

MEMO

To: Ad Club
From: The Boston Globe
Date: Friday, March 24, 2023
Re: Hatch Awards 2023 – TV Ad Campaign Written Summary

To commemorate its 150th anniversary, The Boston Globe held a year-long celebration in 2022 that was as impactful, diverse and thought-provoking as the renowned newspaper itself.

Pivotal to the celebration was a TV ad campaign comprised of a series of 30-second TV promotions – titled “News,” “Truth” and “Sports” – that aired on TV and cable across New England a total of 432 times, garnering an estimated 6,279,017 impressions.

The ads, which were voiced in both English and Spanish to best reach the region’s diverse audience, connected the powerful and influential journalism of The Boston Globe with the region’s most important and notable news, events and inflection points.

The spots featured a montage of memorable headlines and captivating photography, which was overlaid with the gripping narration of a commissioned poem honoring the newspaper’s history from Boston’s Poet Laureate, Porsha Olayiwola. Her composition, “Portrait of The Boston Globe as Atlas,” provided a natural, rhythmic thread connecting a poignant range of emotions to the 150 years of service provided by a newspaper that has remained dedicated to the city, even as it evolved into one of the country’s most influential media outlets.

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