



Tribune Interactive Game Development Team Saves 30-50% of Time when Researching with WebNotes

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The Necessity of Research

Michael O'Connor, VP of Gaming and Promotions at Tribune Interactive, leads a division charged with creating innovative online games for local advertisers as well as Fortune 500 companies. These games target consumers for the purposes of lead generation, and through the use of various well placed questions in an engrossing format, they are able to generate significant qualified leads for the Tribune's various advertisers. These games are placed on Tribune Interactive's newspaper and TV properties' websites, and utilize traffic which is both organic and viral in nature.

Each of these games must be carefully designed according to the targeted consumer, and thus massive amounts of research must be completed with these consumers in mind: lead generation questions to ask, the type of game, and what drives the consumer's purchase intent.

Since Mr. O'Connor also must complete these interactive gaming projects for Fortune 500 companies, he finds himself completing business development research for each partner, understanding their brand, key people within the organization and any ancillary information that may be pertinent.

Lastly, Mr. O'Connor holds a very strategic role within the firm and must occasionally perform competitive research (most often utilizing SWOT analysis), determining how Tribune's competitors are performing, new products they are releasing and otherwise trying to understand how to make Tribune Interactive Gaming Initiative more competitive.

The Process

Before WebNotes, Mr. O'Connor utilized a combination of Google Docs and PowerPoint in order to organize his thoughts or share internal research. Various online materials would be copied and pasted into Google Docs for later use. Alternatively, screenshots of various resources would be pasted into a PowerPoint for internal distribution. These solutions are hugely inefficient, requiring the use of multiple windows or tabs, locally saved files, and tedious switching between environments. Copying and pasting screenshots into a PowerPoint, especially, is enormously clumsy and takes a huge amount of time. Given the offline nature of a PowerPoint, document organization is especially difficult, and multiple variations of the same document proliferate from computer to computer.

WebNotes as a Solution

Mr. O'Connor began using WebNotes in January of 2009, and has integrated it thoroughly into his research process, replacing 90% of his use of internal PowerPoints and almost entirely his use of Google Docs. WebNotes seamlessly allows him to annotate web pages and PDFs, organize his annotations into nested folders for later access, and share his research via permalink, email, or aggregated published report. Because WebNotes' annotations persist on any given web page, Mr. O'Connor no longer needs to take screenshots of online documents, saving him a huge amount of time that was previously wasted. His shared pages and published reports allow his colleagues to easily see what he has been researching, which quickly catches them up to speed.

*Mr. O'Connor estimates that **he has been able to save between 30-50% of his time spent researching by using WebNotes, producing a significant ROI.***

To learn more about how WebNotes can improve your organization's workflow, visit www.webnotes.net/product

Background

Tribune Interactive, Inc., manages the interactive operations of several newspapers including the Chicago Tribune and LA Times, their associated Websites, and print and online classified advertising operations. Tribune Interactive also offers broadcasting, entertainment, and various other multi-cultural sites. Tribune Interactive, Inc. operates as a subsidiary of Tribune Co. and was founded in 1999 out of Chicago, Illinois.

WebNotes is a Boston-based technology firm focused on creating online research tools for academics, corporations and individuals. It was founded in 2007 and launched publicly in late 2008 to critical acclaim. More information can be found at <http://www.webnotes.net>.