

David Jones

JONES  
BRANDZINE

As brands continue to create their own content and produce custom publications, David Jones decided to craft their own title, JONES, to inspire and emotionally connect with their customers.

OBJECTIVE

Through offering a custom-published premium magazine that provides readers access to muses, influencers and top designers, the August 2016 launch of JONES aimed to increase customer loyalty and brand awareness.



“Having a strong, editorially-driven content marketing strategy across print and digital is no longer a nice-to-have. Nearly all major retailers, including online-only retailers, have a consumer-quality magazine that feeds high-quality editorial content into their digital channels.”

John Dixon, CEO, David Jones

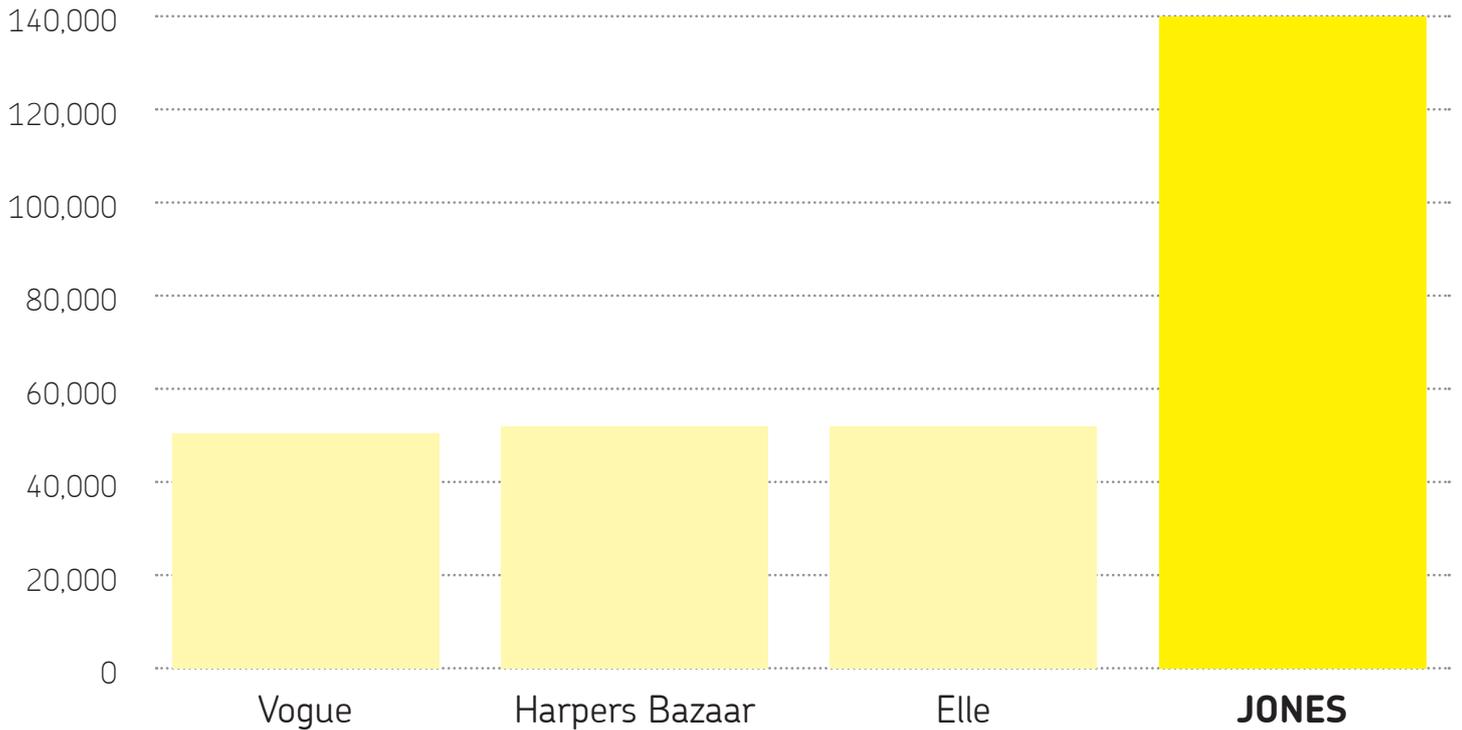
METHOD

The publication was created to have an independent voice that informs and inspires customers. Unlike other custom titles like Woolworths Fresh magazine or Coles Magazine, JONES has two distribution points: it sells for \$9.95 in select premium news agencies or is available free to David Jones customers as a reward for their loyalty.

JONES is filled with styling solutions, current trends and moods of the season and includes advertisements from high-end brands such as Mimco and Estee Lauder. The brandzine is offered in conjunction with an app that enables customers to purchase products associated with content found in the pages, as well as receive weekly updates. Customers can now have ease of accessibility with the app, whilst also securing a more personal publication to have as a keepsake within their own home - ensuring an always-on content strategy for David Jones.



# FASHION MAGAZINE MARKET COMPARISON



## RESULTS

With 250,000 copies of JONES circulated per issue, these figures are higher than other commercial fashion titles such as Harper's Bazaar and Vogue Australia. Of this 250,000 copies, 140,000 are guaranteed customer home deliveries, which is more than three times the circulation of Bazaar, Elle, Vogue or Vogue Living. The app also adds to the success of the campaign, as 55,220 articles have been viewed online with stories getting almost 400 readers clicking through to the David Jones website to purchase products.

Advertisers such as Armani and Chloe have also obtained positive results by including JONES as part of their overall marketing plans with David Jones, seeing significant uplifts in sales.

## CONCLUSION

The high-quality content found in JONES, combined with its in-home reach allows David Jones to directly communicate with its customers and put their product in the context of the customers' lives. This creates a personal experience between customer and brand and also offers advertisers a unique platform to connect with consumers.

The uptake and results of the publication proves that JONES is a dominant competitor within Fashion publications and its capability to provide seamless content on print and digital platforms exemplifies the power of leveraging print within a multi-channel strategy to inspire consumers.

**“World-class retailers are stepping beyond their traditional roles and becoming Publishers in their own right as they move to fully integrate the customer experience”**

John Dixon, CEO, David Jones



Suite 6, 151 Barkly Avenue Richmond VIC 3121 Australia

+61 3 9421 2209

info@valueofpaperandprint.com.au

vopp.com.au