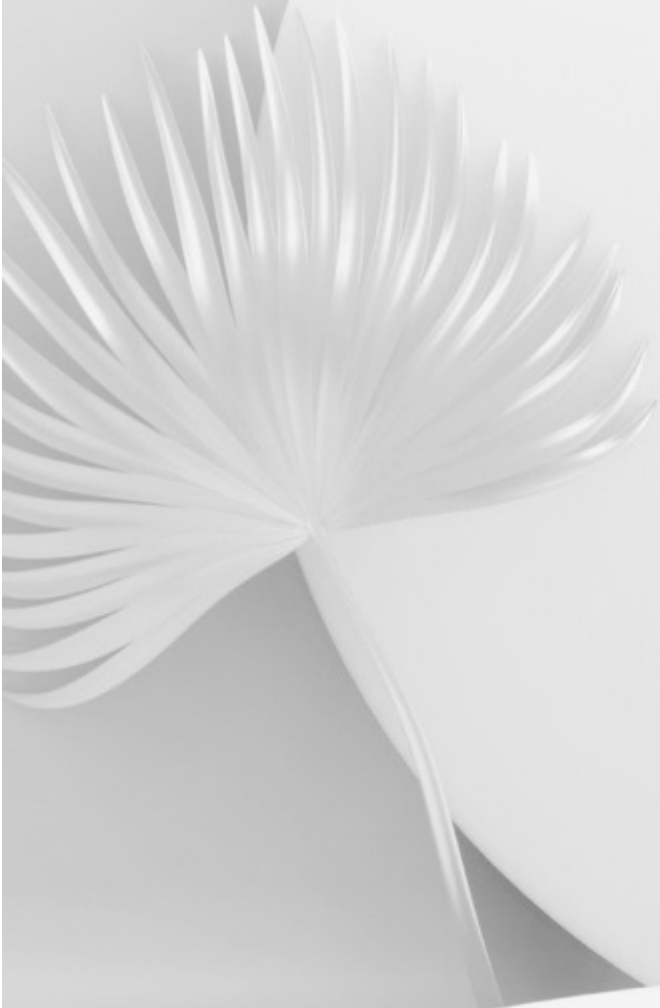


VOGUE

EMBRACE
COLOUR



INSPIRATION

BOARD



“embrace colour”

This is the logo I have made for this supplement magazine; it is eye-catching and powerful. The splash is on top of everything because I want the audience to focus on this magazine’s primary purpose and meaning: spreading awareness and welcoming change.



CONSUMER PROFILE



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

The Goal

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

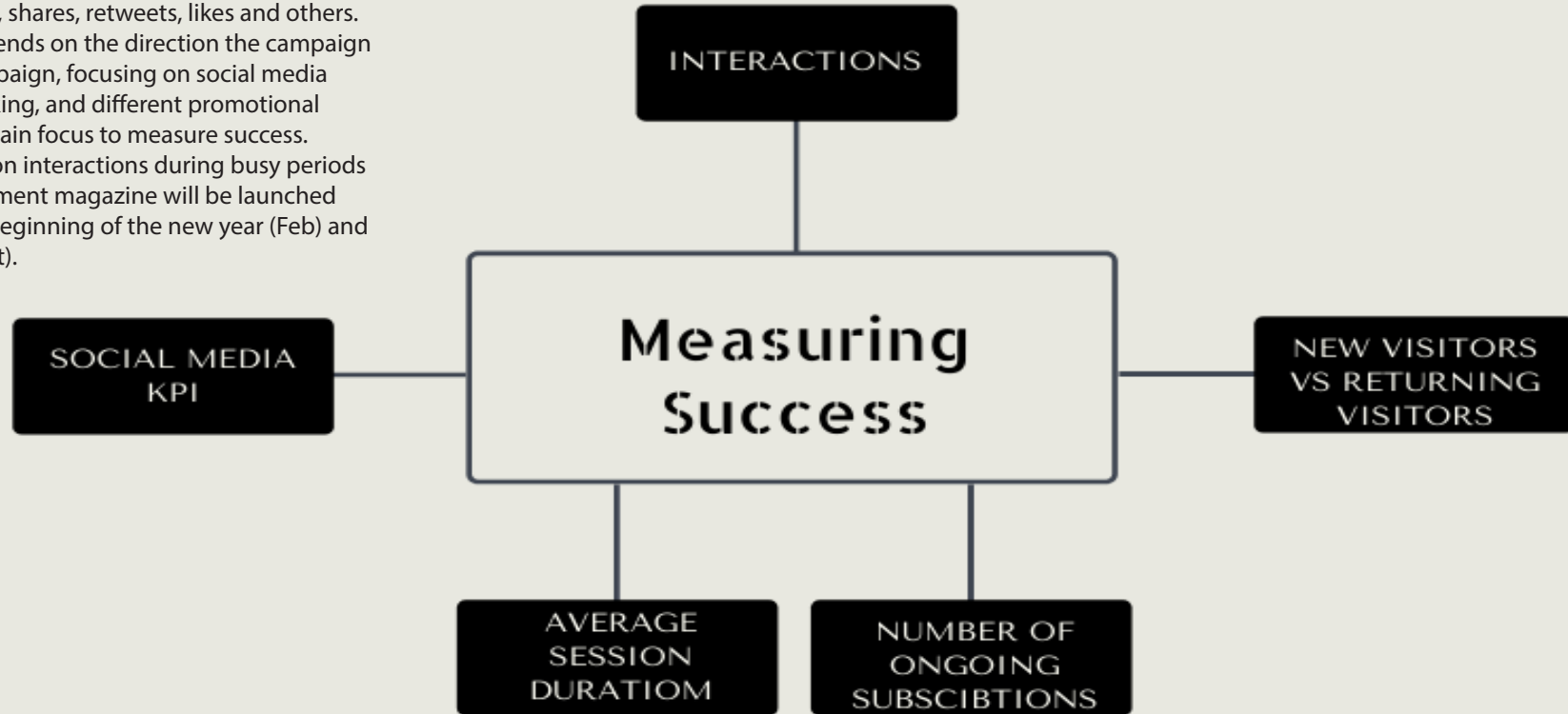
Additionally,

this will create a more powerful brand image for vogue, and 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.

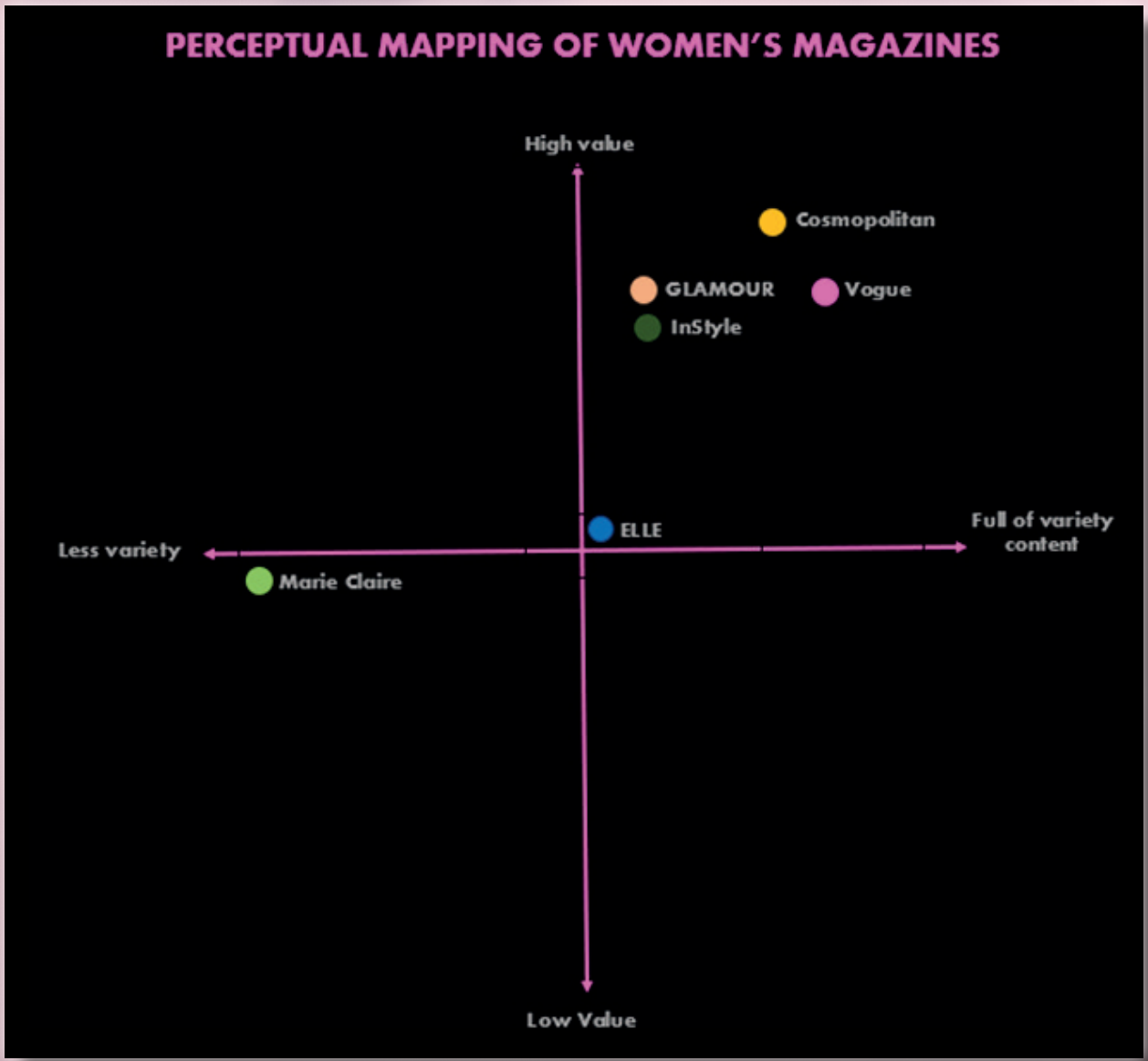
This supplement magazine is toward spreading awareness for the ethnic minorities, talking about how important it is to embrace our race differences to live in a community where everyone is accepted no matter where an individual comes from, which needs to be normalized.



From the interaction, we will be able to analyse and measure success. Additionally, measuring the engagement received from the overall Website tracking; with this method, it will be easier to see how many users accessed the magazine. Social media is an excellent way to measure success from this campaign, focusing on 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 to measure success. Additionally, focusing on interactions during busy periods of the year. The supplement magazine will be launched around that time: the beginning of the new year (Feb) and the end of the year (Oct).

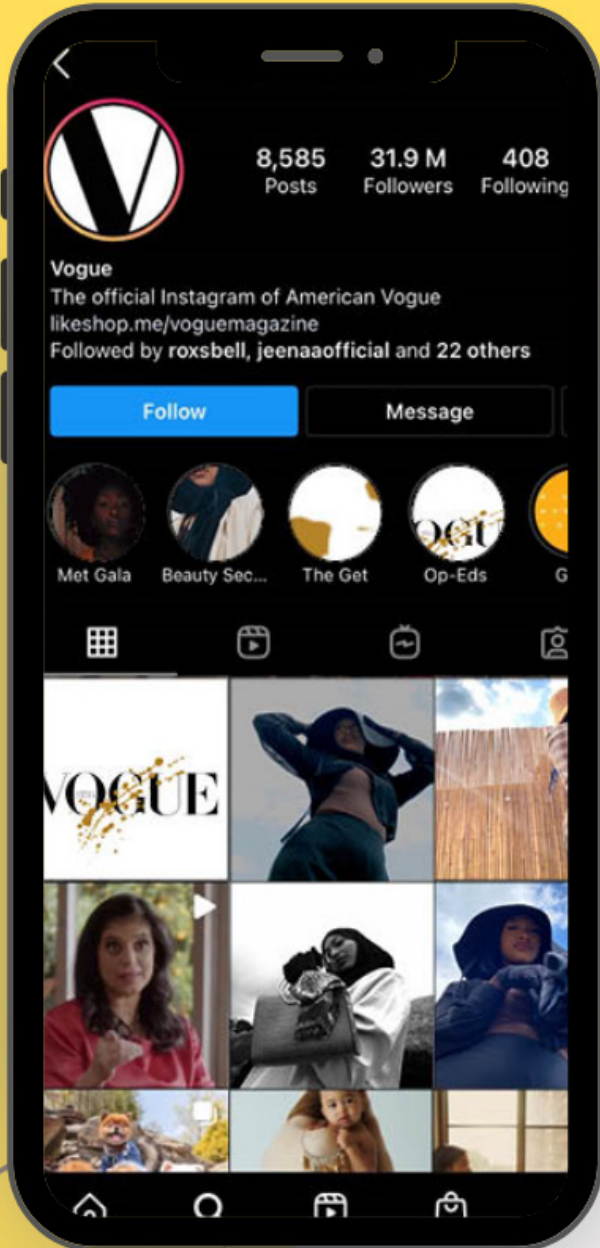


PERCEPTUAL MAPPING OF WOMEN'S MAGAZINES





ONLINE CHANNELS



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, creating 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. Additionally, it will be easier to promote a campaign on Instagram to reach millions of people at once.



A

vertisement

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.





CONTENT LIST PAGE FOR THE MAGAZINE

I wanted this magazine to be fun and relatable, and enjoyable to read. Something everyone would enjoy. Each of the topics listed has its own unique stories and exciting views on specific issues. I kept the text simple and straightforward but added a little bit of a feminine touch to it. Additionally, I added images that portray strong independent ethnic women.



2 ON THE COVER
#IlookdifferentbutIlikeit

4 REPRESENTATION MATTERS
Lets make the fashion world a better place

9 ILOVEMYSKIN
All about embracing different skin tones and shades.

14 MY STORY
Interview by ... talking about experiences being from an ethnic background in today's society.

20 IM ALL EARS
Best beauty product ranges for ethnic minority

22 HAIR ON FLEEK
We love textured hair, lets embrace different hair types together

25 NEW RELEASES
Identity

LIST
CONTENTS



For further
information contact:
setordzielisabeth@
hotmail.co.uk.
communication
campaign for vogue.
Supplement magazine

available online at:
www.vogue.com
Associate publisher
Sallie Berkerey

Embrace your true self

*WHEN YOU HAVE BEEN
JUDGED ALL YOUR
LIFE DUE TO THE WAY
YOU LOOK, IT IS HARD
TO ACCEPT YOURSELF
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FOR BEAUTY THAT
SHOULD BE NORMALIZED
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STANDARD BEAUTY IN
TODAY'S SOCIETY.*

*PHOTOGRAPHS BY
ELISABETH SETORDZI*



Editor In Chief,
Edward Enniful
Publishing
Director, Vanessa
Kingori, MBE

FOLLOW US





Embrace your true self

WHEN YOU HAVE BEEN JUDGED ALL YOUR LIFE FOR THE WAY YOU LOOK, IT IS HARD TO ACCEPT YOURSELF AND EMERSE YOUR UNQUICKS. THIS SUPPLEMENT SEARCHES FOR BEAUTY THAT SHOULD BE INCORPORATED AND SHOULD BE JUST AS BEAUTIFUL AS THE STANDARD BEAUTY IN TODAY'S SOCIETY.

PHOTOGRAPHS BY ELISAVETH PEYRONIE

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Mobile

S U P P L E M E N T
MAGAZINE
OUTCOME

MASTHEAD

Cover Line/
Captions

Pull quote

Cover Image

CONTENTS

MODEL SHOOT -PAGE ONLY

NO TEXT

Content Page list

1

HEADING

VOGUE ADVERT PAGE

Main Image

"On the cover" - page

Article

2

3

DOUBLE PAGE SPREAD

"Representation matters"- page

HEADING

TEXT-Image

4

5

DOUBLE PAGE SPREAD

IMAGE

IMAGE

6

HEADING

PULL QUOTE

FULL QUOTE

TEXT- Article

TEXT- Article

7

8

HEADING

"i love my skin"- page

Main Image

AD

TEXT-

9

10

BEAUTY TIPS

TEXT-

11

12

extra beauty tips page

Pull quote

13

HEADING

"My Story" - page

Main Image

TEXT INTERVIEW-

14

Main Image

TEXT INTERVIEW-

TEXT-

15

16

DOUBLE PAGE SPREAD

AD

Fashion article story

AD

17

18

FREE POSTER

AD

HEADING

"im all ears"- page

image

19

20

ETHNIC SKIN CARE TIPS& PRODUCTS

Pull quote

21

DOUBLE PAGE SPREAD

Image

"hair on fleek"- page

HEADING

22

23

AD

HEADING

"new releases" - page

TEXT-

IMAGE

24

25

This is my flat plan for the supplement magazine. This plan shows how each page would look like if i was to produce the whole magazine (I'm only showing two features for my final outcome)** which are: 'representation matters' & 'hair on fleek'.

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