

ACP launches I Love Mags campaign

SYDNEY, AUSTRALIA: ACP Magazines has announced its I Love Magazines campaign, which it claims to be the most extensive trade campaign in a decade promoting the strength, vibrancy and relevance of Australian magazines.

A celebration of all that magazines encompass, I Love Magazines showcases how the valuable medium engages consumers and inspires loyalty.

The campaign launches in leading advertising and marketing media this Friday, 19 November.

Single and double page advertisements feature some of Australia's most successful media industry leaders endorsing their use of magazines to drive business and marketing success.

These influential decision-makers know that magazines deliver the audience and environment that sells their products to targeted demographics.

And the campaign comprises...

There are print, online and social media extensions of the I Love Magazines campaign, including Facebook, Twitter and LinkedIn, all connected with a dedicated website loveacpmags.com.au (website live from Friday, 19 November).

There is also an I Love Magazines app, which will be available free of charge from the iTunes Store from mid-December.

Following the trade campaign, there will be consumer-focused advertisements in ACP mastheads early next year that reinforce the much-loved place of magazines in readers' media mix.

In conjunction with this campaign, ACP has partnered with Neuro-Insight, an internationally-recognised leader of neurological research in the field of consumer behaviour, to pioneer a world-first study that measures how people engage with magazines and how that, in turn, translates to advertising effectiveness.

'An exciting chapter'

The research was conducted across a number of Australian magazines with women aged 18 to 64. Eight key areas of brain functionality were measured on a second-by-second basis to determine which areas of the brain had heightened neurological activity, and to what degree. The Neuro-Insight findings were compared back to known norms with astounding results, confirming the emotional connection and enduring impact magazines have on readers.

Phil Scott, MD of ACP Magazines, said: "This represents an exciting chapter for magazines as digital and mobile media create new ways for consumers to engage with our titles. I strongly believe there is a huge future for print as part of an integrated media world. As the largest magazine publisher in the country, ACP Magazines is leading the way with this innovative approach in marketing to both the trade and consumers.

"The results of our neurological study will change the way advertisers think about magazines as an advertising medium.

"I Love Magazines is just the latest initiative in our marketing strategy across the company, with further developments to come. In the 2011 financial year, ACP Magazines will double its media spend to approximately A\$20 million (about R135 million)."

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