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# **MARKETING REPORT FMP202**

# INTRODUCTION

This report proposes to discuss the possibility to execute a communication campaign that expresses equality in both Race and Ethnicity—creating a supplement for Vogue magazine. This supplement magazine is toward spreading awareness for the ethnic minorities, talking about how important it is to embrace our race differences to live in a community where everyone is accepted no matter where an individual comes from, which needs to be normalized. Some individuals still do not understand that specific terms and actions are insulting to some ethnic minorities; this is a great way to educate individuals who do not understand how bad racism can impact someone's life. This magazine supplement is not to judge anyone but educate individuals who want to learn.

## THE CURRENT SITUATION

### Vogue - Conde' Nast

#### Company Background-

Established in 1892 as a weekly society gazette from New York vogue, it was later transformed into a monthly magazine, which started around 1909. Conde' Montrose Nast is the Vogue magazine publisher known to be the best-known and most influential publication worldwide. This company has now grown and recognised across the globe.

#### Vogue Ethnic Representation.

Vogue has had a race problem throughout the years, but it can be fixed. Many would disagree because some people believe that the damage has already been done, and people are becoming uninterested, hearing the same excuses. Vogue's editor-in-chief Anna Wintour's apologises, saying, "Vogue has not found ways to elevate and give space to black editors, writers, photographers, designers and other creators" (Elan, 2020). However, things can change; our world is becoming more diverse, and embracing our differences will make the world a better place.

Edward Enninful was the first-ever Black Ghanian-born immigrant to release his first British Vogue issue, With the model Adwoa Aboah covering for his debut. Moreover, by choosing not only a Black woman but also one of the most well-known faces in fashion for his first cover in 2017, it declares his mission to make British Vogue a diverse style title, something they have been struggling with in the past.

There has been a lack of diversity seen on Tv and in Adverts. Data collected from 300 respondents in 2018 June stated 60% "of respondents were not fully satisfied with the current representation of ethnic minorities on TV and adverts". (Amoah,2020). Of the 300 respondents, 80% were based in the UK, and over 70% came from ethnic minorities.

Our identities are shaped by who and what we see, including fashion campaigns, runways, and what we see on shelves. For this reason, 70% of respondents did not feel like a valued consumer in the UK.

## REPRESENTATION

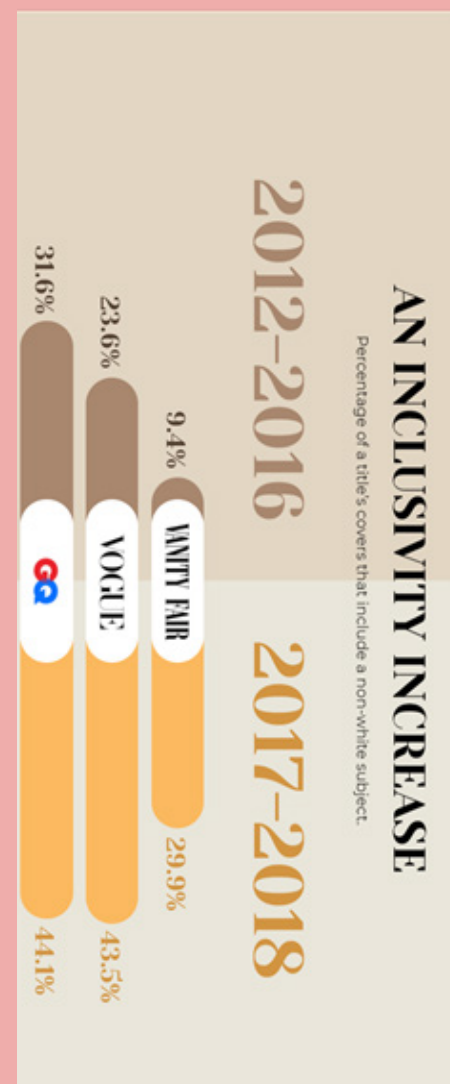
**Ethnicity and race representation in the fashion industry**

According to the Boston Consulting Group, businesses with above-average diversity in management produced “innovation revenue” that was 19% points higher than that of businesses with below-average leadership diversity.

Magazine covers can be lots of things—interesting, predictable, sensual, dull, or heroic. What they infrequently are is progressive. Historically, glossy magazine cover topics have ranged from straight white actor to straight white actor, with the occasional deviation for a model or musician or comedian. However, we slowly see some change.

## MAGAZINE MARKET

Magazines print sales in decline in the UK. In 2011 there were 920.1 million copies of magazines being sold. The number has declined to 378.8 million copies in 2018. However, Digital magazine grew by 31.6% in 2018. In 2019, 51% of adults in GB consumed magazines monthly through their phones compared to 40% of people reading print



(Healy, Mercante and Vo, 2021)



# CONSUMER PROFILE



## Defining your Audience

### VOGUE DEMOGRAPHICS

From April 2019 - March 2020, Vogue magazine in both print and online reached over 2.4 million people in GB, 1.8 million of them were Women.

20M TOTAL REACH  
796K READERSHIP  
190K CIRCULATION  
14M SOCIAL FOLLOWERS  
6M DIGITAL UNIQUES  
72% ABC1- MIDDLE AND UPPER CLASS SOCIETY- HIGHER LEVEL OF INCOME  
130K AVERAGE HHI  
59% LONDON/ SE  
95% SEE JEWELLERY AS GOOD INVESTEMENT  
87%VALUE TRAVELLING ABROAD HIGHLY  
£7.9K AVERAGE ANNUAL SPEND ON FASHION  
£2.9K AVERAGE ANNUAL SPEND ON BEAUTY & WELLNESS

GENDER: Female

AGE: 18-40 year old

OCCUPATION: Students, Working adults, Designers, Fashion Bloggers, Model, Stylist

INCOME LEVEL: £13,000 - £47,500+ per annum

VALUES: Prosperous individuals, self-confident women, individuals who are looking to be inspired

LIFESTYLE: Business owners, managers, specialist, graduates, students

HABITS: Big Shopper, social media enthusiast, loves reading

HOBBIES: Social, Shopping, reading fashion magazines, enjoy HIIT workouts

AUDIENCE HIGHLIGHTS- VOGUE  
46% READERS ARE AGED 25-34  
80% AUDIENCE ARE FEMALES

## Vogue

### GLOBAL TOTAL FOOTPRINT

PRINT READERSHIP	DIGITAL	SOCIAL
24.9M	113.6M	118.7M
Monthly Readers	Unique Users	Followers

### VOGUE GLOBAL COMMERCIAL CONTACT

[info.cncommercial@condenast.com](mailto:info.cncommercial@condenast.com)

(Conde' Nast - Vogue, 2021)

### AIMED AT

Individuals who are successful and beautiful and who want to be aware of all the novelties of fashion and beauty.

Gender: Females

Age Range: 20-50

Lifestyle: Someone who enjoys keeping up with recent events.

The audience for this magazine are people with different types of professions, hobbies, interests and life values.

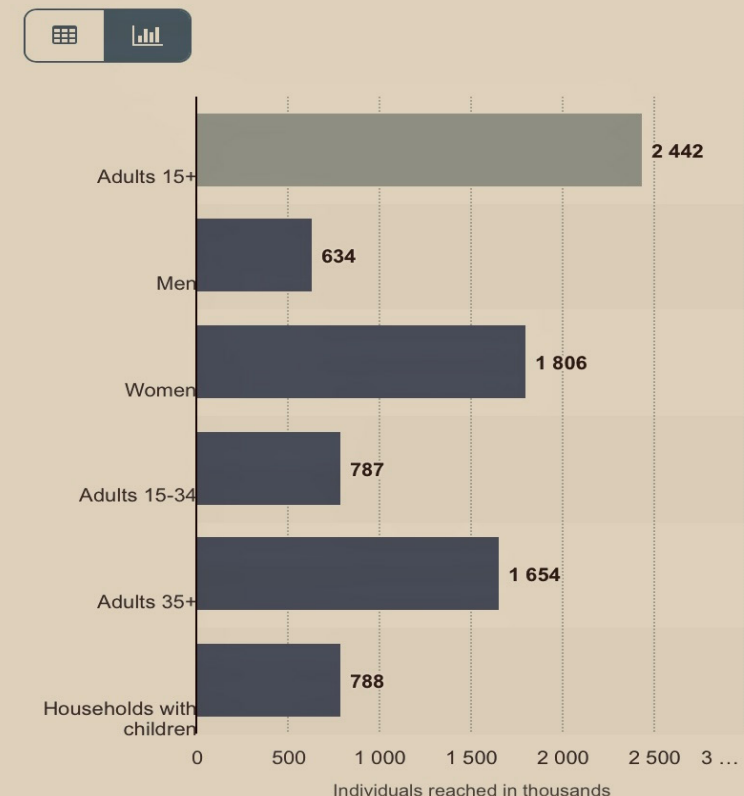
John Doe  
\_CEO

Jane Doe  
\_CMO

# DEMOGRAPHICS

### Monthly reach of Vogue magazine in Great Britain from April 2019 to March 2020, by demographic group

(in 1,000s)



© Statista 2021

(Watson, 2021)

# WHAT IS B.A.M.E.?

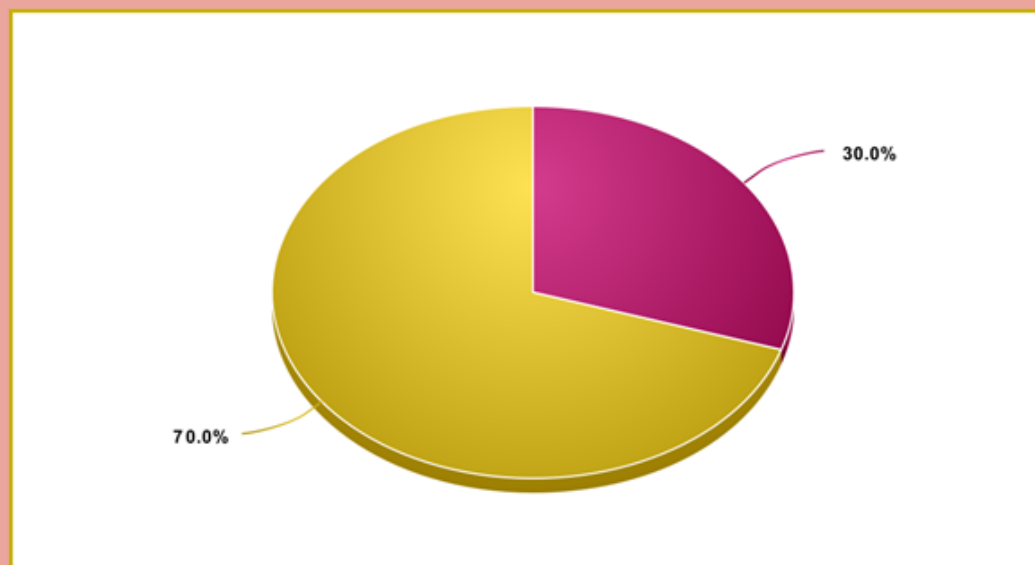
BAME stands for: black, Asian and minority ethnic group. This word is used to categorise individuals from Ethnic Minorities. It is a collective term, seen and used by the media, Government and recruiting teams.

Zamila Bunglawala a Deputy Head of Unit & Deputy Director of Policy, Race Disparity at the Cabinet Office) highlighted The issues associated with the term BAME. Zamila asked Three hundred people if they knew what the term BAME meant, and only two people out of the 300 people were able to identify what the word meant. BAME is a broad term to use, and makes many individual feel very uncomfortable.

A similar survey was done, and 10 people were asked to complete a survey regarding if they were familiar with the word BAME, and only 3 people out the 10 knew what the word meant.



Do you know what the term 'BAME' means?



Yes No

meta-chart.com

# BAME ANALYSIS

# BBC

## How do people feel about BAME – BBC News

The word 'BAME' is a broad term to categorise individuals from ethnic backgrounds. For example, the 'A' in BAME means Asian, but they are different types of Asian backgrounds, such as South Asian, East Asian, Pakistani or Indian etc.; and the question here is "do they all fall in this category?" it is just a broad term to use.

People then begin to think and develop opinions that 'everyone who isn't white English should come under the term 'BAME' (Miners,2020). And as for mix individuals is even more complicated.

INTEGRATED  
**MARKETING AND COMMUNICATION STRATEGY**



#### Campaign Objectives

Building brand awareness is essential for this project; Vogue needs to be represented in a positive light. We want new and current costumers to learn more about the brand. To learn something new, not something they are used to.

What is the goal?

To reach as many people as possible around Europe and potentially outside of Europe, get people involved and educated in this movement and fight racism and injustice and spread awareness. We need to have conversations about race representing different identities because that is the key to building empathy and understanding. Additionally, this will create a more powerful brand image for vogue, as they are willing to explore race and educate individuals. This project will also build emotional connections as this is a very touchy subject, especially with all the events that have taken place, i.e., the Black Lives Matter movement.

This report will also investigate the impacts ethnic minorities have had on the world, fashion, culture trends and political movements and how we can all unite and become accepting of each other's differences.

# OBJECTIVES

# CAMPAIGN

# PROPOSED PROMOTIONAL MIX

Promotional theory suitable for my idea

**AIDA**  
AIDA is a strong promotional theory for this project because it is about grabbing the audience attention, interest, and desire. Additionally, since this is a Communication campaign, using AIDA as one of the promotional strategies will raise interest, thinking and feeling for the reader/ audience. The consumer needs to feel connected with the story behind this project. Additionally, AIDA is a good advertising theory because it will take individuals through different stages to get them hooked. Want people to share the message, and to think and act differently.

**ATTENTION:**

- An advertisement needs to grab the attention of potential readers for the magazine.
- Advertising in prominent places such as billboards, posters on bus stations is excellent to catch people attention. However, advertising in a way that is not obvious and boring.
- Posters need to be eye-catching.
- The campaign needs to attract the attention of many people if advertised successfully.

**INTEREST:**

- Additionally, it is essential to retain potential customers interested in the advertisement.
- This project speaks for itself; with an effective advert, people will want to know more about what it represents.
- It will bring awareness; it will educate many.

**DESIRE:**

- The adverts and different channel promotion will build up the desire to know more about equality and race topics.
- Positive arguments
- "I learned something I was not familiar with" this stimulates individuals to educate themselves on important and influential race-based topics.

**ACTION**

- This is the stage where we will gain new consumers or lose some.
- However, if the work in previous stages is completed effectively and correctly, solid ground is made.

**DIRECT MARKETING**

Direct Marketing is another great promotional mix for this campaign. Marketing directly to an individual, which will be very effective if done correctly. Direct marketing examples, Emails, Online adverts & flyers, promotional letters, newspapers, postcards, websites, magazine adverts and many more. Direct communication or distribution would be a great way to reach potential consumers. Additionally, it would be very effective if these examples had creative tweaks in them. E.g., send Vogue subscribers goody bags with a zoom code and with all race-related goodies. They will be able to join zoom meeting with well-known celebrities; additionally, after the pandemic, they can be invited to ted-talk shows based on race and equality awareness. Vogue subscribers do not need to pay anything; as long as they are subscribed to Vogue and love the race and equality issue that has been released and want to educate themselves on that topic, they will receive a goody bag.

**PR- Public Relations**

Creating a fashion show event to bring awareness in race and equality is an idea that could have a potential success if carried out correctly. Models from different ethnic backgrounds would be involved. From the music, location to the clothes; everything would be inspired by BAME ethnic backgrounds. As mentioned before, Ted talks would be a good way of spreading awareness and educating more people too.

**PUSH AND PULL**

**Communication methods**

**Push communication:**

- Sending information through emails etc., to subscribers without expecting or receiving feedback or response. However, some response or action is needed when the message is sent.
- Push communication examples: Memos, Letters, Emails and Reports.
- Push communication is moving away from face-to-face communication and sending information in different forms, except face to face.
- Different types of advertisement and promotions—relevant, engaging content.

**Pull Communication:**

- Appropriate for large and complex projects with large audience.
- Examples of pull Communication:

A website

Bulletins



(Vogue Australia, n.d.)

John Doe  
\_CEO

Jane Doe  
\_CMO

Promoting magazine across online channels

LinkedIn: This is an excellent place for both publishers and authors to “increase their publications readership” (Chuchnowska,2020). LinkedIn gives the freedom to build a personal brand and share it with an audience who is interested. Additionally, building a personal brand on LinkedIn will increase interest in the magazine published.

There are also additional social media channels, such as Facebook, Twitter and Instagram. These apps allow people to share content easily. It will be simpler to advertise article teasers, covers, updates and fragments of texts, and so much more.

Having a Blog would also be very beneficial, it will include all the information you need to know and a little summary of what the issue will include, and which famous ethnic creators would be involved.

Advertisement

Supplements are kept for a longer period, so an effective advertising method is essential.

Billboard and signs outdoor

It would be good to create billboards and signs in different locations such as near motorways entrances, cities, i.e. London, Paris and Milan and reach an international audience. It is also a great idea and a great way to spread the message even further. Billboards and signs can be creative both in the way they are designed and presented. For instance, an individual walking with sandwich boards can draw attention or the giant billboards screen we see when driving past the motorway and entering a city. Getting creative with it is what will attract attention.

Electronic or broadcast (TV/Radio)

Another great way to reach a new audience is to use big radio platforms for advertising and spreading awareness. It has been stated that “nearly 26.8 million households in the United Kingdom” (Stoll,2021) have access to a tv. This is an opportunity to use the tv as one of our advertising methods, but creating an advert that will be eye-catching and avoiding making someone change the channel is very important.

Prints

Everything has gone digital, but there are still individuals out there who will always purchase a newspaper or magazine. Considering advertising in the newspaper, with our story being on the front page, is another good idea. Frontpage- that is what a reader sees first before purchasing a newspaper or reading it. Has for magazines, printing some copies as print is also a great root to follow .

Creating a fashion show event to bring awareness of race and equality is an idea that could have a potential success if carried out correctly. Models from different ethnic backgrounds would be involved. From the music, location to the clothes, everything would be inspired by BAME ethnic backgrounds. As mentioned before, Ted talks would be a good way of spreading awareness and educating more people too.



(World, 2020)



(Manchester Evening News, 2015)



(Hunt, 2019)

# PROMOTING MAGAZINE

John Doe  
\_CEO

Jane Doe  
\_CMO

ACROSS ONLINE CHANNELS



# MEDIA PLAN

## PROPOSAL

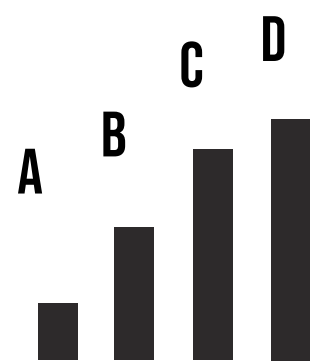
Focusing on reaching as many people as possible in Europe, i.e. London, Milan, and Paris, are the primary targets; however, South Korea and New York are also places for consideration. Fashion in South Korea is trendy, and Korean culture is starting to affect the fashion world. The magazine supplement will launch during the most hectic periods: during the fashion week in February and Black history month in October.

As stated before, this Campaign is to spread awareness on race issues; our world needs to change for the better. This Campaign will be marketed using different social media platforms, radios, tv and sponsored fashion show events. There is information on other advertising and marketing strategies that are being applied or could be applied on the previous page.

The campaign will be advertised across various social media channels, including Instagram, Facebook, Twitter. Instagram will be advertised throughout each month of the whole year. As for Twitter and Facebook, there will be video teasers uploaded once every two months during the year.



## ADVERTISING & PROMOTION



▶ AREA A (AMERICA)

▶ AREA B (AFRICA)

▶ AREA C (ASIA)

▶ AREA D (EUROPE)

# BUDGETS FOR THE CAMPAIGN

## BUDGETS FOR THE CAMPAIGN

### MAGAZINE (3PAGES)

COST £

PAGE FACING MATTER	£37,210
BARN DOOR	£161,090
OUTSIDE BACK COVER	£48,560

TOTAL COST: £246,860

DIGITAL RATE CARD	STANDARD TIME £	PREMIUM TIME£
ARTS & LIFESTYLE- 7DAYS	£29,700	£34,155
NEWS- 7DAYS	£27,000	£31,050
VOGUE HOMEPAGE- 7DAYS	£26,000	£39,000

THE MAGAZINE SUPPLEMENT WILL BE OUT FOR 14 DAYS IN BOTH FEBRUARY AND OCTOBER:

NEWS – PREMIUM TIME: £31,050\*14DAYS = £434,700

ARTS & LIFESTYLE- STANDARD TIME: £29,700\*14DAYS= £415,800

TOTAL COST: £850,500

### PRINT RATE CARD

£4,500 vogue shoot per page

£2,000 per page with supplied assets

3 pages: one vogue shoot and two shoot per page with supplied assets/ TOTAL COST: £8500

## ADVERTISEMENT/ DIRECT EMAIL

(partners can sponsor the vogue daily newsletters) which is roughly £4,300 for 79,491 subscribers.

Billboard AD: £200 PER WEEK for standard 48-sheet hoarding.

AD in a busy high street cost £300 for two weeks exposure

7 days for feb(standard price) : £1400

7 days for oct (standard price): £1400

TOTAL: £2,800+£4,300= £7,100

RADIO: £2 FOR 1000 LISTENERS

30 SECONDS COST AROUND £250 -£1000 PER WEEK.

ADDITIONAL:

The current editorial pillars are:

FASHION

BEAUTY

WATCHES AND JEWELLERY

ARTS & CULTURE

INTERIORS

TECHNOLOGY

## TRAVEL

## FOOD&DRINK

## AUTOMOTIVE

The Arts and culture editorial pillar is where the new supplement will be added, as it is the most suitable area.

## SPECIAL SECTIONS

FEBRUARY- vogue travel Guide

OCTOBER- shop the season

JULY- Arts & Culture, Mini Vogue

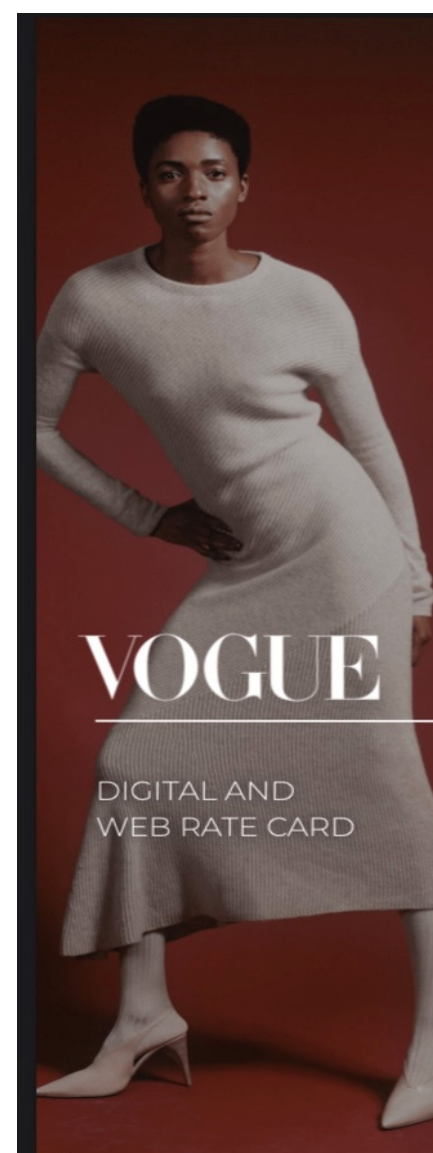
SUPPLEMENT SPONSORSHIP- Every year Vogue publishes a number of editorial supplements every year, - each with its own sponsorship possibility.

Currently, Condé Nast publishes 12 times annually.

For this supplement- we will need to publish 2 times annually.

John Doe  
\_CEO

Jane Doe  
\_CMO



### Digital Rate Card

#### SECTION SPONSORSHIPS

	TIMING	STANDARD TIMING	PREMIUM TIMING
Vogue Homepage	7 days	£26,000	£39,000
	1 day	£7,410	£11,115
News	7 days	£27,000	£31,050
	1 day	£4,124	£4,743
Catwalk	7 days	£17,745	£20,407
	1 day	£2,700	£3,105
Beauty	7 days	£31,500	£36,225
	1 day	£4,773	£5,489
Arts & Lifestyle	7 days	£29,700	£34,155
	1 day	£4,455	£5,123
Fashion Homepage	7 days	£5,340	£6,141
Fashion Trends	7 days	£13,000	£14,950
People & Parties	7 days	£2,500	£2,875
Miss Vogue	7 days	£11,250	£12,938
Vogue Shops	7 days	£6,400	£7,360
Street Style	7 days	£1,800	£2,070
Jewellery	7 days	£8,000	£9,200
Vogue Weddings	7 days	£3,600	£4,140
Mini Vogue	7 days	£1,000	£1,150

Premium timing: February, March, September, October, November, December.

#### STANDARD ADS

970x250 £65 CPM | 300x600 £65 CPM | 728x90 £24 CPM | 300x250 £38 CPM

British Vogue is pleased to present a new audience targeting tool, SPIRE, now available with standard ad formats. SPIRE accesses Condé Nast's unique **1st party audience data** across print, online, email, and social, identifying highly valuable audience segments. These audience segments are loyal readers of Vogue across various passion pillars. A premium of 25% applies to standard CPM rates.

#### EMAIL

Partners can sponsor the Vogue Daily Newsletter (£4,300 / 79,491 subscribers) or send a dedicated Solus Email to our database (£11,023 / 73,492 subscribers)

#### APPLE NEWS

7-day sponsorship: £25,986 / 288,738 estimated impressions

#### CREATIVE PARTNERSHIPS

Vogue offers bespoke partnerships featuring custom content, videos, social, events and much more.

#### ORGANIC & TARGETED SOCIAL

Social packages are available to promote partnerships; or utilise client assets.

Minimum spend applies.

CONDÉ NAST

This campaign will most definitely reach an international audience; as stated before, reaching as many people as possible is vital. However, there are some considerations that we have to take, such as the language barrier; English is the most popular language worldwide. However, not everyone understands the language well, so acknowledging this factor is crucial. Also, now that the UK is not part of Europe anymore, slight changes need to be put in place. There is no trace of Vogue Africa. It has caused an outrage of debate and conversation at Conde Nast international and in the fashion industry. So with that thought, an extension to create a Vogue Africa will also be considered.

# GOALS

From the interaction, we will be able to analyse and measure success. Additionally, measuring visibility and engagement received from overall Website tracking, with this method, it will be easier to see how many users accessed the magazine. Additionally, measuring how many people tuned in for radio adverts or Live streams ad events. It is also good to consider ROI, which stands for 'Return on Investment', to measure how profitable our campaign has been and if it can stay for the long term. Social media is another excellent way to measure success from this campaign and is another approach that would involve KPI, which stands for 'Key performance Indicator'. KPI's such as reposts, impressions, shares, retweets, likes and others. Nevertheless, it all depends on the direction the campaign has taken. For this campaign focusing on social media channels, website tracking, and different promotional mix methods are the main focus and goals to measuring success and additionally, focusing on interactions during busy periods of the year: the beginning of the new year (Feb) and the end of the year (Oct).

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