

ASSOCIATED MEDIA PUBLISHING

— WE KNOW WOMEN —

TODAY'S AGENDA

HOUSE & LEISURE

- The design brief
- Reframing the design brief
- Current state of affairs
- Brands that transcend products
- Designing a brand
- Reviewing the competition
- Brand positioning
- Magazines that work
- Brand design





THE DESIGN BRIEF
HOUSE & LEISURE

THE DESIGN BRIEF

HOUSE & LEISURE

WHAT IS HOUSE & LEISURE.

House & Leisure is an interiors and lifestyle media brand whose purpose is to inspire their audience to make the most out living here (in South Africa) now.

THE PROBLEMS.

Problem 1: Print circulation is in decline.

- *Bizcommunity Trends report - Q3/2018:*
 - *Total magazine circulation declined by 13.7% YOY.*
 - *Consumer magazines declined by 11.5% YOY.*
- *Latest ABC's report House & Leisure has declined from 19 698 to 16 986.*



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THE PROBLEMS.

Problem 1: Print circulation is in decline.

Problem 2: Retaining relevance.

- *Relevance is defined as "the quality or state of being closely connected or appropriate".*
- *Organic shift in core reader from (35 - 49yrs) to (22 - 37yrs) runs the risk of losing relevance.*



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THE PROBLEMS.

Problem 1: Print circulation is in decline.

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THE INTENTION.

To get a new generation of decor-design enthusiasts to purchase House & Leisure magazine.

THE CHALLENGE.

How to grow the print readership when most of the current audience is happy with the digital content.

WHAT DOES SUCCESS LOOK LIKE.

20,000 printed copies per month.





REFRAMING THE DESIGN BRIEF
HOUSE AND LEISURE

REFRAMING THE DESIGN BRIEF

HOUSE & LEISURE

WHAT IS HOUSE & LEISURE.

House & Leisure is a consumer-facing content brand that focuses on architecture, interior design, food, arts and culture with a purpose to inspire their audience to make the most out living here now.

THE PROBLEM.

The real problem lies in the fact that the brand is largely reliant on the magazine for it's existence.

THE INTENTION.

To make the House & Leisure brand the icon of inspiration for a new generation of young decor-design enthusiasts.

THE CHALLENGE.

Making the brand self-reliant and not channel-reliant.

WHAT DOES SUCCESS LOOK LIKE.

- Short-term: increase magazine sales.
- Long-term: creating a brand that acts as the platform for content through any channel.





THE CURRENT STATE OF AFFAIRS
HOUSE AND LEISURE

**2018 WAS A
ROUGH YEAR
FOR EVERYONE.**



**2018 WAS A
ROUGH YEAR
FOR EVERYONE.**



**2018 WAS A
ROUGH YEAR
FOR EVERYONE.**



**BRANDS WERE
NOT IMMUNE
EITHER.**



**BRANDS WERE
NOT IMMUNE
EITHER.**



THE CURRENT STATE OF AFFAIRS

HOUSE AND LEISURE

WHAT DOES THIS MEAN FOR HOUSE & LEISURE?

- We need to agree and accept that we're in the content game - we don't just sell magazines.
- We need to focus upstream and build a brand that transcends any channel, and any format.
- We need to establish House & Leisure as the icon of inspiration for all things home and leisure related - a brand that is trusted, honest, reliable and most importantly, relevant.
- House and Leisure should own the category, not the magazine.





BRANDS THAT TRANSCEND THE PRODUCT
HOUSE & LEISURE









REVIEWING THE COMPETITION
HOUSE & LEISURE











REVIEWING THE COMPETITION

HOUSE & LEISURE

COMPETITOR TAKE-OUTS.

- We're playing in a sea of sameness.
- Clutter is the order of the day.
- Some leverage visual assets consistently.





BRAND POSITIONING
HOUSE & LEISURE

THE PLEASURE OF LIVING HERE NOW.



LOL **OBVS** **TGIF** **OMG** **WTF** **GR8** **BRB**

THE PLEASURE OF LIVING **HERE NOW.**

↓
HOUSE & LEISURE

HERE /

HERE / NOW

DECOR / HERE / NOW

ARCHITECTURE / HERE / NOW

ART / HERE / NOW

CAPE TOWN / HERE / NOW

SHOP / HERE / NOW

INSPIRATION / HERE / NOW

HOUSE
AND LEISURE
HERE / NOW



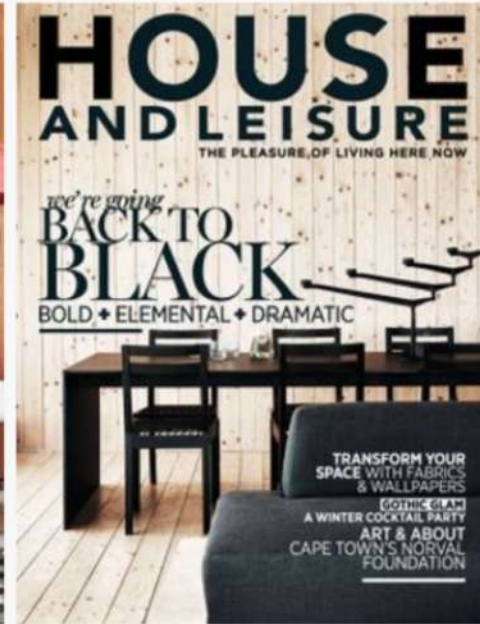
THE DESIGN OPPORTUNITY
HOUSE & LEISURE

**MAGAZINE'S
ARE AN
EXPRESSION
OF OURSELVES.**



**BE THE
MAGAZINE THAT
GOES ON TOP.**







MAGAZINE DESIGNS THAT WORK
HOUSE & LEISURE



ONE STRANGE ROCK | 10-PART TV SERIES
PREMIERES MONDAY, MARCH 26, ON NATIONAL GEOGRAPHIC

NATIONAL GEOGRAPHIC

THROUGH AN
ASTRONAUT'S
EYES

WHAT WE LEARN ABOUT EARTH FROM SPACE

Astronaut Peggy Whitson has spent 665 days in space — more than any other American



MARCH 2018

NATIONAL GEOGRAPHIC

PLANET OR PLASTIC?

18 billion pounds of plastic ends up in the ocean each year. And that's just the tip of the iceberg.



HOW WILL CHINA FEED ITSELF? | WHAT MAKES WILD SMART | A WILD UTOPIA: THE TALLELMOS

NATIONAL GEOGRAPHIC

THE NEW BIG BROTHER

As our surveillance mounts, satellites, cameras, and phones are tracking us more than we ever imagined.



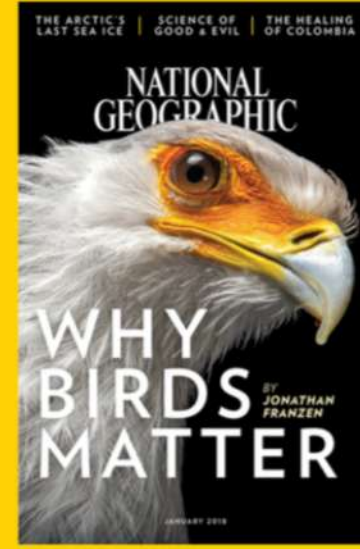
FEBRUARY 2018

THE ARCTIC'S LAST SEA ICE | SCIENCE OF GOOD & EVIL | THE HEALING OF COLOMBIA

NATIONAL GEOGRAPHIC

WHY BIRDS MATTER

BY JONATHAN FRANZEN



JANUARY 2018

HOW DEEP? | MARK BY | IN HER FEEL: | WRITING: |

THE DEEP | THE DEEP | THE DEEP | THE DEEP

NATIONAL GEOGRAPHIC

Black and White


These twin sisters make us rethink everything we know about race



APRIL 2018

NATIONAL GEOGRAPHIC


THE SEARCH FOR SACRED TEXTS



Genius | 10-PART SERIES BEGINS APRIL 24 AT 9PM ON NATIONAL GEOGRAPHIC

NATIONAL GEOGRAPHIC

ARTIST, PROVOCATEUR, ROGUE, GENIUS: PICASSO



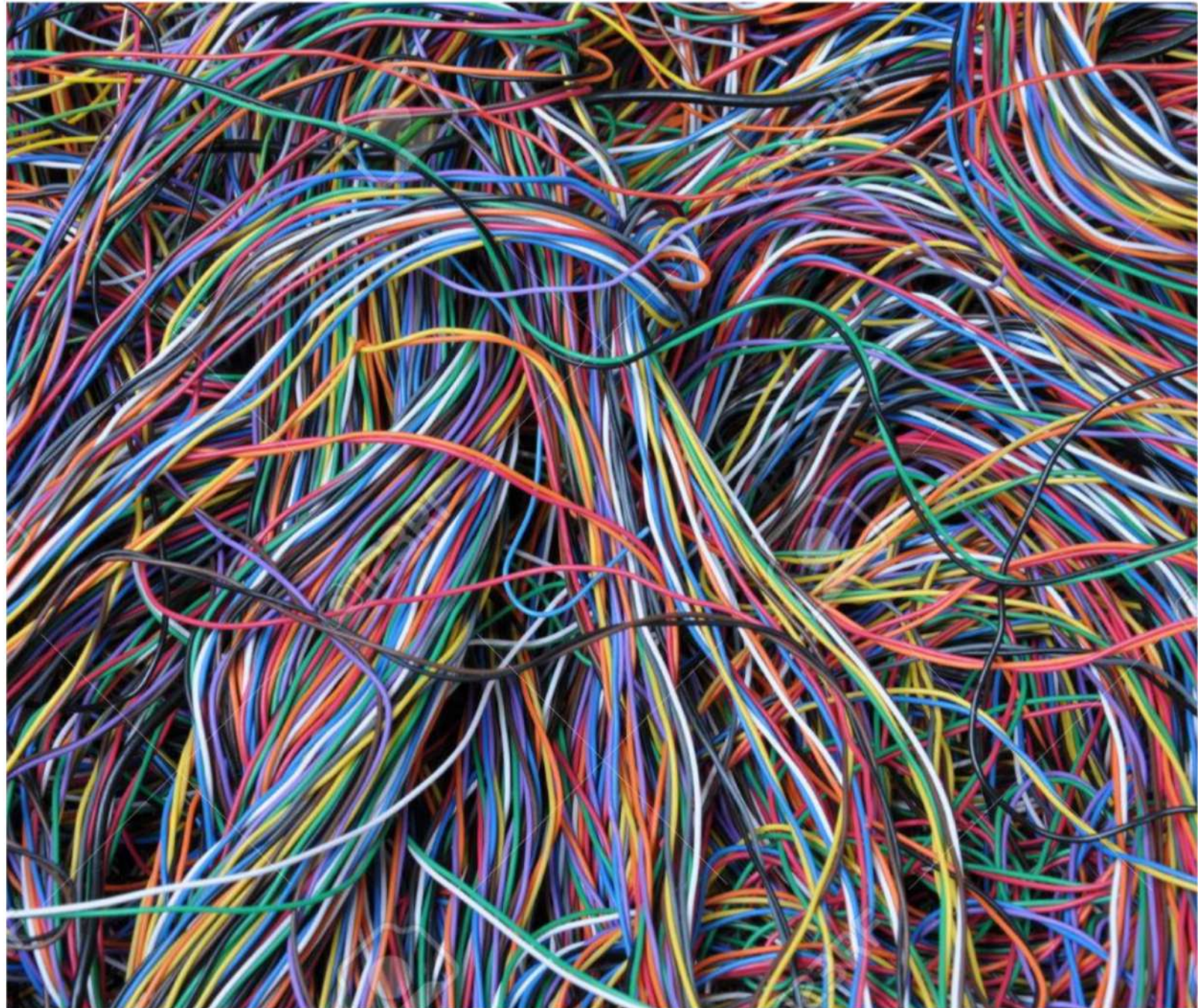


WELCOME TO HOUSE & LEISURE
HOUSE & LEISURE

FLOW OF INFORMATION

HOUSE & LEISURE

1. Visual - arrest.
2. Logo - trust and credibility.
3. Barker A - interest.
4. Barker B - interest.
5. Barker C - interest.
6. Digitally activated - contemporary.
7. Price - information.



The diagram consists of two vertical gray bars on the left and right sides. In the center, there is a horizontal table with two rows and four columns. The table is defined by thin black lines. The top row is a single continuous line, and the bottom row is also a single continuous line. Three vertical lines divide the space between the two horizontal lines into four equal-width columns.

**IT'S TIME TO
ESCAPE** MALLORCA,
TANGIER, NATURE'S
VALLEY, PORTO, KAROO



**IT'S TIME TO
ESCAPE** MALLORCA,
TANGIER, NATURE'S
VALLEY, PORTO, KAROO

HOLIDAY ENTERTAINING
A SHAREABLE FAMILY
SPREAD & COLOURFUL
TABLE INSPIRATION

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ALL THE LATEST
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NAMIBIA N\$48,90

HOUSE
AND LEISURE

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AND LEISURE
HERE / NOW

HEADLINE

SUB-HEADER

THE DESIGN CONCEPT

A Lens on Leisure.

Taste is a love of beauty. Our personal expression of how we see the world around us and more importantly what we choose to focus on.

Our readers choose House and Leisure for exactly those reasons. To look through our lens at what we deem beautiful. Finding their inspiration in our curation. In-turn giving the art and culture that lives within our pages new life, in their homes.

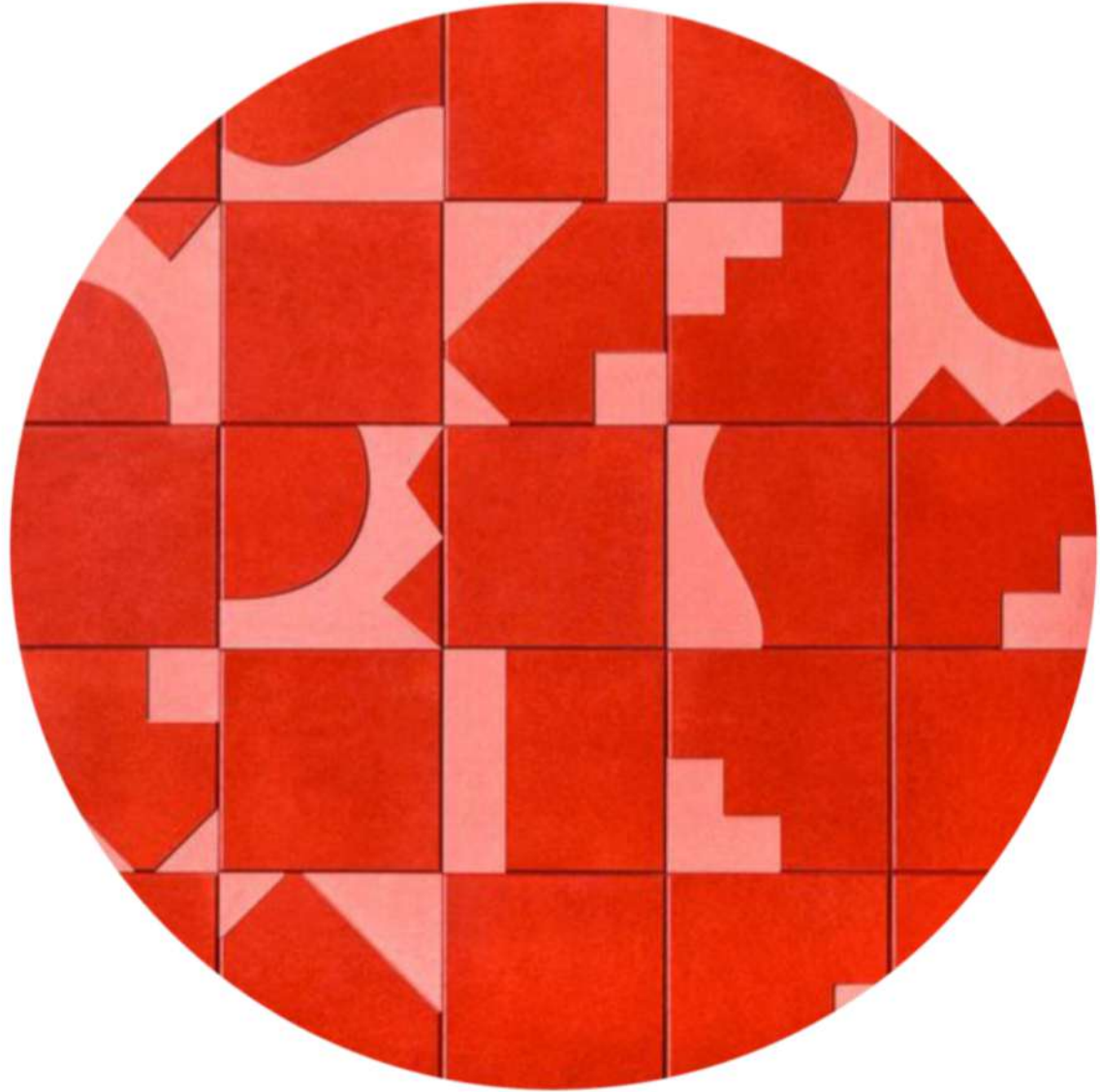


HOUSE
AND LEISURE
HERE / NOW













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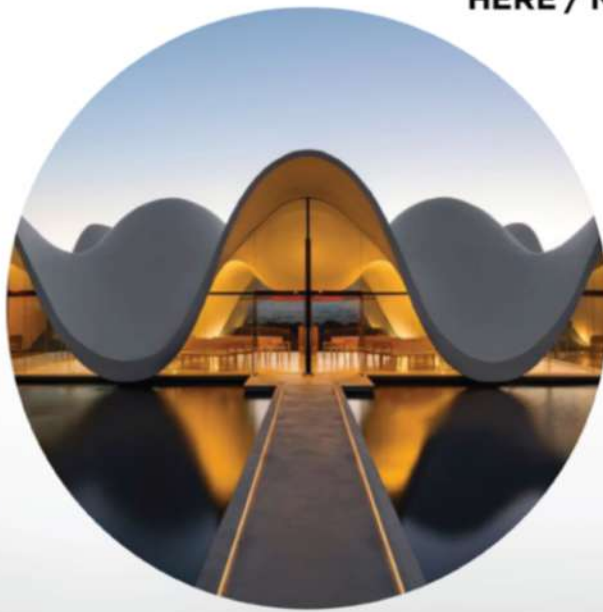
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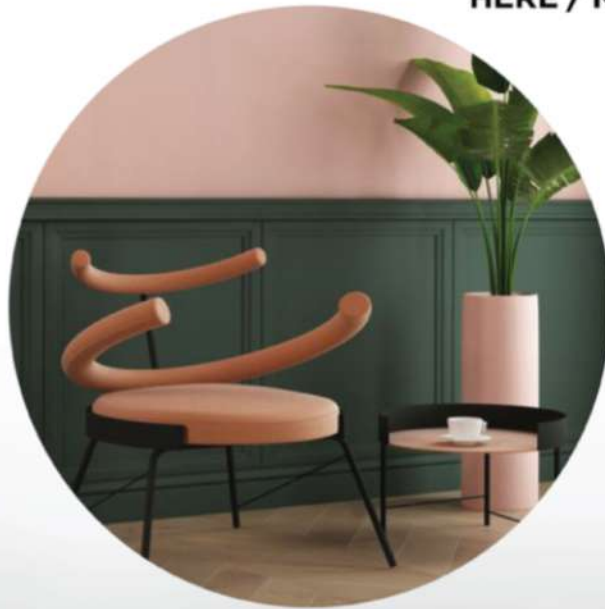
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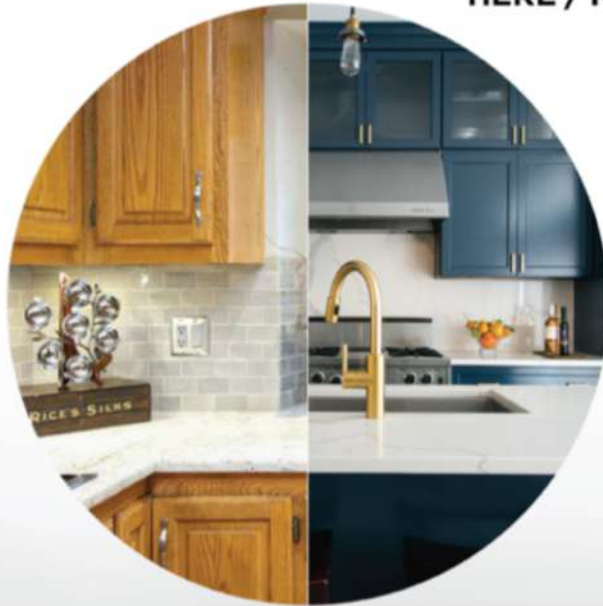
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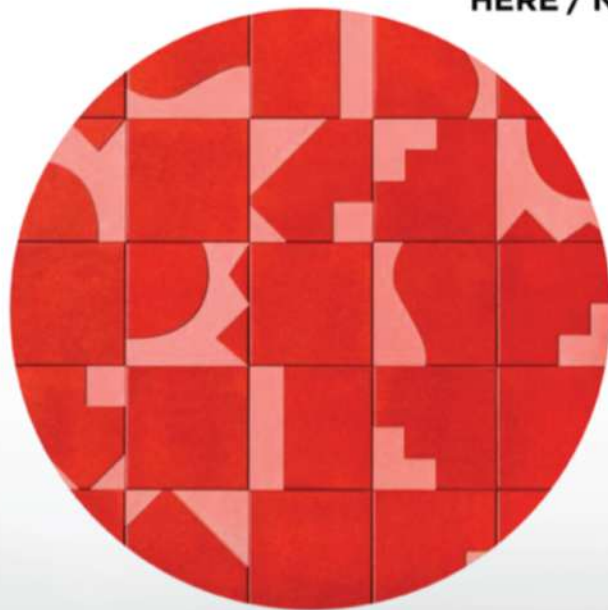
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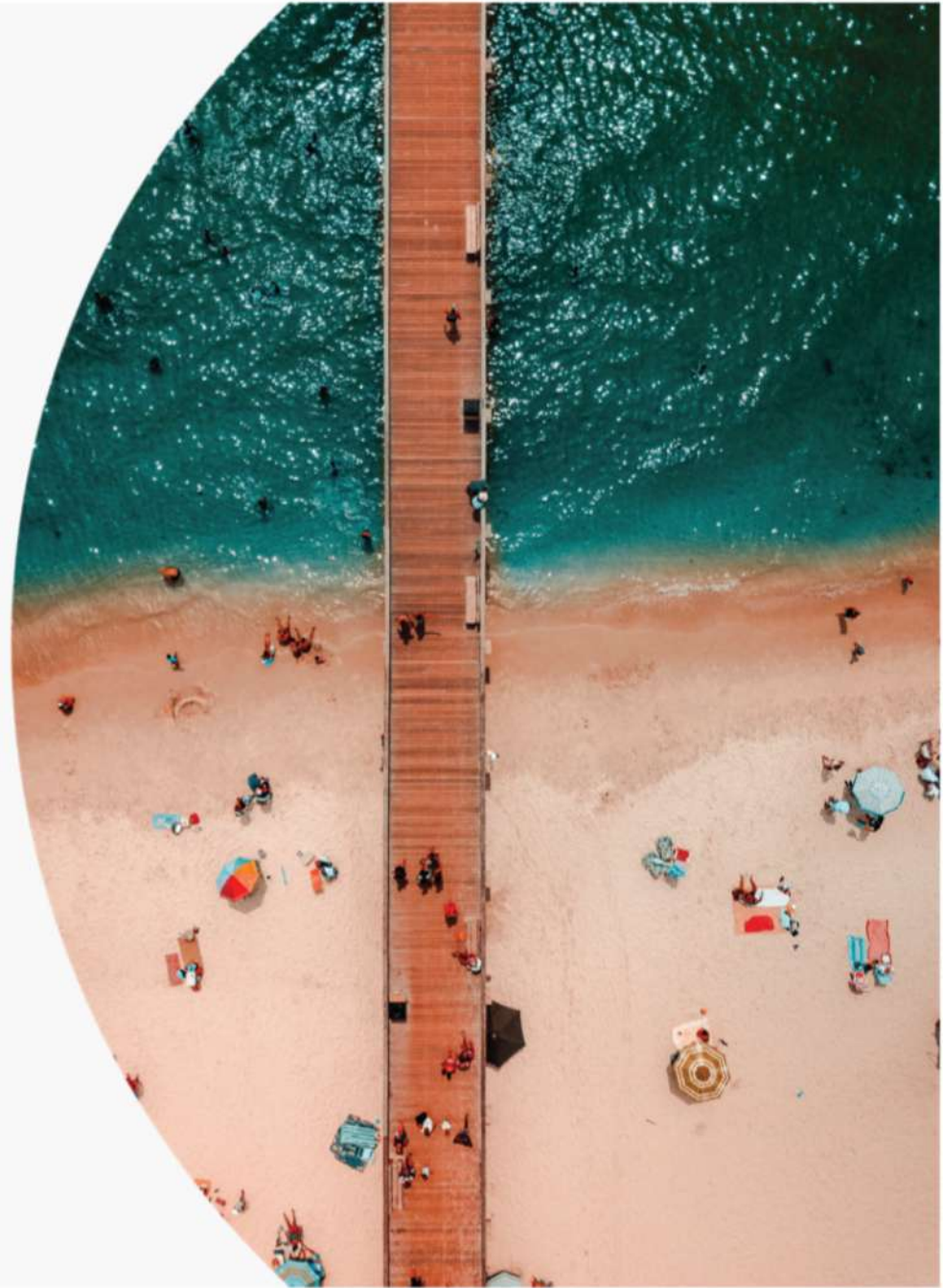


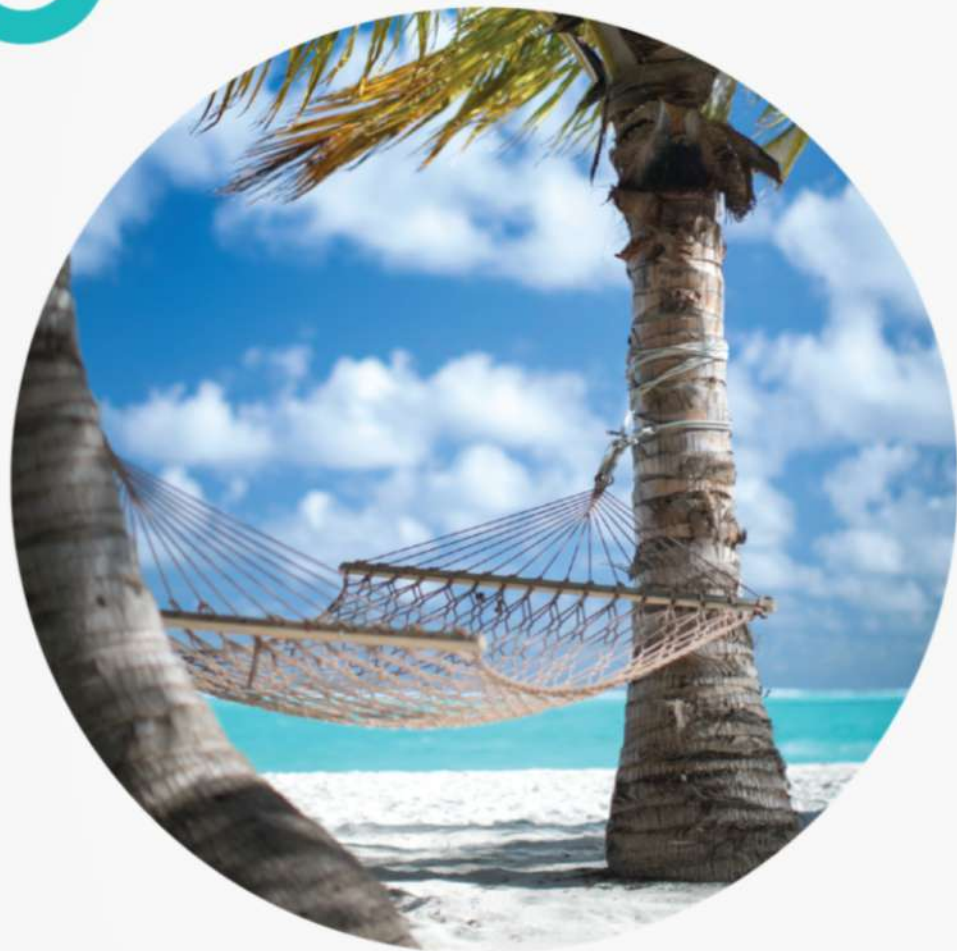


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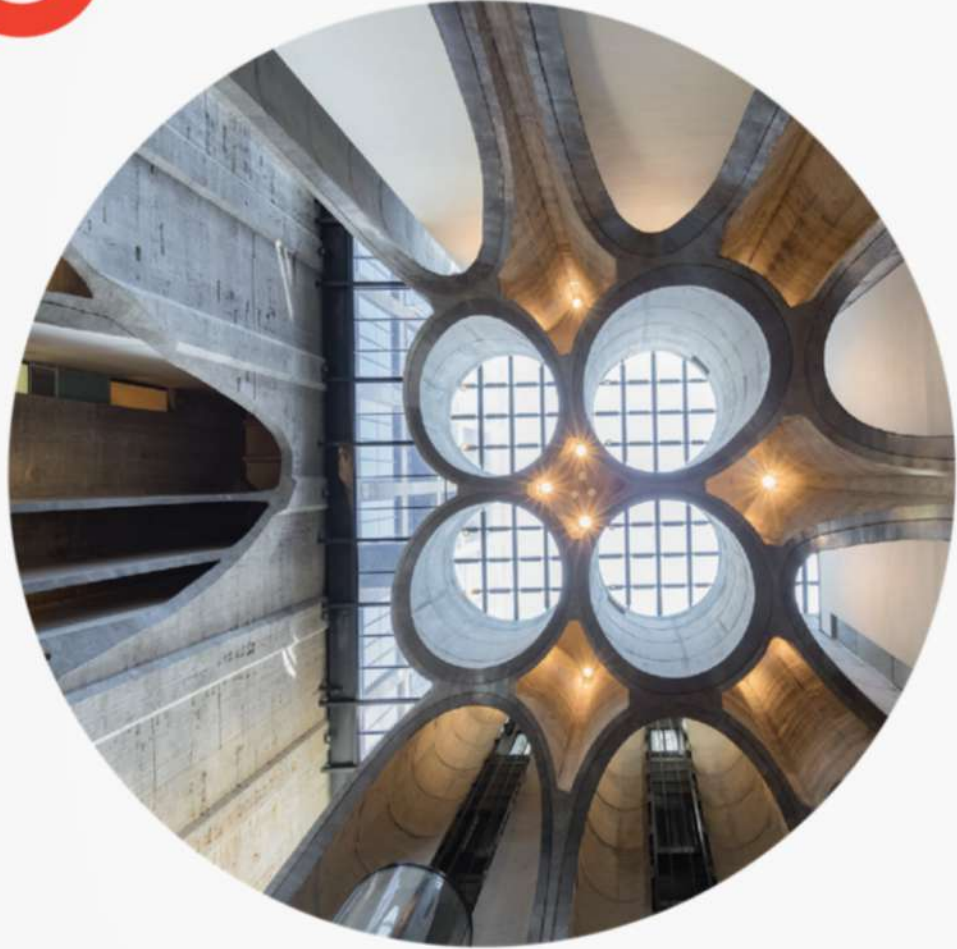




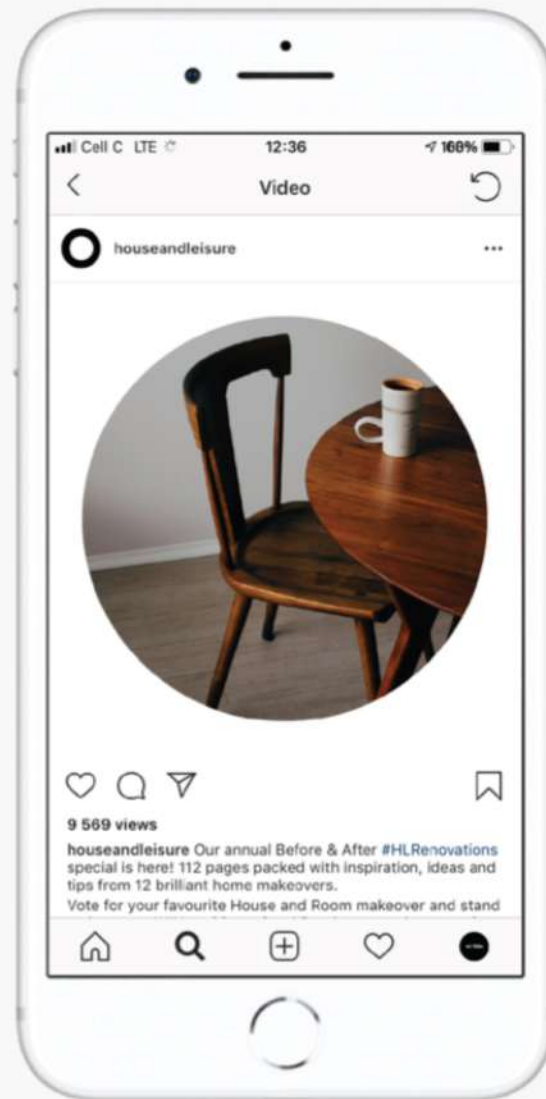
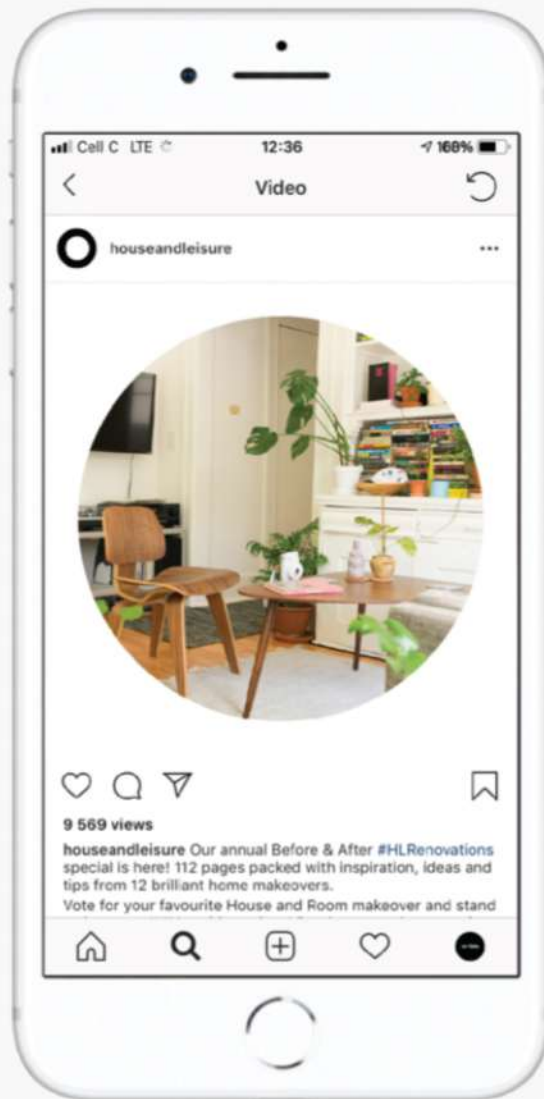
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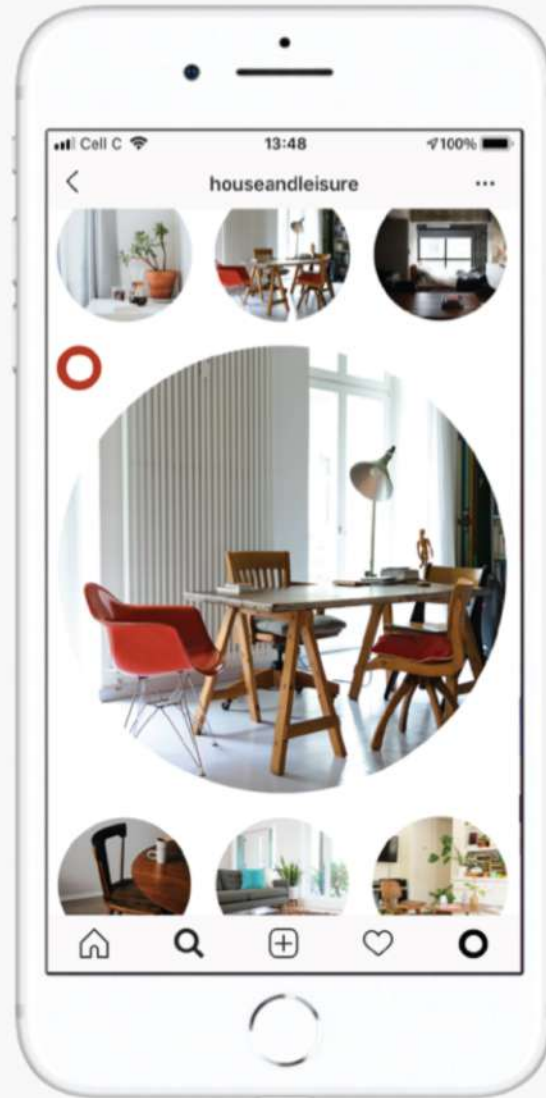


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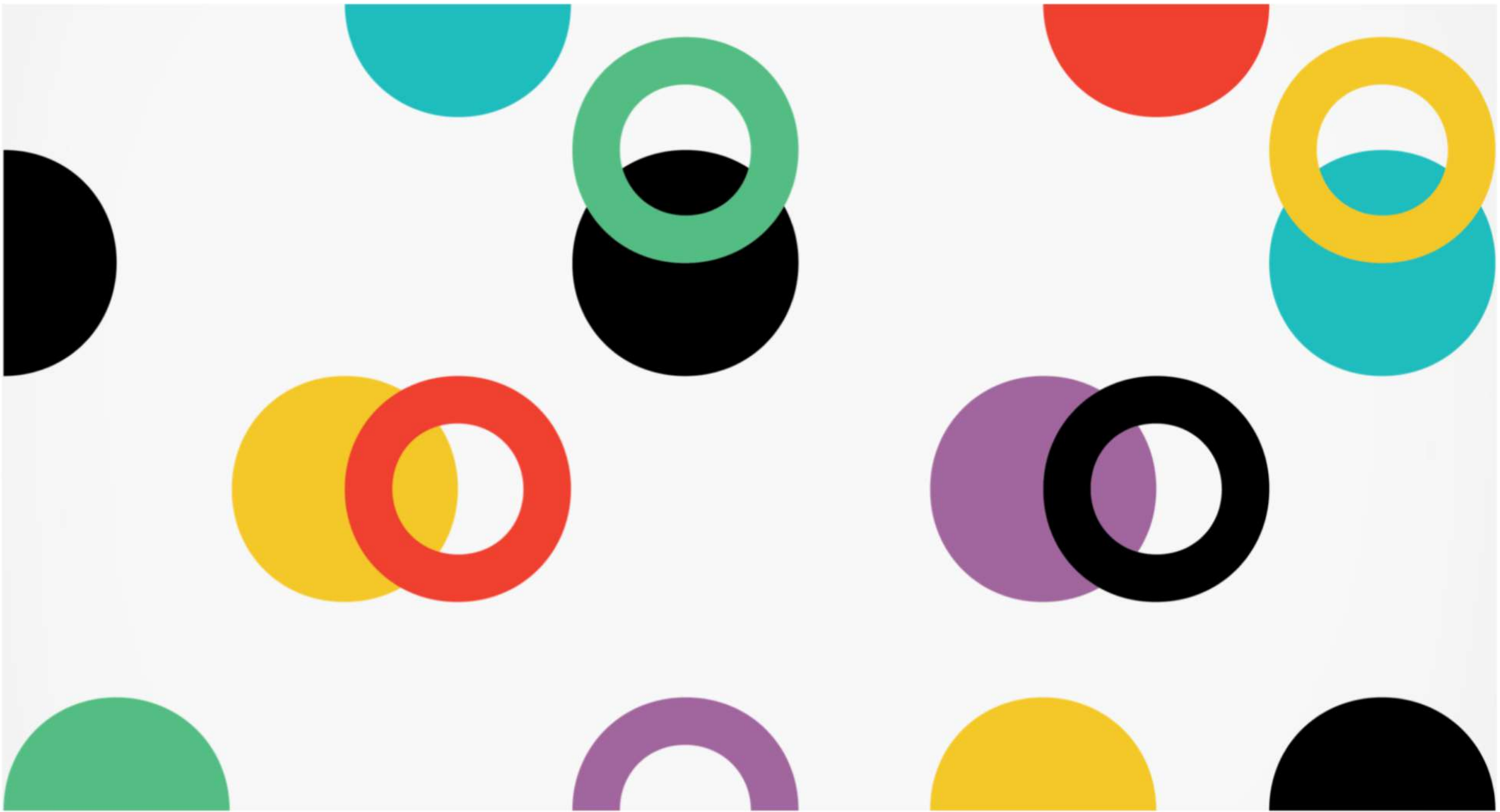
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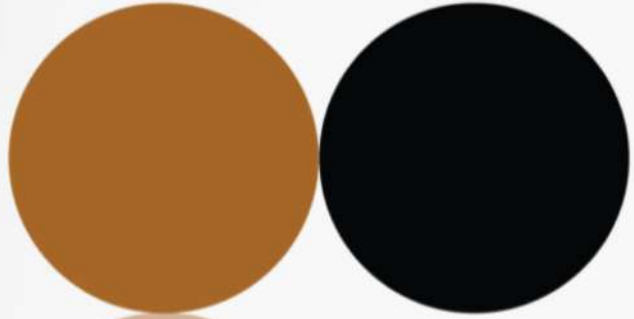
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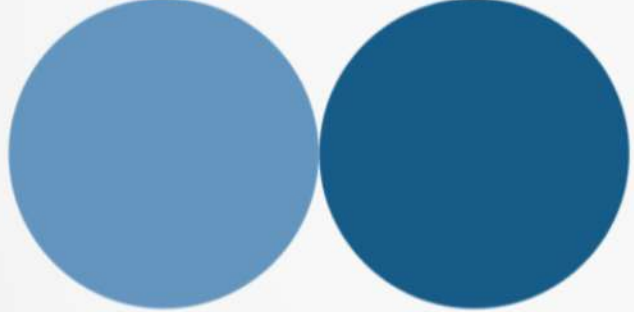
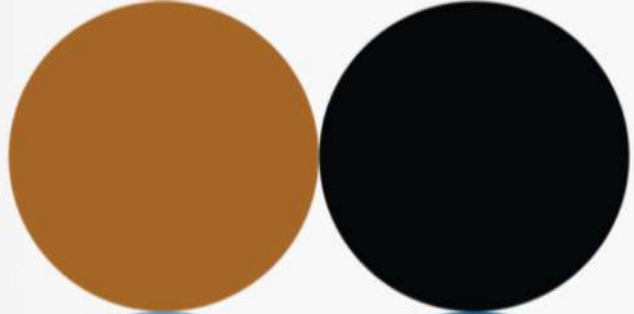
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LOCAL HOT SPOT





GET COZY...



RAYLIN VAN ROOYEN

INTERIOR DESIGNER

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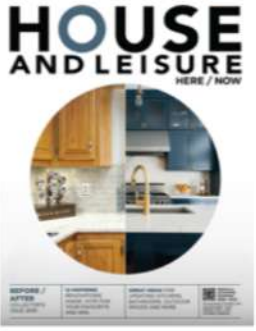


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UP AGAINST THE COMPETITION
HOUSE & LEISURE



THANK YOU