



Grazia In China

Deadline: 09.02.2008 23:59 GMT

Brand: Mondadori

Sector: Media & Broadcasting

Country: China

Category: Above The Line : Internet, TV-Cinema, Radio, Print, Out-of-home advertising; Below The Line : PR, Events

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Budget: \$9 000

Status: Closed

Language of Solutions: Chinese, English, Italian

1 Step Brand Builder

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

GRAZIA is a women's magazine that is in fashion and loves fashion. It closely follows what is happening and tells everyone about life through celebrities, stories and current affairs. It has a woman's name, which in Italian is the synonym of innate elegance. Born of an Italian mother, it has many sisters who it is close to and with which it shares countless passions: apparel, accessories, cosmetics, exhibitions, books, trips, recipes, music and men! As a metaphor, it is the girlfriend who is a few years older than you, who has lived in Italy and has lots of things to tell about the world and about style. Obviously in the setting of a trendy "lounge bar". On a Thursday afternoon. Elegant, but not in an evening dress.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

To create a launch campaign to win over the Chinese market through the modern and style-rich image that distinguishes Grazia magazine. By launch campaign, we are referring to the concept of an out-of-the-box PR event as well as the advertising materials that precede and accompany the launch (teaser campaign + launch campaign + maintenance campaign). The goal is to obtain a high level of brand awareness. Moreover, the campaign must arouse curiosity and encourage people to try the magazine. (Attract the target – generate product trial – create a "buzz" around the product)

3 Step Target Audience

[who should you influence ?]

Young Chinese women, 20-35 years of age (never call them girls!), obsessive consumers (but "I don't always have the money for Gucci!"). A few years ago they started to earn a good salary. They normally live in the center of large or medium-large cities. They are positive, curious, and have strong values, the latest generation Motorola, perhaps pink, and a teddy bear, also happily colored, hanging from it. They don't own a car, but do have enough money for taxi. Independent, up-to-date, avid visitors of trendy establishments and new restaurants. Highly attentive to fashion, or rather, what is considered fashion in China. They mix Americanness – and the Western world in general – with what they consider "cool" about being Chinese. They want to understand the cosmopolitan context in which they are placed and be the protagonists of it. They want to be and appear informed and they are searching for an original personal identity and style in a world that is changing around them everyday.

4 Step Proposition

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

Grazia is a magazine that talks to women and listens to their needs. First and foremost the need to be informed about what is truly important to them: from fashion to beauty, from current events to entertainment. Grazia has a warm interactive rapport with its readers and it is the most qualified interpreter of the "Made in Italy" style, though its character is international. Without a doubt fashion is its strong point: positive, trendy, easy chic, never vulgar or banal, photographed in a way that makes the image evoke situations with a dream element to make readers

want to dress in that way.

5 Step Support

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

Grazia is the first bi-weekly glossy magazine on the Chinese market. It is different from the upmarket fashion monthlies that have become slow and incapable of keeping up with the frenetic lives of young Chinese women, who are hungry for fashion, news and trends, interested in political issues and at the same time the latest popular reality shows. It is also different from the weekly gossip magazines that are simply preoccupied with publishing scandalous photographs of celebrities. Grazia is the bi-weekly magazine that is really cool and talks about things that happen (current events and happenings) and personalities that do things (extraordinary lives of ordinary people in the ordinary lives of extraordinary people) during those two weeks. It is so inquisitive and indiscreet that it is addictive.

6 Step Character

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

Tongue-in-cheek, chic, feminine and international, authoritative and positive, surprising and slightly irreverent.

7 Step Media Plan / Placement

[where will your work appear?]

The launch campaign must be a media event designed for the fragmented and hypermedia landscape in which young Chinese women live. Consequently, Grazia is open to considering any type of media.

Since we are talking about curious women who are constantly on the move, the launch will be supported mainly by outdoor advertisements. In this case, this means any advertisement that reaches its target audience once they are outside the door of their homes. While they are walking around the streets, curious and enthusiastic, looking out for anything that can make their life more sparkling.

REQUIREMENTS

1) ABOVE THE LINE

Outdoor advertising idea, periodicals (journals) paper press, daily newspapers, Radio, TV

2) BELOW THE LINE

Advertisers, point-of-sale (malls and large hotels) viral marketing tools (shop windows signs, display stands, event types, etc.)

8 Step Additional Executional Elements

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

LIST OF COMPETITORS

Fashion monthlies: Vogue, Elle, Marie Claire, Harper's Bazaar, Cosmo, Rayli Her Style, Rayli Fashion Pioneer, Mar

Average Price: 20 rmb

Weeklies: OK, Modern Weekly, Fashion Weekly

Average price: 5 rmb

PRICE OF GRAZIA

10 rmb

DISTRIBUTION

Major cities, starting with Beijing, Shanghai, Shenzhen and Guangzhou (23 cities total)

ADVERTISING BUDGET

1.700.000€

Attachments

37405/37406.pdf

1.86 Mb