



Current events and general information magazine

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Brand: Anonymous

Sector: Media & Broadcasting

Country: France

Category: Specific Creation : Concept Development; Below The Line : Sales Promotions

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Budget: \$2 320

Status: Closed

Language of Solutions: English, French, Spanish

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Our magazine, titled NOUVELLES – Semaine (NEWS – Week), is a weekly publication of current affairs and local news which will be launched at the end of March 2010.

Our aim: to inform, cultivate and entertain our readers.

Our strengths:

- ∞ we endorse the historic standards of journalism: public interest, freedom of conscience, truth;
- ∞ our added value: UNPUBLISHED, ORIGINALITY. To attract a readership which is already highly informed by television, radio, daily press and internet, we give priority to investigative news (allowing us to stay ahead of the news, to reveal unseen and exclusive news), and analysis (which allows us to uncover a more complete truth);
- ∞ we publish local (as well as international) news covering the main public and private interests of our readers: politics, economics, arts and culture, history, technology, health, travel, amongst others.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

We are calling on designers to propose a brand signature. Our signature project "Freedom, where others dare not go" has been changed because we do not want to be compared to X or better than Y. Every week we suggest a unique product, we want a brand signature that states our mission, expresses our personality and portrays our values: freedom, tolerance, originality, excellence.

We are calling on designers to develop an advertising campaign concept for the launch of our new title (TV/cinema, radio, SMS) in order to develop our reputation, and to reach and encourage consumers to buy.

3 Step Target Audience

[who should you influence ?]

With a high educational background, our readers are enterprising workers, involved consumers, curious, modern, open-minded and open to the world, the majority are in a relationship and/or parents of young children, teenagers or students.

Their consumption is based on quality and modernity.

They believe they live in a region with a good environment and potential but feel that too few inhabitants work towards its revitalization. Their slogan could be: we are building our life and the world we'll leave to our children.

They sense that the logic of journalism (without this it would be useless for society) leads it to work on the flaws, to shed light on human contradictions and weaknesses, to distrust communication to try and find the truth about a situation.

They love media that is mind-opening, helps to discover, reflect, and informs, questions and provokes. They read all the weekly national press (L'Express, Le Nouvel Observateur, Marianne, Le Point and Le Canard Enchaîné), and call it en masse "lacking objectivity", "lacking courage", "lacking independence" and "media harassment". They complain about the "poor quality" of the regional press but they are stuck with it "for want of anything better".

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The reader believes that by being well-informed he can organise his public life (work, citizenship) and his private life (cultural activities, teams, etc.) freely and knowingly. NOUVELLES – Semaine offers to accompany the reader in the quest for knowledge, in order to participate in the workings of the world.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

The reporters who create the magazine are:

- ∞ young: the average age of the editorial staff is 35
- ∞ known for being dynamic: the most experienced regularly write scoops
- ∞ are skillful with humor: editorials, caricatures and commentaries play an important role in the magazine

6 Step Character

[what are the features that define the personality of the Brand ?]

NOUVELLES – Semaine is original, previously unpublished, intelligent, amusing, full, tolerant and open to everything, breeding excellence.

7 Step Media Plan / Placement

[where will your work appear?]

TV/movies, radio, text messages

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

The campaign must push the product out of ordinariness. We want to make our profession sacred again, reintroduce the honour to journalistic competence.

The launch of a "magazine for current affairs and local news" may seem outdated in this age of digital globalisation. We therefore have to be original in order to maximise the impact of our campaign. We don't want to shock though.