

## Case Study:

# Coles Magazine

**Coles Magazine**, produced by Medium Rare Content Agency for one of Australia's largest supermarket chains, is a monthly magazine that showcases and curates seasonal, trending, and business priority ingredients into recipes that can inspire shoppers and guide them in the execution of their weeknight meals.

### Objective:

Coles Magazine is intended to drive reach and engagement in an organic manner and to create a community of highly engaged customers. Coles aims to deliver inspiring recipe content that can be used across all of Cole's channels to deliver a constant content program while driving ROI, advertising revenue, and in-store sales. >>

# 70%

of readers  
purchase products  
at Coles due to the  
magazine



# Campaign name here

## Method:

The team tailor creates relevant and useful content for customers by analysing organic search insights, taste.com.au insights, and Cole's research. Each issue contains recipes, tips and tricks and product information which are then repurposed efficiently across multiple channels to maximise consumer reach and engagement. All of the recipes are created with universal rights for Coles to use anywhere. On social media, the team have created the 'Coles Cooking Club' Facebook group, reaching 57k members that have grown organically through the trading of recipes and tips. The Coles YouTube Channel has managed to become Australia's top retailer channel, updated regularly with recipe videos for its 126k subscribers. Magazine recipes are optimised for SEO, and featured in EDMS and POS signage across 800 stores, in addition to being uploaded to the Coles website.

## Results:

Coles Magazine bears the title of Australia's most-read magazine, becoming the first Australian publication to reach 5 million monthly readers, according to Roy Morgan Research. Since Medium Rare Content Agency relaunched the magazine in 2015, readership has grown by 102% and the magazine drives inspiration among customers, with 64% of readers using the magazine to plan their weekly shop. The magazine drives purchases, with 70% of readers purchasing products at Coles specifically due to their requirement for a Coles magazine recipe. Despite fierce competition from other large Supermarkets, Coles Magazine shines, with their 2021 revenue 85% higher than Woolworths Fresh Ideas. ●



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