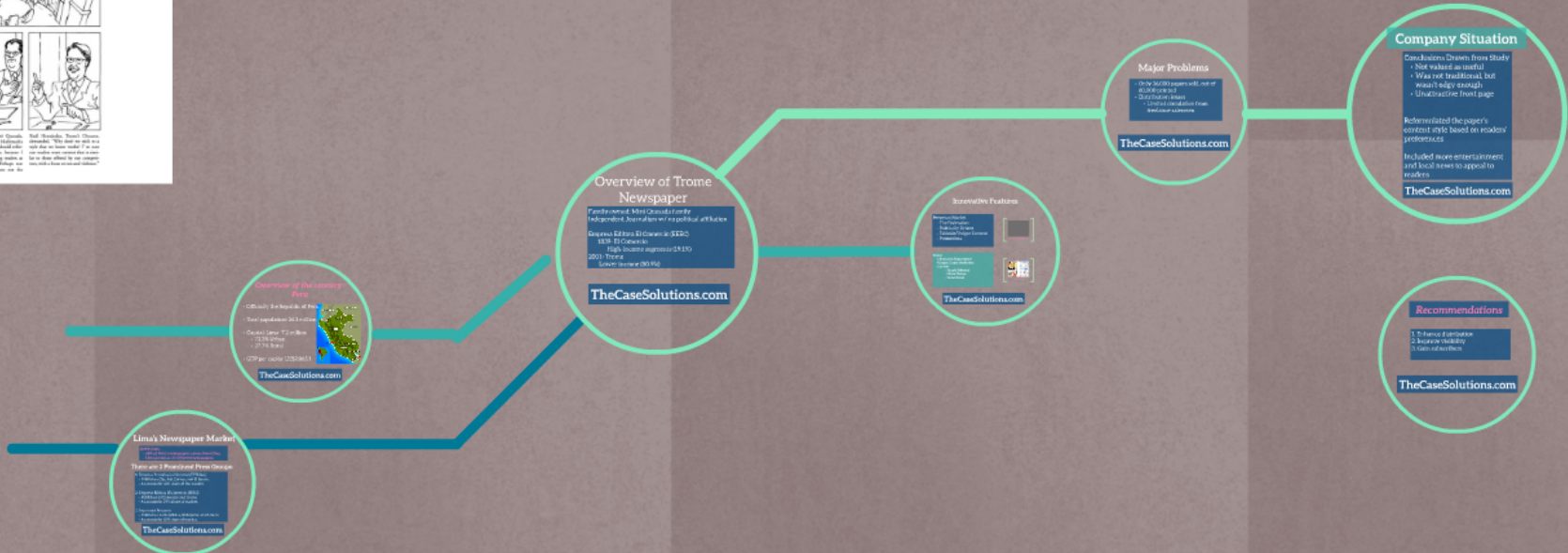
Trome: News for the Base of the Pyramid, Spanish Version

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Trome: News for the Base of the Pyramid, Spanish Version

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Overview of Trome Newspaper

Paralelepipedo, Mini Ochocha Family
Publicación, Periódico de Periodismo, Noticias
Direccion: Edificio El Comercio, 3320
1838, El Comercio
High Income segment: 54130
2011: Trome
Sales Revenue: 95,950

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Overview of the country Peru

- Official language: Spanish
- Population: 31.7 million
- GDP per capita: 1,716 USD
- GDP per capita: 2,776 USD

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Lima's Newspaper Market

There are 3 Principal Print Groups

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Major Problems

- Only 5000 papers sold, out of 40,000 circulation
- Low readership
- Low circulation from newspaper advertising

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Innovative Features

- Interactive content
- Video content
- Audio content
- Mobile content
- Social media integration

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Company Situation

Case Studies Center from study

- Not valued as useful
- Was not traditional, but wasn't really enough
- Unattractive front page

Reformulated the paper's content to be based on readers' preferences

Included more entertainment and local news to appeal to readers

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Recommendations

1. Pricing adjustment
2. Increase readability
3. Gain subscribers

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Overview of the country: Peru

- Officially the Republic of Peru
- Total population: 26.1 million
- Capital: Lima- 7.2 million
 - 72.3% Urban
 - 27.7% Rural
- GDP per capita: US\$2,065.1



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Lima's Newspaper Market

Quick facts:

- *68% of Peru's newspapers comes from Lima.*
- *Lima produces 22 different newspapers.*

There are 3 Prominent Press Groups:

1. Empresa Periodística Nacional (EPENSA):
 - Publishes: Ojo, Ajá, Correo, and El Bocón.
 - Accounts for 41% share of the market.
2. Empresa Editora El Comercio (EEEC):
 - Publishes: El Comercio and Trome
 - Accounts for 24% share of market.
3. Impresora Peruana:
 - Publishes: La República, El Popular, and Líbero
 - Accounts for 15% share of market.

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Overview of Trome Newspaper

Family owned: Miró Quesada family
Independent Journalism w/ no political affiliation

Empresa Editora El Comercio (EEEC)
1839- El Comercio
High-income segments (19.1%)
2001- Trome
Lower income (80.9%)

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Innovative Features

Peruvian Market

- The Federation
- Politically Driven
- Tabloids/Vulgar Content
- Promotions



Competitors example: Aje

Trome

- Circulation Department
- Unique Target Marketing
- Content
 - Simple Editorial
 - Niche Groups
 - Social Issues



Trome Example

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Major Problems

- Only 36,000 papers sold, out of 60,000 printed
- Distribution issues
 - Limited circulation from freelance salesmen

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Company Situation

Conclusions Drawn from Study

- Not valued as useful
- Was not traditional, but wasn't edgy enough
- Unattractive front page

Reformulated the paper's content style based on readers' preferences

Included more entertainment and local news to appeal to readers

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Recommendations

1. Enhance distribution
2. Improve visibility
3. Gain subscribers

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