



Brandzines

RESEARCH

Turning a new page: The brandzine phenomenon is set to take off. The catalogue industry is booming in Australia and now brands are increasingly looking to position their advertising around tailored content in order to reach their audience on a more engaging level.

Some industry experts thought that e-commerce would kill the catalogue. But nothing could be further from the truth. In actual fact, the rise of online shopping has given catalogues a new lease of life. Brands are seeking stronger dialogue and a content driven approach to their print marketing, adding to the traditional in-store material of brochures and catalogues with a more creative, innovative and editorialised offering.

One of the best ways to create a complete brand experience is through a brandzine, catazine, or magalogue. Whatever you call it, a showcase of rich editorial content that's relevant to your brand and audience is essential. Brandzines help brands to become more human – giving them a “face” and a tone of voice. They offer an effective way to widen appeal, build a sense of character, and engage customers.

Brandzines acknowledge the fact that consumers want to build relationships with brands. They are immersive and engaging, bringing people closer to the offline experience and an alternative to ‘buy me now’ consumer publishing. Customised content makes the customer feel part of a like-minded group; it gives them time to dwell and dream about an imminent spend. By its sheer physical presence, subsequent purchases are considered perhaps by other members of the family.

In the UK, four of the top five circulating magazines are custom titles and a similar trend is starting to emerge in Australia. The supermarket magalogue has been the undisputed champion of this concept in Australia and the two biggest; Coles Magazine and Fresh (Woolworths) are now the most widely read magazines in the country (click here for Supermarket Magalogue Case Study). Custom titles for JetStar and Virgin Blue have also been some of the fastest growing magazines, with readership in the Roy Morgan readership survey up 43% to 130,000 for JetStar's title and Virgin Blue's Voyeur magazine posting a 78% jump to 349,000. (AdNews.com)

Kirsty Grant, associate publisher at custom publisher Hardie Grant Magazines, said custom publishing is becoming an increasingly important and vibrant part of magazine publishing in Australia. Its growth, she added, is fuelled by the fact clients are getting a good return on their investment.

In the fashion retail sector, the brandzine has been used in high-end boutiques such as Colette in Paris for many years, producing a seasonal magazine, reflecting their discerning clientele. Australian fashion retailers have followed suit with brands such as Myer and ICONIC launching their own unique, in-house publication.



“If your aim is to strengthen your company’s brand and customer loyalty by giving people something they seek and cherish, a customer publication is a very effective way of going about that”

(Kati Krause, Editor of Companion brandzine)

Consumers are more sophisticated than ever before and are demanding more from the brands they choose to associate with. They expect detailed, content-rich, editorialised information to surround the product or service being offered. Brandzines offer the

perfect medium for brands to engage in such a way and can align themselves with tailored content that audiences will actively seek out.

“80% of consumers who engage with both catalogues and online tend to purchase more after receiving brand literature”

Mintel, 2011

