

New Idea



THE NEW NEW IDEA

Friday January 8th 2010 – Pacific Magazines' flagship title, *New Idea*, steps into 2010 with a new look, a new masthead, a new team and an extensive above-the-line multi-platform brand campaign.

Created by agency sister, "*It's New Idea Time*" TVC pays homage to the 1950s Betty Hutton original, "*It's oh so quiet*," popularised by Bjork in the 1990s and reflects the positivity and energy of the new look magazine.

Launching on Network Seven on Sunday night 10th January, the television commitment includes 60 second and 30 second executions and significant prime time sponsorships, including the Australian Open. Additional teaser campaigns air from mid-January.

The brand campaign also includes print, digital and extensive point-of-sale support, including counter-packs, posters and display units.

Kim Wilson, editor-in-chief, *New Idea*, comments, "*New Idea* is a well loved and very established Australian brand. The new look extends the elements our readers love, but delivers them in a tighter, fresher and more satisfying package.

"Our determined focus is to deliver story satisfaction and a positive reader experience - and this is neatly portrayed in the up-beat, feminine and fresh style of the new brand campaign," adds Wilson.

New Idea, on sale Monday 11th January, includes a new layout, fonts and colour palette, more food pages and an increased focus on health, family and home.

Ends.

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