



Foodland: Mighty Magazine

Foodland stores are local, independently-owned supermarkets part of the IGA Australian supermarket chain, with 98 locations across Australia. Foodland is passionate about supporting the South Australian community and supporting local producers, stocking items that have been discontinued at larger supermarket chains. More than 50% of their products are from South Australian manufacturers, and it is a key part of their brand identity as 'Mighty South Aussies'. Foodland developed a quarterly magazine to distribute across all of their stores.

Objective:

Foodland endeavoured to create a successful first release of a quarterly magazine that would showcase their products and their commitment to the local community.

Foodland Magazine has received engaged feedback from their customers since the release of the magazine.



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Method:

The first edition of the magazine incorporated supplier product content, a range of recipes, and editorial and inspiring stories about the South Australian community and local producers designed to be engaging and heartfelt. Content ranging from food that is in season, an intimate look at South Australian seafood producers, tourism showcasing the area, and tips for customers to prepare for the Christmas season. More than 100,000 copies of the magazine were managed and distributed by IVE.

Results:

Foodland has received a large amount of positive feedback from their customers since the release of the first magazine. ●

100,000
copies distributed
to enhance brand
value of local buy.

