VOGUE Media Plan & Case Review

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A411 Advertising Campaigns
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Actual Contents

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- **Understanding the brand**
  - Brief Brand history
  - Brand foundation pieces- brand vision, brand definition, brand positioning, stakeholders, brand strategy and Brand Marketing
- **SWOT Analysis**- Conduct and report comprehensive SWOT Analysis
- Statement of current situation and current marketing problem
- **Summary of Research**- Evaluation of marketing activities reviewed during the week; provide spreadsheet as appendix; explanation of how this research reveals the real problems
- **Statement of proposed recommendations** and why they should work
- Appendices
Week 1: Selection of Company/Competitor 7 Rationale

Executive Summary

For this assignment I chose to research Conde Nast Publications and focus on Vogue Magazine. I chose Vogue Magazine because it is my all time favorite magazine and I hope to someday work for it or own my own fashion magazine. I have come to find that Vogue is at the top of their fashion “game” but the closest competitors that the magazine has are Harpers Bazaar, Elle, and W magazine. So for this assignment I have done a little research on Elle Magazine.

Competitors & Their Share of the Market

- Elle- 2nd most popular fashion magazine and shares target market. “Head to Head with VOGUE”

<table>
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<tr>
<th>Total Audience</th>
<th>5,942,000</th>
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<tbody>
<tr>
<td>Women</td>
<td>5,456,000 (92%)</td>
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<tr>
<td>Median Age</td>
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<tr>
<td>Single</td>
<td>60.6%</td>
</tr>
<tr>
<td>Readers per copy</td>
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</table>
Bazaar
Elle
Marie Claire
Cosmopolitan

“Elle and other category contenders such as Marie Claire and Harper’s Bazaar now enjoy larger profiles than ever thanks to their involvement with television reality shows and other forms of promotion which Vogue continues to disdain” [http://www.forbes.com/2009/06/24/magazines-elle-vogue-business-media-elle.html](http://www.forbes.com/2009/06/24/magazines-elle-vogue-business-media-elle.html)

History of competitor:

One of the planet's most famous women’s' fashion magazines is, undoubtedly, Elle Magazine, which was created in France in the 1940's (and is still owned by the Lagardere Group of France, but is being published by Hachette Filipacchi Media US to this day). Not only does Elle focus on women's fashions, it also publishes articles on the beauty, health and entertainment inspired by today's modern woman.

4. Annual Revenues (most recent, if available)

CIRCULATION

Print run: 57,000

Subscribers: 12,000

Pass along: 3.6

Audience: 205,200

Distribución: Nationwide

6. Most recent creative strategy and marketing campaign:

Elle Magazine wanted to enhance the web presence of their magazine and target a younger online market. Internet Marketing and Network Development (IMAND) helped them build their profiles and gave them recommendations on how to virally create interest. IMAND advised them how to expand their new media accounts and
connect with their growing reader base by promoting their content via popular social networking sites.

Here were the main viral marketing profiles for this Elle:

- **Facebook**
- **Twitter**
- **YouTube**
- **MySpace**

With IMAND’s help, Elle saw significant results.

On **Facebook**, they saw a doubling of their followers from **30,000** to over **60,000**.

At **Twitter**, their followers quadrupled from **10,000** to over **40,000**.

At **YouTube**, their subscribers went up **50%** from **4,000** to over **6,000**.

And at **MySpace**, there was a **significant increase** in the sign-ups to their email subscription.

7. **Current Situation:** Briefly state the current issue, problem or success that is happening for this company.

The current problem with this idea is that every fashion magazine is getting the same idea. The internet is becoming more and more of a way to receive information and regain popularity and get company’s names out there.

8. **How does it relate to the marketing and advertising you have seen from the company?**

Elle is a lot more open and upfront about their advertising; they are not afraid of being trendy and predictable.

9. **Is there evidence that the most recent creative strategy and marketing campaign is attempting to resolve the problem?**

They are gaining more popularity and getting up there with Vogue Magazine.
10. From your research resources, does this campaign appear to be successful? How can you tell? If you think the campaign is not successful, explain your reasons.

Yes.

**Week 2: Background Research**

Vogue is a woman’s magazine, which is published in a number of countries under a variety of names.

**Scenario 2: Case Review in an Ad Agency**

Your assignment for week 2 is to start the research process on your Case. Utilize all the resources you can employ to provide the background information needed for your Case, including:

- Brief historical overview of the brand and specific product (if applicable).
- Annual revenues (most recent, if available).
- Annual marketing budget (if available).
- Any other details that are relevant to the current “state” of the case you are constructing.

**Conde Nast Publications – Vogue Magazine**

**4. Annual Revenues (most recent, if available)**

**CIRCULATION**

Print run: 57,000

Subscribers: 12,000

Pass along: 3.6

Audience: 205,200
Distribución: Nationwide

The current status of Vogue is that they are still fighting over the top spot with Elle Magazine and the September issue is said to have almost 600 advertising pages in it, which is almost a record for them. For the August issue they had Sarah Jessica Parker on the cover and had a top interview with her on how she juggles her perfect life; Children, Career, fashion, a husband, a home, etc.

Sarah Jessica Parker: Show and Tell
Sarah Jessica Parker talks to Eve MacSweeney about juggling three children, acting, producing, fashion, charity work, and her new movie, the aptly named I Don't Know How She Does It.

Vogue.com

Material

Many people consider Vogue to be the world’s most influential fashion magazine. Vogue is considered a cultural barometer, using fashion to denote – and set – trends. It strives to put fashion in the context of culture and emphasizes how women dress, live and socialize; what they eat, listen to and watch and the people who lead and inspire.

Competitors

Key competitors of Vogue include other women’s magazines that focus on fashion and lifestyle, including Harper’s Bazaar, W and ELLE.

About Vogue:

“For 118 years VOGUE has made many breakthroughs and introduced many artists and designers to the world, who are now very famous and well known. VOGUE is based on fashion, different cultures, and leaders who inspire us in the world that we live in. VOGUE originated in New York and now has gone International and sells more issues than any fashion magazine ever.”
Vogue is sold in more than 24 countries around the world. It contains incredibly detailed and in depth information about fashion. It is most famous as a presenter of images of high fashion and high society.

In an article about Vogues illustrated history writers Alberto Oliva and Norberto Angelettie, wrote “More than any other fashion magazine, Vogue has come to represent the gold standards of publications targeting the stylish, culturally, and sophisticated women. From its inception in the late nineteenth century to the present, the magazine has served as a photographic and literary record of its readers lives – the liberated elite of the 1920’s, the idealized housewives of the 1950’s, the working every woman of the 1970’s, and today’s multiracial, indefinable woman.”

www.vogue.com

Rate Base: 1,150,000
Audience: 9,480

Male/Female %

12/88

Median Age: 34.5

Median HHI: $61,145

Budget (monthly): 1,200,000/+ 

Subscriptions: 887,633  71.5%

Total Average Paid Circulation: 1,240,800

Total Audience: 12,030,000

Median Household Income: $68,667

Week 3: Brand Foundation, SWOT, and snapshot
**Brand Vision:**

Vogue, who is a part of the most successful magazine company, wants their readers to see beauty in everything. They want their audience to also think of themselves as smart, up to date, independent, and very successful, like the women being represented in the magazine. Vogue brings out all these qualities among their audience and that is why it has been the number one fashion magazine for decades.

**Brand Definition:**

Vogue is a magazine that contains important up to date information on many different topics. Vogue keeps its readers by talking about art and beauty in every which way. Vogue is always having articles about politics, culture, interior designs, fashion, trends, designs, designers, artists, music, and also has stories about strong women and what they had to overcome to get where they are today. Vogue magazine is meant to inspire women to think over the top, be independent, and reach for their dreams.

**Brand Positioning/Market Share:**

Vogue is sold in more than 24 countries and is known as the top fashion magazine for its high society fashion trends and articles. Vogue’s target audience can pretty much find their magazine anywhere such as salons, book stores, newsstands, libraries, and grocery stores; any type of store really. Vogue has built its marketing share on high society and the “dreamers”; people who are either on their way to the top or just want to be. Vogue is the number one selling fashion magazine in the U.S. and they keep getting better. Vogue has introduced many different models, artists, and designers to the world and is known for being a meal ticker to fame. If you are in Vogue magazine, you are at the top.

**Brand Stakeholders/Competitive Analysis:**
Both Conde Nast Publications and Vogue executives, employees, writers, photographers, models, stylists, editors, artists, designers, etc. strongly affect the magazine and how successful it has become. Their target audience who are the most affected by the brand has to be the younger generation, who strive to be like the women in Vogue magazine, artists, designers, salons, hair products, cosmetics, models, etc. strive to be advertised in Vogue magazine for all the publicity they would receive.

**Strengths:**
- Top selling magazine
- Brands
- Top Designers
- Independent
- Women
- Successful
- Professional
- International
- Etc.

**Weakness:**
- Competition (Any other Fashion magazine not linked to Conde Nast)
- Not known for good advertising

**Opportunities**
- Sell more magazines
- Increase rates
- Brand Loyalty
- New Designers
- New Artists
- Fashion week

**Threats:**
- Recession
- Bad Economy
- Losing revenue
Current Situation Snapshot

Vogues competition would be Elle, Cosmopolitan, and Marie Claire. The main competitor is definitely Elle magazine. Vogue and Elle have been recently fighting over the top spot and due to Elle’s new marketing, advertising, and promotional strategies, they are currently winning. That is why Vogue needs to step up. I think Vogue should start advertising on television, sponsoring their own reality shows, and sponsoring events in their name to build up more of awareness for their brand. Their brand has been strong for a long time and to keep up with the times and stay ahead of their leading competitor, which is Elle Magazine, I believe they need to spend more on advertising and their ad campaigns. Also, the explosion of the internet has affected their sales as well, because their audience can consume most of the information and photo shoots on Vogues website, why would they still want to subscribe to the magazine?

Week 4: In-Depth Research

The Company- Conde Nast Publications – Vogue Magazine

Collaborators (or partners) - Conde Nast has many different partners, including the brands and designers they advertise for in their magazines. Here are a few: Ipad (Apple, Inc.), Facebook, Foursquare, etc.

Customer- Vogues customer is looking for the latest fashion trends and the latest news on how we live, socialize, what we eat, listen to, watch; who inspires and who leads us. Not only do our successful and independent women customers purchase our magazine based on Vogues upscale fashion sense, but they also enjoy the storytelling that puts our readers at ease and puts women at the center of everything. The customer can purchase this product through mail, internet,
newsstands, book stores, drug stores, and even shopping malls and grocery stores; anyone who loves fashion can be an ongoing customer to Vogue Magazine. Our loyal customers always have a subscription and stay in tune to our websites, blogs, articles, and even have to Vogue at all times and they renew their subscriptions every year.

Competitors- the major competitor continues to be that of Hearst Magazines. Hearst Magazines include most of Vogue's competitors, such as Cosmopolitan, Marie Claire, Elle, and Harpers Bazaar.

Hearst Magazines, a unit of Hearst Corporation, is one of the world's largest publishers of monthly magazines, with 20 U.S. titles and more than 300 international editions. The Company also publishes 24 magazines in the United Kingdom through its wholly-owned subsidiary, Hearst Magazines UK.

ELLE
THE MOST COMPELLING WOMAN IN THE ROOM

ELLE's mission is to influence women’s whole lives, by helping them to be chic, smart, and modern. With intelligent, in-depth writing and a razor-sharp curation of fashion that is at once aspirational and accessible, ELLE’s readers and users are building not just personal style, but personal power.

As the brand evolves to fulfill these objectives, we promise to never lose our intelligence, wit, cool, and ability to be ahead of the times.

THE ELLE GLOBAL NETWORK
{World's #1 fashion magazine
43 editions across 60+ countries
23 million readers globally

Total Audience: 5,687,000
Women: 5,229,000 (92%)
Median Age: 33
Age 18-34: 53.8%
Age 25-49: 50.3%
Median HHI: $76,596  
HHI $75,000+: 50.9%  
Any College: 73.8%  
Employed: 69.4%  
Single: 59.0%  
Readers per copy: 5.32

*Source: MRI Doublebase 2010, Base: Adults.*

A Full-Service Marketing Partner

**STRATEGY**
Our integrated marketing campaigns are hand-tailored to meet the needs of discerning clients. ELLE Productions utilizes all departments of ELLE to map strategies for meeting your objective.

**CONTENT**
At ELLE it is our responsibility to ensure that content is king—for both ourselves and our clients and in every medium imaginable.

**CREATIVE**
We call upon the biggest talent in the industry to create stylish, groundbreaking advertising, award-winning custom publishing, next generation digital marketing and high-impact marketing programs.

**DIGITAL**
Our agile, ever-evolving digital capabilities engage your desired demographics with targeted e-blasts, custom micro sites and DVD series, user-generated content, and original video.

**EVENTS**
Intimate or grand, ELLE Productions puts the stylish ELLE stamp on every event, scouting the hottest venues and most in-demand decor trends to ensure your brand integration makes maximum impact.

**AD CLOSE / ON-SALE**
JANUARY THE MAKE BETTER ISSUE  
October 25, 2010/December 14, 2010
FEBRUARY  THE WOMEN IN TELEVISION ISSUE  
November 29, 2010/January 18, 2011

MARCH  THE SPRING FASHION & SHOPPING ISSUE  
December 27, 2010/February 15, 2011

APRIL  THE BEAUTY GENIUS ISSUE  
January 31, 2011/March 22, 2011

MAY  THE WOMEN IN MUSIC ISSUE  
February 28, 2011/April 19, 2011

JUNE  THE NEW BODY ISSUE  
April 4, 2011/May 24, 2011

JULY  THE NATURAL ISSUE  
May 2, 2011/June 21, 2011

AUGUST  THE EDITORS' PICKS & DENIM ISSUE  

SEPTEMBER  THE FALL FASHION & SHOPPING ISSUE  
June 27, 2011/August 16, 2011

OCTOBER  THE PERSONAL STYLE ISSUE  
August 1, 2011/September 20, 2011

NOVEMBER  THE WOMEN IN HOLLYWOOD ISSUE  
August 29, 2011/October 18, 2011

DECEMBER  THE ACCESSORIES & WOMEN IN ART ISSUE  
September 26, 2011/November 15, 2011

**BRAND**
Under the halo of the ELLE brand, ELLE.com is the insider's style guide with a global outlook, delivering fashion, beauty, style, service, and shopping in an accessible and attainable format. While maintaining the brand's sophisticated tone, ELLE.com presents a behind-the-scenes, how-to world. ELLE.com is the point at which aspiration and acquisition intersect.

**CONTENT**
ELLE.com is a destination site offering exclusive and original content created by a fully integrated editorial team with time-tested authority & perspective.

**AUDIENCE**
The ELLE.com Network delivers over 2 million engaged users with an ideal style mindset to move your market.
INNOVATION & INTEGRATION
The ELLE brand has a rich history of being first-to-market in responding to consumer, economic and industry shifts. These assets, platforms, and extensions are aimed at serving marketing partners in richer, more impactful ways.

All Rates are Gross before Agency Commission. Maximum cover discount is 25%.

Rate Base: 1,100,000
Rate Card No. 32

RETAIL ADVERTISING RATES

All Rates are Gross before Agency Commission

Scenario 2: Case Review in an Ad Agency

Your assignment for week 4 is to conduct the heart of your case analysis. Research the following areas this week and provide an outline of your findings. Next week, you’ll use the research to produce the final business report for your project.

1. Current Marketing Situation: Describe the current marketing strategy of the brand/product (as best you can assess). Describe the most recent creative strategy. Take one full week and look for every piece of marketing you can find for this brand. Describe each piece in detail and identify when and where you saw it. Organize the information into a spreadsheet or table. Be sure to comment on whether the marketing pieces you’ve seen accurately reflect the brand vision as you understand it.
2. Assess the current marketing failures of the brand – be specific – describe issues with the brand message, explain if you see a focus on the wrong target audience, etc.
3. Provide recommendations for how the agency can address the current marketing shortfalls.
4. Provide a summary of why the brand should choose your agency!
1.) Vogue is currently trying to tackle the internet database and offering their news, advice, and fashion on the internet updating daily and even getting their audience connected by phones so they are 24/7 loyal Vogue customers. Vogues most recent marketing strategy is to be offered on the I-pad and other digital books and tablets. Most people are turning to the internet and are not purchasing many of the magazines or books anymore and looking for a more convenient way of getting their information in bulk and since it’s the internet all in one, one I-pad is easier to carry around than 70 books or magazines, or even newspapers.

2.) Vogue is not advertising that they are connecting with these internet reading tablets and I-pads. I think they are still targeting the right audience but the audience has forgotten about paperback and magazines when they have everything handed to them from the internet. It is making it a lot harder on us to advertise and grab their specific attention.

3.) I think Vogue needs to have more articles on their new contributors and partners by having more articles written about them on the website, in press releases, and even an article in the magazine itself advertising their new offers and apps. By doing this it will remind and show the customers that Vogue is trying to keep up with the times and remain on their attention span; it shows that Vogue values their opinion of their customers and just want to go out of their way to give them everything they need and want as a loyal customer.

4.) Since Vogue has fell back on advertising and grabbing the attention of their audience they lost the number one spot in the fashion magazine industry, ELLE is now number one and is doing a lot more about it in advertising, which definitely shows. By doing more advertising on the internet, blogs, apps, television, radio, movies, etc. I think by advertising in every medium possible but in a classy, more sophisticated way it can win back the public’s eye and remind them of how great they used to be and still are! I think by having advertisements in movies for the magazine and how they are offered on I-pads and other book tablets can be a great boost for their sales and subscriptions. Even if they do not boost sales, they will boost the awareness of them getting back on their feet with advertising and product placement to win the public back and eventually win the top, number one fashion magazine in the world spot. That is why they need to choose my agency, so they can be number one again, as it should be.