

GOOD MAGAZINE

BRANDING

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GOOD

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MAGAZINE BACKGORUND

GOOD Magazine was conceived in December 2004 by founder and owner 26-year-old Ben Goldhirsh. Ben's mission was to "create entertaining media that attracts a broad audience to content that matters." His father, magazine mogul Bernie Goldhirsh, died in 2003 leaving Ben a portion of his \$200 million fortune to be used to fund entrepreneurial projects. Ben has contributed \$2.5 million of his inheritance thus far to grow his concept of *GOOD* magazine into a full-fledged print and web-based magazine and is prepared to contribute up to an additional \$10 million.

GOOD, based out of Los Angeles, California now has a staff of 12 core employees whom Ben has recruited from his time at Phillips Academy and Brown University. With a circulation of 50,000 *GOOD* magazine launched its first issue in September 2006 and has since then amassed a growing subscription base of 7,696. Making a statement, *GOOD* is donating 100% of the \$20 subscription cost to one of 12 charities associated with the magazine, which the subscriber chooses. In addition to *GOOD*'s subscription base, 70% of the circulation is being sold for a cost of \$4.95 in places such as Whole Foods supermarkets, Barnes & Noble and Borders bookstores, and newsstands in target markets like Boston, Los Angeles, New York, Washington, and San Francisco. (See attached *SWOT analysis*.)

Despite its philanthropic tendencies, *GOOD* magazine is a for-profit company with turning a profit as their primary mission.

While *GOOD* magazine is in the competitive print magazine industry, it has carved out a niche for its self that is somewhat virgin territory. There are many magazines that target the demographic group that *GOOD* magazine identifies as its target audience (savvy 18-35-year-olds); however *GOOD* is going after this audience with fresh and unique content. Magazines such as *Wired*, *The Rolling Stone*, and *Esquire* are the closest competitors to *GOOD* magazine in terms of the demographic of their target audience. In terms of content, newsletters from non-profit organizations devoted to specific social causes, and more liberal news sources can be viewed as sources of competition.

The consumers of *GOOD* are busy people with busy lives who are interested in social, political and economic issues. They want to help people, can easily identify areas of the world/society that need help, but feel the burden is large and do not know where to begin. An intermediary like *GOOD* magazine can expose them to the various organizations that are associated with pertinent social issues. Reading good and becoming a subscriber is a good first step for people to become social activists.

Based on this information, our campaign titled "Halo" represents the idea that there is good inside of all of us – even in the most unlikely places. Our campaign depicts three scenarios featuring people who at first glance appear to be in somewhat compromising

The logo for GOOD magazine, featuring the word "GOOD" in a bold, black, sans-serif font. The letters are slightly shadowed, giving it a three-dimensional appearance.

positions. But, upon closer examination, we see these three groups of people representing good within their environments. What we attempt to convey is: 1) there is good inside each of us and we should all strive to find it within ourselves and apply it to our everyday lives. 2) We should challenge everyone else to do the same – thus the tagline “Show Your Good.”

SWOT Analysis and Current Market Position for GOOD magazine

<i>Internal Factors</i>	<i>Strength</i>	<i>Weakness</i>
Management	Top management team is young, ambitious & highly educated. Each member was hand-selected by Mr. Goldhirsh for his/her particular skills.	All members of top management are highly educated, come from affluent backgrounds & have little real world experience, which could limit/narrow the focus of <i>GOOD</i> .
Offerings	<i>GOOD</i> magazine is a new bi-monthly print magazine targeting young liberals interested in social causes. <i>GOOD</i> leverages both print and web media and has also created an online community.	<i>GOOD</i> magazine is targeting a very specific audience - possibly hard to reach. Utilizing the print version of their magazine may be a detriment in an age of digital media.
Marketing	Launch of magazine in September created buzz and publicity by various mediums.	<i>GOOD</i> has low brand/image awareness and is in need of a full blown branding/advertising campaign.
Personnel	Staff is representative of target audience - young, savvy, and 21-35.	The very young staff - all members are under 30 - limited corporate/real world experience.
Finance	Funding for the magazine is provided by Mr. Goldhirsh's inheritance; subscription fees (\$20) are donated to a specific charity, chosen by the subscriber.	Donating these subscription fees eliminates one source of revenue from the magazine that will have to be offset through sponsorships, advertisers and other activities.
Manufacturing		Manufacturing costs for a print publication are likely to exceed their incoming revenue.
Research & Development	Identified a niche that is currently not being served through another print/web competitor.	<i>GOOD</i> seems based on a "good" idea versus one that has been comprehensively researched. They lack an overall cohesive business strategy and also need to develop a more strategic, concrete selection process for the articles they cover.

<i>External Factor</i>	<i>Opportunity</i>	<i>Threat</i>
Consumer/Social	<i>GOOD</i> is seeking to motivate its target audience to take action & can expand its audience by broadening the topics covered in the magazine.	<i>GOOD</i> will have to find a balance between empowering/motivating its audience and offending them to keep them interested in social issues/reform.
Competitive	Because of its unique position, <i>GOOD</i> currently has no direct competitors.	<i>GOOD</i> 's closest competitor, <i>WIRED</i> magazine, charges less than \$1/issue.
Technological	<i>GOOD</i> can further develop & expand their online community, taking full advantage of the trend created by such sites as Myspace & Youtube.	The internet can diminish their print readership and can be a source of competition through the information found from other sources on the internet. <i>GOOD</i> should also be aware of the trends in the decline of print media.
Economic	The core concept of their magazine (identifying social causes that people can take action on) will always have new, interesting content.	Affects from the middle east war, possible recessions, etc. can affect how receptive people are to making social changes in their everyday life & how much discretionary income they have to devote to their causes.

CREATIVE BRIEF

What are we advertising?

A new magazine targeting socially aware, liberal activists.

Why are we advertising?

To create awareness & motivate readers to take action within their communities.

Whom are we talking to?

Young, well-educated, passionate, ambitious activists in the demographic 18-35, both male & female. The target audience encompasses all income levels, is well-rounded and has a passion for social change in their environment/world.

What do they currently think?

Currently, they are not sure about *GOOD* magazine because it's in its infancy. They have a positive concept of the magazine in general. They like the idea of it because it offers a channel for them to keep abreast of the issues pertaining to their particular areas of interest. The audience likes that the magazine is not mainstream and falls into a non-conformist arena.

They think *GOOD*'s competition includes magazines like *WIRED* and *Esquire*, as well as simple newsletters from other activist organizations. They believe the pricing is average.

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What do we want them to think?

We want to convey a similarity between the people behind *GOOD* and the readers. We also want the audience to understand *GOOD* takes a stand on important issues and shares their passion for social change. After reading *GOOD*, we want the audience to feel empowered, motivated & concerned. We want them to think of *GOOD* as useful in identifying important causes, intriguing for the insights it provides and life changing through the action we propel the readers to take.

What's the SINGLE most important thing we can tell them?

Good exists within each of us; find the good within yourself and fight for it.

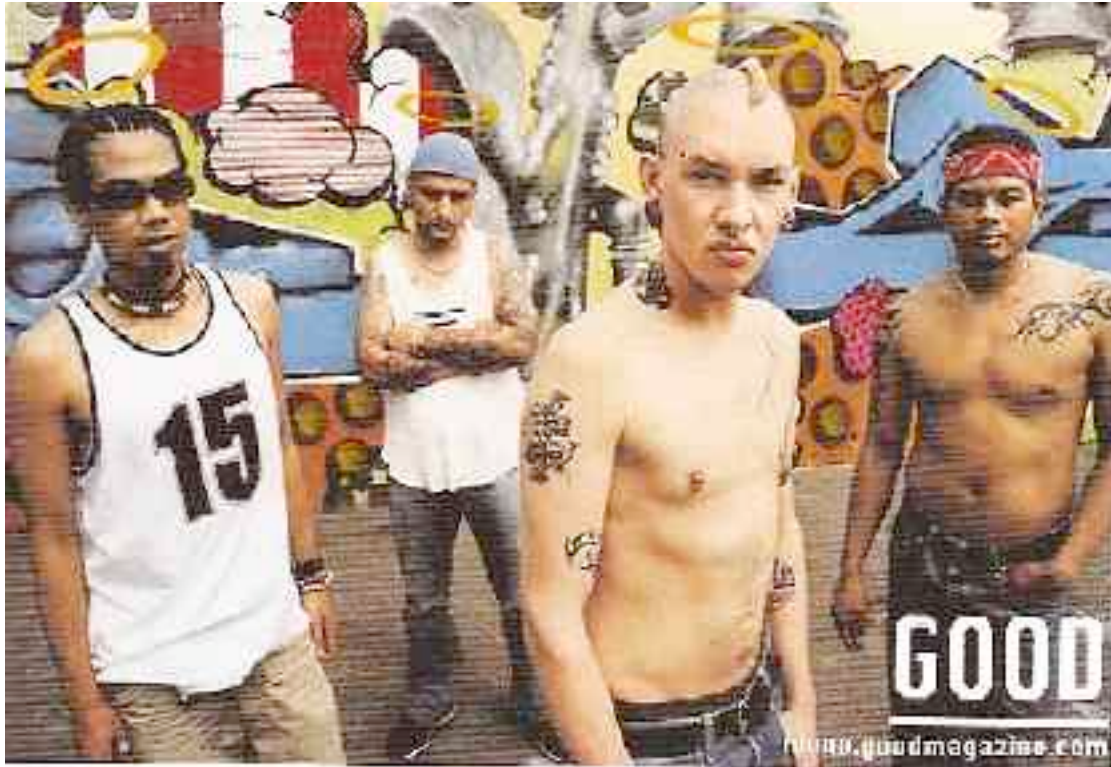
Why should they believe it?

- Good is the first step to becoming great.
- We practice what we preach
- Show them how their subscription donation is spent among charities
- Feel better about your community/world
- A subscription to *GOOD* makes the world BETTER

Are there any creative guidelines?

The ad campaign needs to be bold, edgy, trendy & clever – very “in your face.” It should also be significantly different from mainstream magazine advertising and project a sense of desperation for readers to take action and become involved. Readers should get a sense either verbally or visually that the world is bad. The language should be concise, smart, satirical, should “leave room for the mouse” and should avoid any clichés or slapstick/campy jokes.

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ALTERNATIVE SELLING IDEA

In order to promote *GOOD* magazine through a nontraditional channel, we propose targeting our audience through local 5k races. The participants of 5k races provide an excellent audience for *GOOD* magazine as they are active within their community: to participate in a 5k race, they must donate a monetary amount (usually \$20-\$25) to the sponsoring organization/cause and they must be motivated by the cause to physically run the race.

Race sponsorships are structured so that sponsors receive logo recognition on the back of the race day t-shirts given to each participants. At registration, runners are also given a “race day bag” with coupons, incentives & advertisements provided by the sponsors. This is an ideal place for a promotional copy of *GOOD* magazine to be distributed. Given the nature of the race audience, waste circulation would be minimized.

MEDIA PLACEMENT FOR THE HALO CAMPAIGN

Media placement for the Halo campaign would primarily consist of print & online direct marketing. Within print, the advertisements would run in daily newspapers within specified regional markets including San Francisco, New York City, Los Angeles & Boston. The targeted daily newspapers would not be the main news source for each respective city, but rather the more off-beat, liberal, pop culture papers similar in style & structure to the Dallas Observer. From a national perspective we see this campaign *running in magazines such as TIME, Rolling Stone, and Health & Fitness.*