



The Daily Brief Podcast: WPIX's 'New York's Very Own' Campaign

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While love stories can be fleeting, Tribune's WPIX New York pens a visual love letter to the city in the station's "New York's Very Own" campaign.

PromaxBDA Editorial Director Paige Albiniak takes us through the origin of the campaign with David Hyman, VP, marketing and creative services and Dave McDonald, writer and producer.

"In the case of New York, it's really a reflection of the long-standing identity that PIX has had," said Hyman regarding the overall branding vision.

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The campaign is rooted in the neighborhood and highlights the diversity, strength and the power of coming together for a cause. Set to pop and rap music, "New York's Very Own" is an original song by Dave McDonald's son M.C. Ali with vocals by Emma Kiara.

Tribune's WPIX New York also paired Carole King's classic song, "Beautiful,"

with shots of both its news team and people in the city to create another 60-second feel-good promo.

Kiara sang the song and appeared in several shots, while morning-news anchors Betty Nguyen, Dan Mannarino (and his adorable dog), weatherman Byron Miranda and Marissa Torres mugged for the cameras.

"You're as beautiful as you feel," the sunshiny spot reminds us and closes out with the station's tagline: "We're New York's very own."

To hear McDonald and Hyman's entire conversation with Albiniak, check out the latest episode of The Daily Brief Podcast:

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