



EVENING STANDARD

CASE STUDY

Business Objective:

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The Network was tasked with assisting in providing both a more structured approach to selling the newspaper and a new group of staff to revive the brand.





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THE SOLUTION:

In December 2008, the Evening Standard, with guidance from The Network, re-launched their newspaper with new branding and sellers in Kings Cross, London. From this period to March 2009, The Network successfully rolled out this new structure across the whole of London. Having already built up a strong professional relationship, the Evening Standard looked to The Network to provide their expertise in moving the newspaper into the free distribution market in 2009. The Network continue to manage the daily distribution of London's most read newspaper, providing 170 staff to distribute the publication across 80 stations on a daily basis. The success of the campaign is evidenced by an average distribution rate of four million copies a month.

THE IMPACT:

The Network has played a prominent role in the success of the Evening Standard as a free newspaper, leading it to be regarded as London's most read newspaper since its launch in 2009. This year to date, The Network's field staff have distributed 40 million copies of the Evening Standard and look forward to further expanding the operation in the future.

"Staff at The Network have always shown a degree of commitment to the Evening Standard that goes beyond what is the norm in these type of business relationships. Over the five years that I have worked with them on the distribution of the newspaper they have always shown a high degree of professionalism and integrity. The management team have always been extremely hard working and a pleasure to deal with. Equally, and probably as importantly, the Team Leader structure that they have in place to oversee the nightly distribution of over 225,000 copies seems committed to our cause and show a great understanding of what is expected from them and their teams."

Timothy Freeman, Head of Distribution, Evening Standard.

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