



GSM Magazine

GSM Magazine is a publication printed by BJ Ball. New Zealand's largest paper and print supplies merchant. The magazine acts as a celebration of graphic design in print, and is published bi-annually in the Spring and Autumn seasons.

Objective:

GSM is used as a tool by BJ Ball to reach members of the creative and print industries in New Zealand, all of whom are direct or indirect customers of the business. The magazine is used as a branding tool for BJ Ball and assists them in establishing a strong marketplace presence. >>

Marketing conduit to communicate with creatives across New Zealand.



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PRIDE IN PRINT 2020

THE PRIDE IN PRINT AWARDS REPRESENT THE PINNACLE ACHIEVEMENT FOR EXCELLENCE WITHIN THE LOCAL PRINT INDUSTRY. GSM TAKES A LOOK AT THE 2020 SUPREME AWARD WINNER >

—with Logick Print & Graphics Ltd & BeeNZ

Synergy—that special magic that occurs when everyone is in complete unison and the resulting outcome is greater than the sum of the parts. So, for a project that scoops a Silver at *Best (2020)*, a Distinction at the *AGDA Awards (2020)* and the Supreme Award Winner at *Pride in Print 2020*—the word you use is—*synergy*.

A few years back, Katikati based honey producer *BeeNZ* happened to have in their possession a barrel of their highest ever UMF rated Manuka Honey (29+). The UMF stands for *Unique Manuka Factor* and is used to describe the level of *methylglyoxal*—the major antibacterial component that is naturally present in this type of honey. Just for the record—*a UMF of 29+ is extremely high and rare, only occurring through the absolute balance of the key ingredients—time, location, climate and the right amount of attention from the bees. There goes that word synergy again...*

BeeNZ decided to turn this into a premium gift item—the type of product that is popular with international consumers. Tauranga based studio *Society* was engaged to develop the packaging solution for what became *29+ Manuka UMF*. Using the narrative of *Time, Place, Climate and the Honey Bee* on the packaging itself—the result is this striking design.

Where salt water greets the coast,
the soft tunc of the sand echoes.
A place designed by Mother Earth,
special to one, unknown to another.

3,000 copies distributed to 1,915 direct recipients and 1,085 through organic prospect growth.

Method: GSM provides educational and inspirational content for creatives in the graphic design and commercial printing industries. Issue 16 covered the creative work of the German Australian artist, in addition to local graphic designers in New Zealand and Australia. It also contained educational articles on Case Binding, Die Making and Packaging Forms which are commonly referred back to by customers. The content also included case studies of self-adhesive labels, sustainability of paper and inspiration for designing for the public good and a section dedicated to including design students. GSM prints 3000 copies, distributing 1915 to subscribers and the remainder are delivered by BJ Ball account managers to their customers. GSM is also supported by a website and social media accounts.

Results: Issue 16 of GSM managed to promote BJ Ball Products to specifiers and printers and increase sales, particularly through showcasing them in a way that was socially and ethically appealing. One example was the inclusion of two different paper products BJ Ball sponsored to help their customer raise funds for the Australian bushfires. ●

