

New Idea

NEW IDEA UNVEILS BRAND CAMPAIGN: “IT STARTS WITH A NEW IDEA”



Monday 30th July, 2012 – Pacific Magazines’ flagship title, *New Idea*, has unveiled a new brand campaign: “*It starts with a New Idea.*”

The multi-platform campaign includes significant Channel Seven support, cinema, print, online, social media and extensive point-of-sale, including posters and display units.

Narelle Riley, Marketing Director, *New Idea*, comments: “We know the brand is strong, well-established and widely recognised – with a copy of *New Idea* sold every two seconds. We just wanted to reinvigorate its position in women’s lives.

“The campaign is a step away from the rational, tactical executions we are familiar with, to showcasing the title’s personality and attitude – all within a beautifully shot package.”

The launch of the campaign coincides with the magazine’s 110th birthday issue (on sale today), which includes a 24-page guide to landmark Australian moments from the past 110 years, including the lives and loves of Australia’s favourite stars and a fun look at our ads over the years.

The magazine has also undergone a refresh with new layouts, new fonts and colour palette, and an increased focus on health, family and the home.

Established in 1902, *New Idea* is the country’s longest running magazine.

New Idea Editor-in-Chief Kim Wilson said the campaign was aimed at reinforcing *New Idea* in women’s hearts and minds.

“Since its launch, *New Idea* has been committed to sharing uplifting stories and great ideas with Australian women.

“Our weekly editorial challenge, to delight, inform and entertain our readers with new ideas, is reflected in this unique and light-hearted campaign.”

The campaign was created by an award-winning team – Matt Baldwin as overarching Creative Director and Writer and Marie Mansfield as Art Director. Internationally awarded Director Mat Humphrey shot the TVC (45sec with 30sec cut down), and recent Cannes Gold Lion winner, photographer Andreas Bommert, created the strong print executions.

Digital Agency, The Farm, brings the campaign to life online with a Facebook campaign ‘*New Ideas that Changed My World*’ running from Monday 30th July, 2012.

Narelle Riley adds: “In the launch TVC we see a sense of change build through a conservative, solemn society, with the unexpected arrival of a *New Idea*.

“Life is a bit more fun and colourful with new ideas – it opens the door to new possibilities. The campaign endline ‘*It starts with a New Idea*’ illustrates how the title has and will always inspire new possibilities in the lives of Australian women.”

Ends.

For further information, please contact:

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Credits

Client: Pacific Magazines, New Idea

Creative team: Matt Baldwin and Marie Mansfield

Director: Mat Humphrey, Otto

Photographer: Andreas Bommert

Online agency: The Farm

