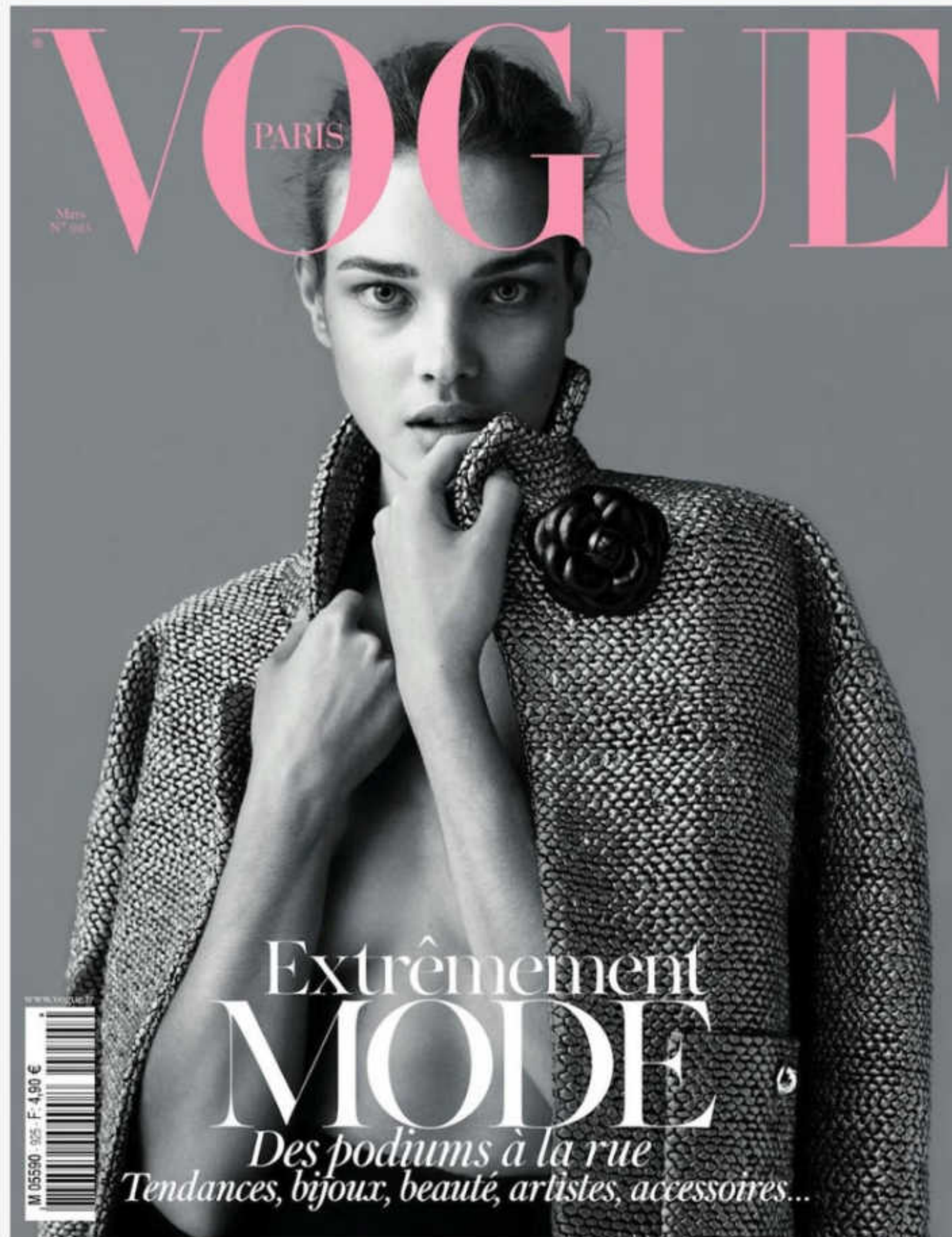




VOGUE

Diary

DIGITAL MARKETING STRATEGY

PROPOSED BY EVIE THARPE

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EXECUTIVE SUMMARY

Vogue is an American fashion and lifestyle magazine. The company was founded in 1892 in New York City. Vogue's top competitors include Elle, Harper's Bazaar, and InStyle. These four magazines all produce content aimed at educating and entertaining fashion lovers.

Vogue is known for its extravagant and luxurious content covering haute couture, high-end beauty, elaborate lifestyles, and other exclusive topics. However, as the fashion industry progresses and newer target markets with different expectations and interests are being introduced, Vogue has begun to adapt its content by diversifying the types produced. Although this diversification allows Vogue to remain relevant to an array of different personas, its extensive selection of content can make it hard for each persona to conveniently discover or access the articles they might be interested in.

A solution to this dilemma is **VOGUE Diary**. VOGUE Diary is a revolutionary innovation for the journalism industry. It will use AI algorithms on Vogue's website and app to offer consumers a social-media-like customized feed and experience based on the articles they have previously read and interacted with. Consumers will be able to interact with the content through likes, comments, reposts, and the ability to follow their favorite fashion editors, celebrities, friends, and more.

This three-month-long campaign was given a marketing budget of \$240,000. Of this amount, \$90,000 was allocated to the development of advertising content and agency management of the campaign. The remaining \$150,000 went towards advertisement spending and influencers. The total expected revenues of this campaign were \$1,264,030 and the return on ad spending was 8.43:1, ultimately achieving our goal of increasing Vogue sales and revenues.

OPPORTUNITY

VOGUE

MISSION STATEMENT:

One, to produce the strongest editorial coverage from the point-of-view of our internationally recognized editors, photographers, and writers; Two, to engage Vogue.com readers in fashion's most exclusive and educated online community, and lastly to provide vast outlets and opportunities for advertisers and consumers.

Vogue is arguably the most iconic fashion magazine in the world. The publication is predominantly known for its "larger than life" layout featuring emerging designers, top brands, and iconic models. With a focus on haute couture and timeless style, Vogue has the advantage of an established reputation that makes its word as golden as it can get for a fashion publication. As new generations enter the fashion realm, Vogue has the opportunity to incorporate them into its audience and grow its following with an abundance of diverse article types to include all ages and types of fashion lovers while also maintaining a strong relationship with its current consumers.



COMPETITIVE ANALYSIS

ELLE

MISSION STATEMENT:

Elle inspires women to explore and celebrate style in all aspects of their lives with content that is inclusive and innovative. Elle is provocative, bold and daring—a much-needed escape offering women an injective of joy, surprise, and positivity.

In comparison to Vogue's more traditional and luxurious background, Elle targets younger readers by offering a wider range of creative designs and accessories. Although Vogue is older, Elle boasts the title of the world's largest fashion magazine primarily credited to thee competitive advantage of its accessibility to a wider range of people.



COMPETITIVE ANALYSIS

BAZAAR^{Harper's}

MISSION STATEMENT:

A magazine doesn't last 149 years by standing still. It endures by continually reinventing itself, always striving to delight, inform, and inspire its readers. That is the story of Harper's Bazaar. We are fashion. Both a visual muse and an unrivaled source of ownable style, we turn the unexpected into the coveted. As we have since 1867

Founded before Vogue, Harper's Bazaar is one of the most seasoned style publications there is. The magazine stands out for solely featuring fashion-related content. Although this makes it smaller than its competitors, having fashion as its niche offers the advantage of consistency and dependability to its readers. It also includes more price-accessible recommendations, making it slightly more inclusive than Vogue.



COMPETITIVE ANALYSIS

InStyle

MISSION STATEMENT:

InStyle celebrates people of all ages, races, and backgrounds through inclusive storytelling and an accessible approach to fashion and beauty. We help readers experience can't-miss pop-culture moments, meet Badass Women, and find the looks they'll love. At InStyle, everybody's in.

InStyle distinguishes itself from its competitors by, in addition to keeping up with the latest runway trends, keeping up with current issues, and advocating for female empowerment. The magazine also strives for greater accessibility. It caters to the more "average" woman by providing tips to achieve the runway couture look with more low-end, budget-friendly options. These distinct features provide the magazine the advantage of being more accessible, less intimidating, and less exclusive.



BUSINESS GOAL & OBJECTIVE

GOAL

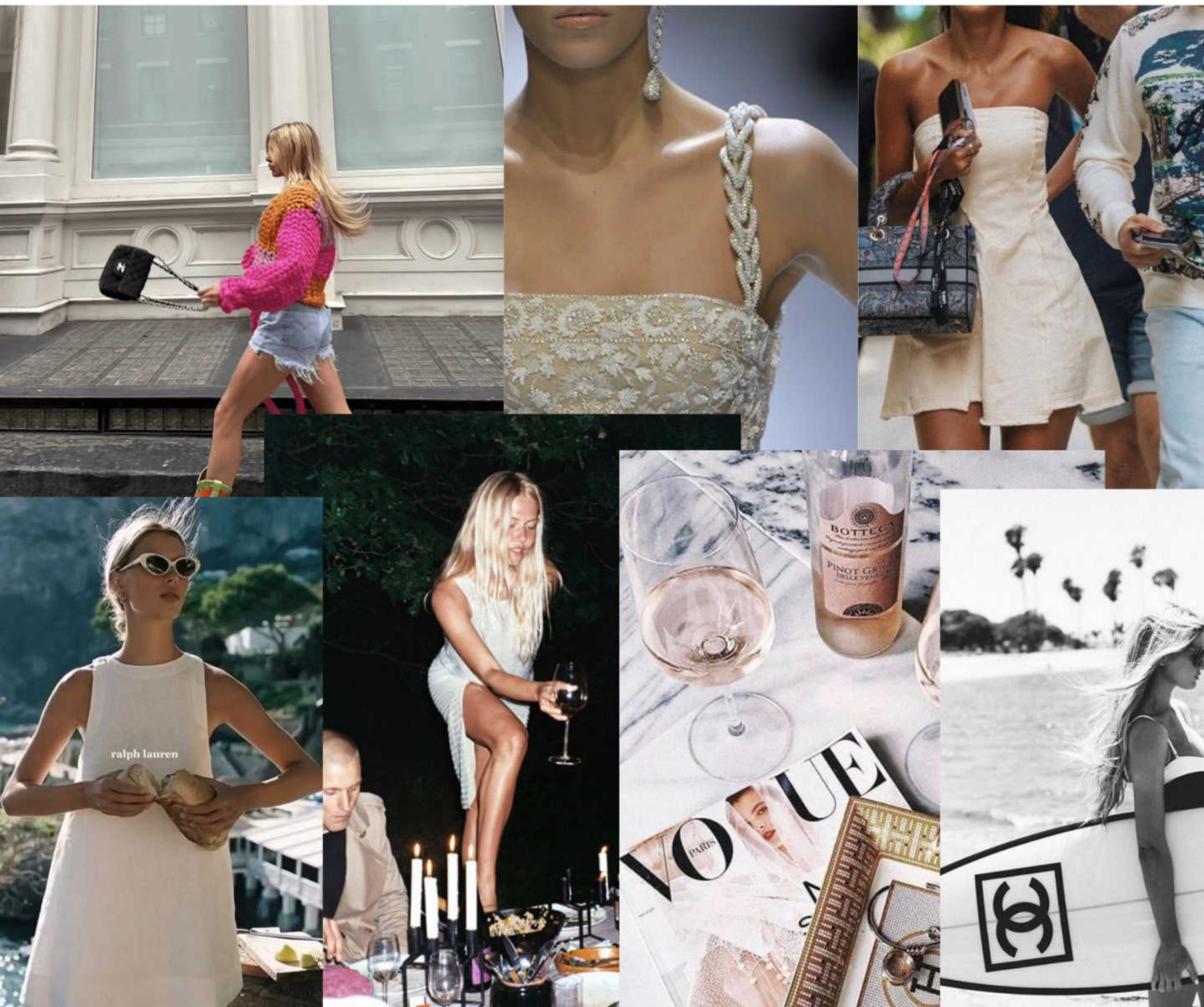
To be the world's most purchased, admired, trusted, and enjoyed source of fashion education and entertainment.

OBJECTIVE

Increase subscription sales by catering to a growing and diversifying audience with an abundance of assorted content while delivering the correct pieces of content to the correlating persona to offer the same distinct experience Vogue has offered for years.

AUDIENCE

The target audience of this campaign is women aged 18-65. These women, although similar in their general taste and eye for fashion, have widely ranging clothing choices based on their ages and differing budgets (although most tend to be economically comfortable). They enjoy looking and feeling their best, and need a source to rely on to ensure they are always able to.



PERSONAS



FLASHY
FRANCESCA



TRENDY
TRINA



SEASONED
SUSAN

FLASHY FRANCESCA



AGE: 43

LOCATION: Dallas, Texas

GENDER: Female

EDUCATION: UVA Undergraduate,
Yale MBA

FAMILY: The perfect husband, son,
and daughter, as well as very
involved in-laws

Francesca was born and raised in Charlotte, North Carolina. She attended UVA with a major in finance. Afterward, she moved to New York City to work as a financial analyst at Goldman Sachs for two years before she decided to attend Yale to get her MBA, like her father. There, she met her future husband, whom she engaged and followed after graduation to Dallas. After having kids, she retired to become a full-time Mom, which is a lot more work than she was expecting. When she does find free time, she rewards her hard work by sipping a glass of wine and investing in the latest trends, which she often finds through Vogue. Francesca relies on Vogue as her outlet for even the most stressful times of motherhood. She wants to look her best, even though she might not always feel like it.

TRENDY TRINA

AGE: 23

LOCATION: New York, New York

GENDER: Female

EDUCATION: Dropped out of her state school after one semester, now attending Parson's

FAMILY: Loving mother, father, and sister back in her small Oklahoma hometown

Trina is the definition of a cool girl. She was born in a small Oklahoma town. She was popular in high school, therefore she was content attending her local state school and joining a sorority. However, after being inspired by some of her favorite influencers, she decided to leave her life behind and achieve her ambitious goal of becoming one herself. Trina studies Vogue and the accounts of fellow influencers to curate the perfect closet, not only to be shown off in the streets of Soho but also on her aesthetic social media accounts. She wants to feel as if she didn't leave everything behind to fail at her dreams and needs a supportive following to validate her success. She relies on Vogue to ensure she is staying on top of the trends that will impress her growing following.



SEASONED SUSAN



AGE: 65

LOCATION: Originally Greenwich, Connecticut but newly retired to Nantucket, Massachusetts

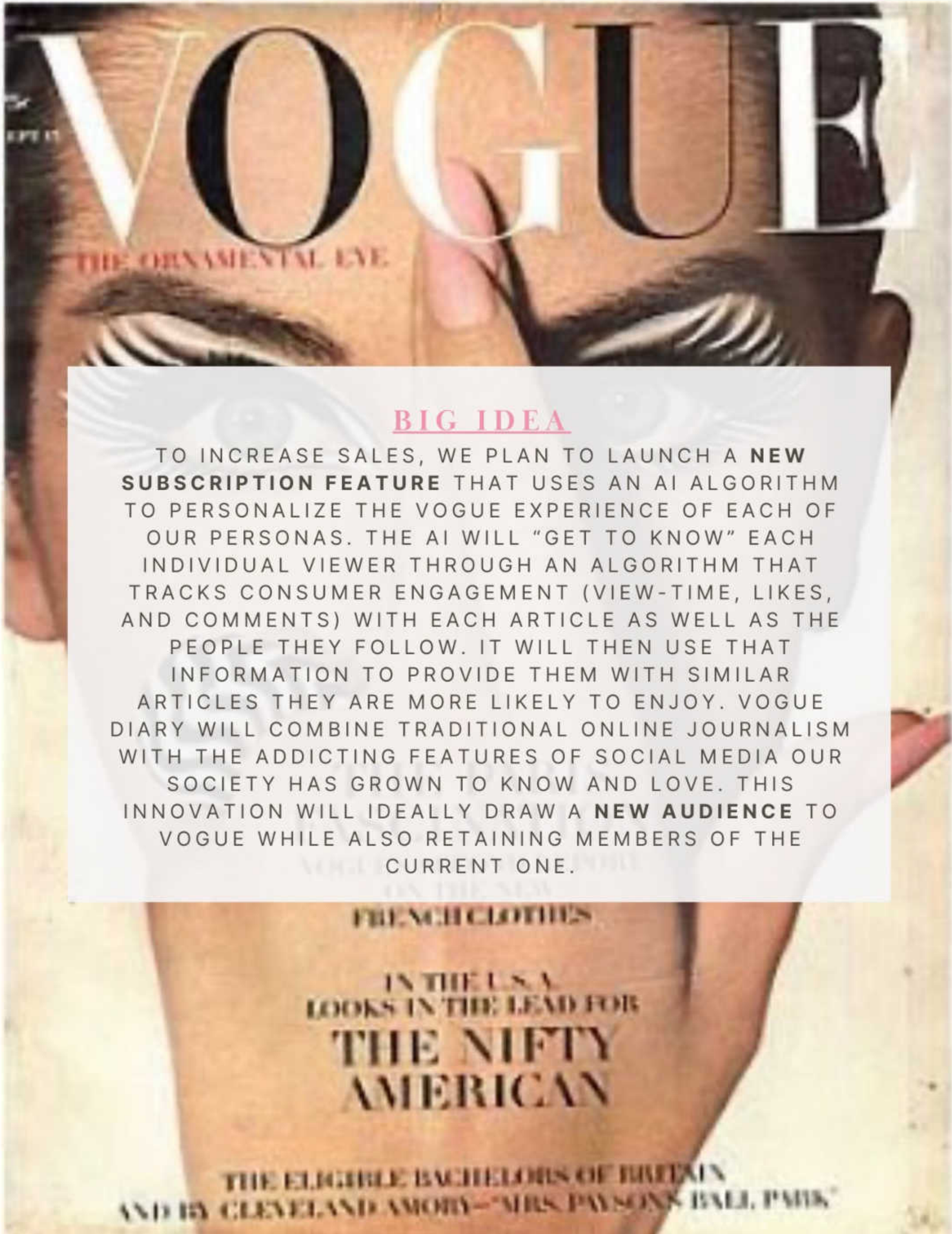
GENDER: Female

EDUCATION: Trinity College

FAMILY: Husband and three daughters, all with children she loves to spoil

Susan comes from old money, therefore she has grown up reading Vogue and spending however much money on their recommended fashions. Although with age her clothing options in Vogue articles have decreased, she still enjoys reading it for nostalgia. Because she lacks interest in the more contemporary content, she needs to easily access the articles that appeal to her more traditional taste. This can be difficult for her due to her lack of technology skills and tendency to get overwhelmed with the diverse abundance of content she is not familiar with.

MARKETING STRATEGY



BIG IDEA

TO INCREASE SALES, WE PLAN TO LAUNCH A **NEW SUBSCRIPTION FEATURE** THAT USES AN AI ALGORITHM TO PERSONALIZE THE VOGUE EXPERIENCE OF EACH OF OUR PERSONAS. THE AI WILL "GET TO KNOW" EACH INDIVIDUAL VIEWER THROUGH AN ALGORITHM THAT TRACKS CONSUMER ENGAGEMENT (VIEW-TIME, LIKES, AND COMMENTS) WITH EACH ARTICLE AS WELL AS THE PEOPLE THEY FOLLOW. IT WILL THEN USE THAT INFORMATION TO PROVIDE THEM WITH SIMILAR ARTICLES THEY ARE MORE LIKELY TO ENJOY. VOGUE DIARY WILL COMBINE TRADITIONAL ONLINE JOURNALISM WITH THE ADDICTING FEATURES OF SOCIAL MEDIA OUR SOCIETY HAS GROWN TO KNOW AND LOVE. THIS INNOVATION WILL IDEALLY DRAW A **NEW AUDIENCE** TO VOGUE WHILE ALSO RETAINING MEMBERS OF THE CURRENT ONE.

CAMPAIGN MESSAGE

VOGUE

Diary

1

WHAT IS IT?

A CAMPAIGN TO SHOW OUR CONSUMERS THAT VOGUE IS MAKING AN EFFORT TO RETURN THE APPRECIATION TO OUR AUDIENCE FOR GETTING TO KNOW US. WE WILL DO SO BY REVOLUTIONIZING THE JOURNALISM INDUSTRY BY INCORPORATING MODERN TECHNOLOGY TO IMPROVE THE EXPERIENCE OF CONSUMERS. THIS CAMPAIGN SHOWS THIS APPRECIATION BY OFFERING A PERSONALIZED DELIVERY OF THE ARTICLES WE ARE STRIVING TO PRODUCE FOR EACH TYPE OF PERSONA TO FULFILL THEIR INDIVIDUAL NEEDS.

2

WHY CAN THIS PRODUCT DO IT?

BY UNDERSTANDING OUR AUDIENCE IS ACTIVELY GROWING WITH DIVERSIFYING EXPECTATIONS, IT IS CRUCIAL FOR VOGUE TO OFFER AN ABUNDANCE OF ARTICLES WITH DIFFERENT PERSPECTIVES FOR OUR DIFFERENTIATING PERSONAS. THIS PRODUCT WILL ENSURE THAT VOGUE IS ABLE TO DO SO WHILE ALSO SUCCESSFULLY DELIVERING THE CORRECT TYPES OF ARTICLES TO THE CORRESPONDING PERSONAS. USING A "SOCIAL MEDIA-LIKE" ALGORITHM WILL ALLOW EACH CONSUMER TO EASILY FIND THEIR PLACE IN OUR EXPANDING PUBLICATION. IT WILL ALLOW US TO ATTRACT NEW LOYAL CONSUMERS WITHOUT LOSING THE INTEREST OF OUR CURRENT ONES.

3

HOW WILL IT COME TO LIFE?

TIKTOK: CREATE VIDEOS FEATURING INFLUENCERS AND MODELS "SPILLING" THEIR CONTENT THEY ARE VIEWING ON THE APP AND ASKING USERS TO FOLLOW THEM TO SEE THE THINGS THEY REPOST, LIKE, AND COMMENT ON.

INSTAGRAM: DRAMATICALLY KICK OFF THE CAMPAIGN AND PICTURES AND REELS THAT DEMONSTRATE HOW TO USE THE APP AND SHOW OFF WHICH OF THEIR FAVORITE ICONS ARE PARTICIPATING IN THE FUN.

YOUTUBE: TAKE ADVANTAGE OF VOGUE'S PROMINENT YOUTUBE PRESENCE BY POSTING VIDEOS EDUCATING AND PROMOTING THE APP WITH INTERVIEWS WITH THE BIGGEST, MODELS, CELEBRITIES, AND MORE..

COMMUNICATION OBJECTIVES

TOFU:

TO INTRODUCE THE NEW ALGORITHM AND FEATURES ON THE WEBSITE, WE WILL BE CREATING A DRAMATIC WEBSITE COVER PAGE THAT WILL "SHOCK" THE CONSUMERS AND PIQUE THEIR INTEREST IN OUR PIONEERING PRODUCT. WE WILL ALSO POST EQUALLY DRAMATIC AND EXCITING DIGITAL ADVERTISEMENTS TO ENCOURAGE CONSUMERS TO VISIT THE WEBSITE.

MOFU

ONCE CONSUMERS HAVE BEEN MADE AWARE OF OUR NEW SUBSCRIPTION EXPERIENCE, WE WILL PRESENT THEM WITH A NO COMMITMENT FREE-TRIAL SIGN-UP THAT WILL ALLOW THEM TO FIRST-HAND EXPERIENCE THE FUN AND FALL INTO THE SAME ADDICTION THEY HAVE WITH OTHER FORMS OF SOCIAL MEDIA THROUGHOUT THE YEARS.

BOFU

AFTER OUR AUDIENCE HAS HAD TIME TO FALL IN LOVE WITH OUR NEW PRODUCT, WE WILL BEGIN PROMOTING THE PAID SUBSCRIPTION BY OFFERING INITIAL DISCOUNTS TO THOSE WHO SUBSCRIBE.

AFTER PURCHASE

ONCE SUBSCRIBERS HAVE PURCHASED, OR RENEWED, THEIR VOGUE SUBSCRIPTION, WE WILL SEND THE CUSTOMER AN EMAIL ALONG WITH AN OFFER TO CLAIM A FREE VOGUE NOTEBOOK, TOTE, OR BASEBALL CAP.

COMMUNICATIONS OBJECTIVE STATEMENT

TO INTRODUCE VOGUE DIARY, WE WILL CREATE SOCIAL MEDIA CONTENT FOCUSED ON SHARING THE CUSTOMIZABILITY VOGUE DIARY'S AI ALGORITHM PROVIDES VIEWERS AND THE WAYS IT CAN BE USED TO CONNECT TO THEIR FAVORITE FASHION ICONS AND FRIENDS.



MULTICHANNEL TACTICS

INSTAGRAM: SUCCESS METRICS: ROAS, EARNED VALUE, PRODUCT SALES

FOR THIS CAMPAIGN WE WILL BE RELYING ON INSTAGRAM AS A METHOD TO REACH OUR TARGET AUDIENCE. WE WILL POST OWNED MEDIA AND PAID MEDIA CURATED BY INFLUENCERS 3-4 TIMES A WEEK. DURING THE CAMPAIGN WE WILL ASK CONSUMERS AS WELL AS OUR INFLUENCERS TO #SPILLTHEIRDIARY AND POST ABOUT THEIR EXPERIENCE WITH THE PRODUCT AS WELL AS PROVIDE THEIR ACCOUNT INFORMATION TO ENCOURAGE THEIR FOLLOWERS TO JOIN THE FUN, CREATE THEIR OWN ACCOUNT TO FOLLOW THEM AND OTHERS, AND SEE WHAT THE HYPE IS ABOUT.

TIKTOK: SUCCESS METRICS: ROAS, EARNED VALUE, PRODUCT SALES

WE WILL USE TIKTOK TO POST MORE CASUAL VIDEOS FEATURING CELEBRITIES AND VOGUE STAFF BEING, AS VOGUE IS KNOWN FOR DOING, "INTERVIEWED". THE GOAL OF VOGUE DIARY IS TO PROVIDE CONSUMERS WITH A MORE PERSONAL EXPERIENCE, THEREFORE A MORE CASUAL TIKTOK PRESENCE WILL EMPHASIZE THE PERSONABILITY OF THE NEW PRODUCT. THIS CONTENT WILL MOSTLY TARGET THE YOUNGER GENERATION Z MEMBERS OF VOGUE'S AUDIENCE. WE HOPE WE WILL ALSO RECEIVE EARNED MEDIA THROUGH INSPIRED FOLLOWERS WANTING TO SHARE THEIR OWN EXPERIENCES AS WELL.

YOUTUBE: SUCCESS METRIC: ROAS, PRODUCT SALES

VOGUE WILL UTILIZE THEIR ESTABLISHED YOUTUBE PRESENCE OF NEARLY 14 MILLION SUBSCRIBERS BY POSTING VIDEOS WHERE CELEBRITIES AND INFLUENCERS #SPILLTHEIRDIARY AND SHARE THEIR VOGUE DIARY APP FEED AND EXPERIENCE. THIS WILL PROVIDE VIEWERS WITH NEW TYPES OF VIDEOS TO DIVE INTO CELEBRITIES' LIVES WHILE ALSO PROMOTING THE NEW VOGUE DIARY PLATFORM. WE WILL RECYCLE CLIPS FROM THESE VIDEOS TO POST ON OUR TIKTOK AND INSTAGRAM AS WELL.

INFLUENCERS: SUCCESS METRIC: ROAS, PRODUCT, SALES

WE WILL USE INFLUENCERS TO PROMOTE OUR HASHTAG: #SPILLYOURDIARY. THEY WILL POST CONTENT TO BE USED ON BOTH THEIR ACCOUNT AND VOGUE'S. THEY WILL SHARE THEIR EXPERIENCE WITH THE APP AND WHAT TYPES OF CONTENT THEY ARE BEING SHOWN. WE WILL USE MICRO AND MACRO INFLUENCERS THAT HAVE FOLLOWERS WITH INTENSE PARASOCIAL RELATIONSHIPS EAGER TO GET TO KNOW THEIR FAVORITE INFLUENCERS' INTERESTS. WE WILL ADDITIONALLY USE A FEW MEGA INFLUENCERS THAT VOGUE CAN USE CONTENT FROM MAINLY FOR OUR OWN ACCOUNTS. WE WILL PROVIDE INFLUENCERS SUBSCRIPTIONS TO FILM THEIR VIDEOS AND PARTICIPATE IN THE CAMPAIGN. FOR OUR MEGA INFLUENCERS, VOGUE WILL FILM AND PRODUCE THE CONTENT OURSELVES BY CONDUCTING OUR CLASSIC IN-PERSON INTERVIEWS.

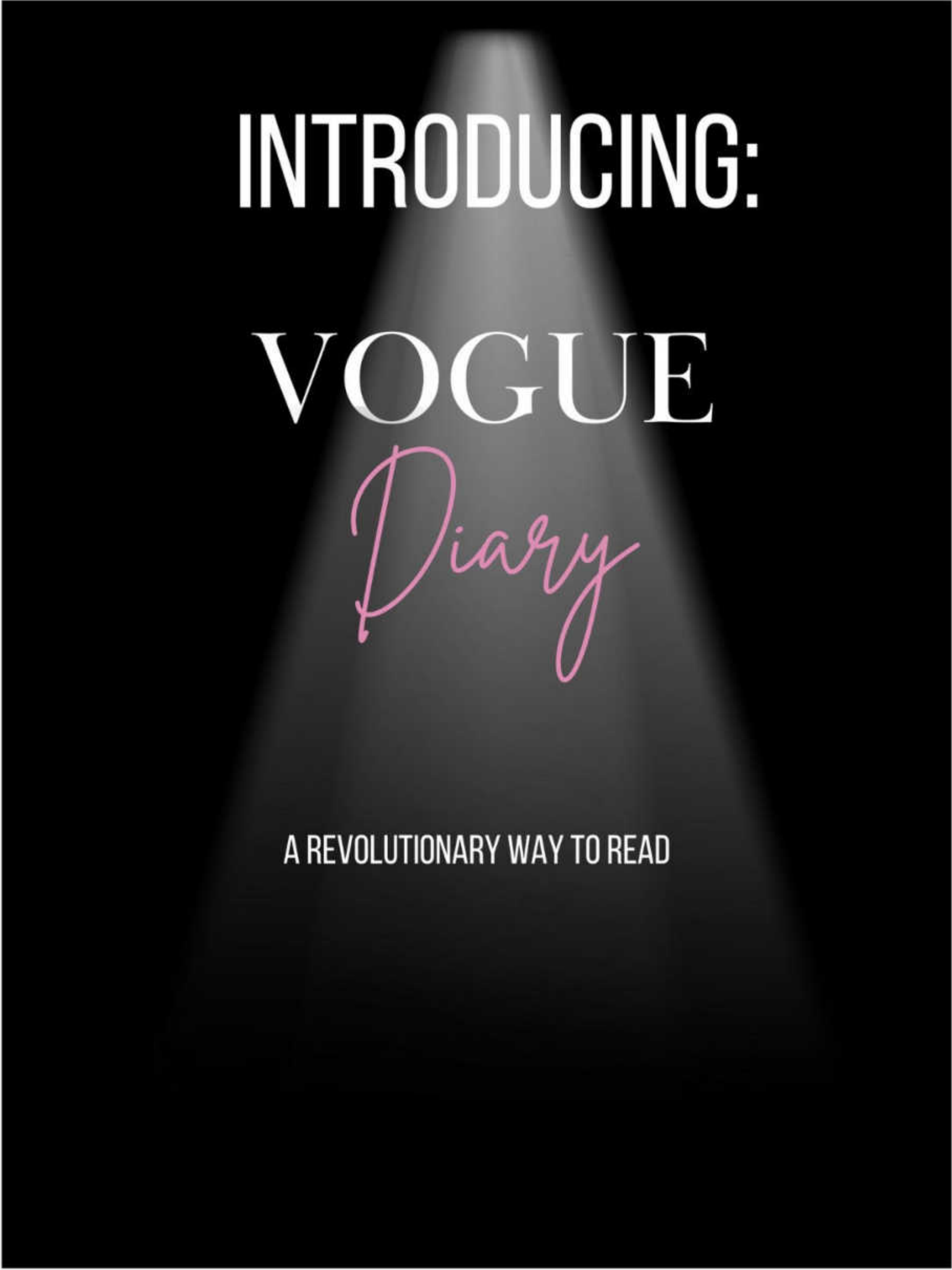
EDITORIAL CALENDAR

VOGUE

S	M	T	W	T	F	S
						
						
						
						
						

WE WILL MAINTAIN THE PATTERN OF THIS EDITORIAL CALENDAR THROUGHOUT THE SECOND AND THIRD MONTHS OF OUR CAMPAIGN, UNLESS ADJUSTMENTS BECOME NECESSARY.

SAMPLE POST: INSTAGRAM

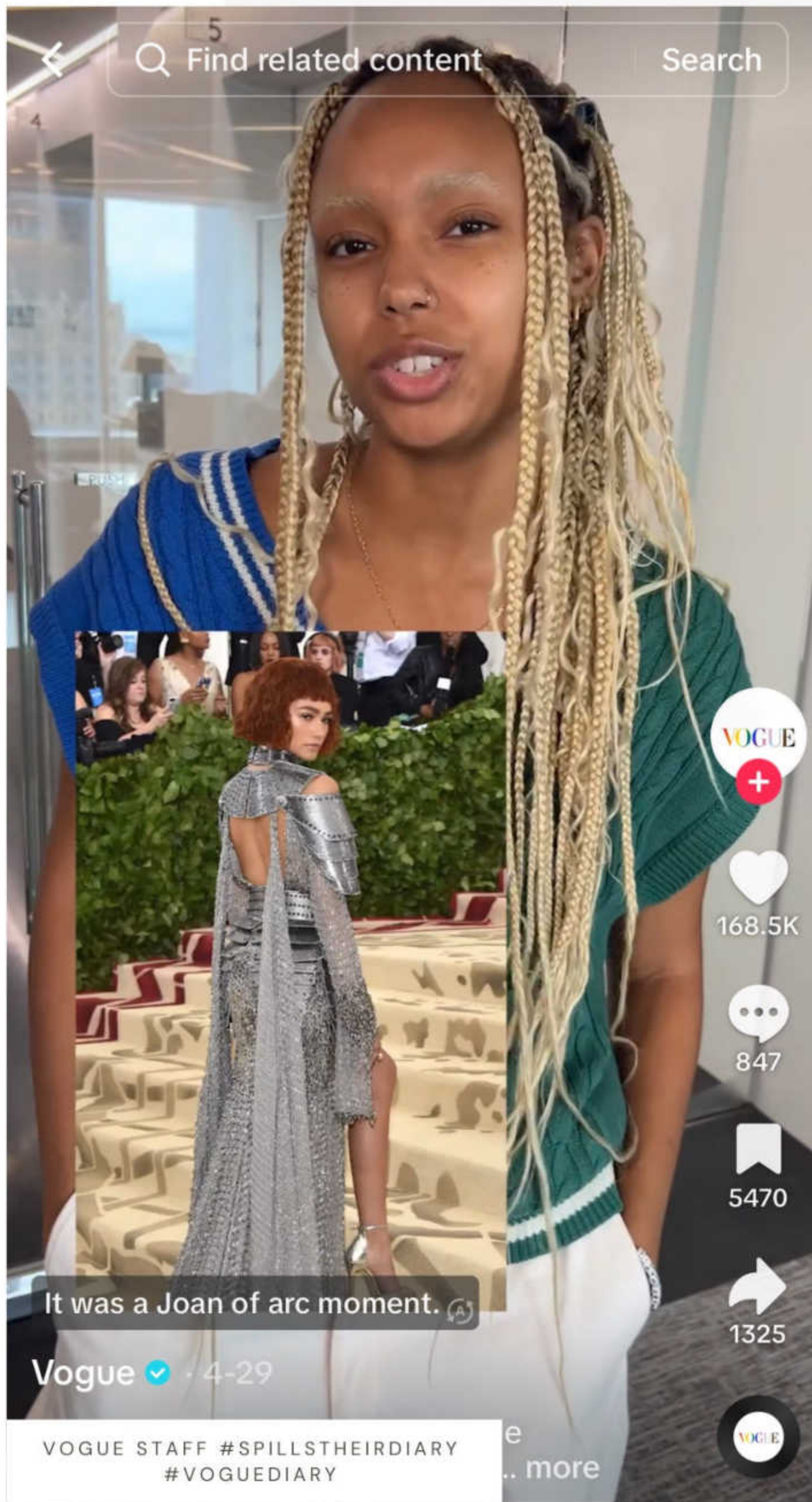
A black square graphic with a white spotlight effect in the center. The text 'INTRODUCING:' is in a bold, white, sans-serif font at the top. Below it, 'VOGUE' is in a large, white, serif font. Underneath 'VOGUE', the word 'Diary' is written in a pink, cursive script font. At the bottom, 'A REVOLUTIONARY WAY TO READ' is in a smaller, white, sans-serif font.

INTRODUCING: VOGUE *Diary*

A REVOLUTIONARY WAY TO READ

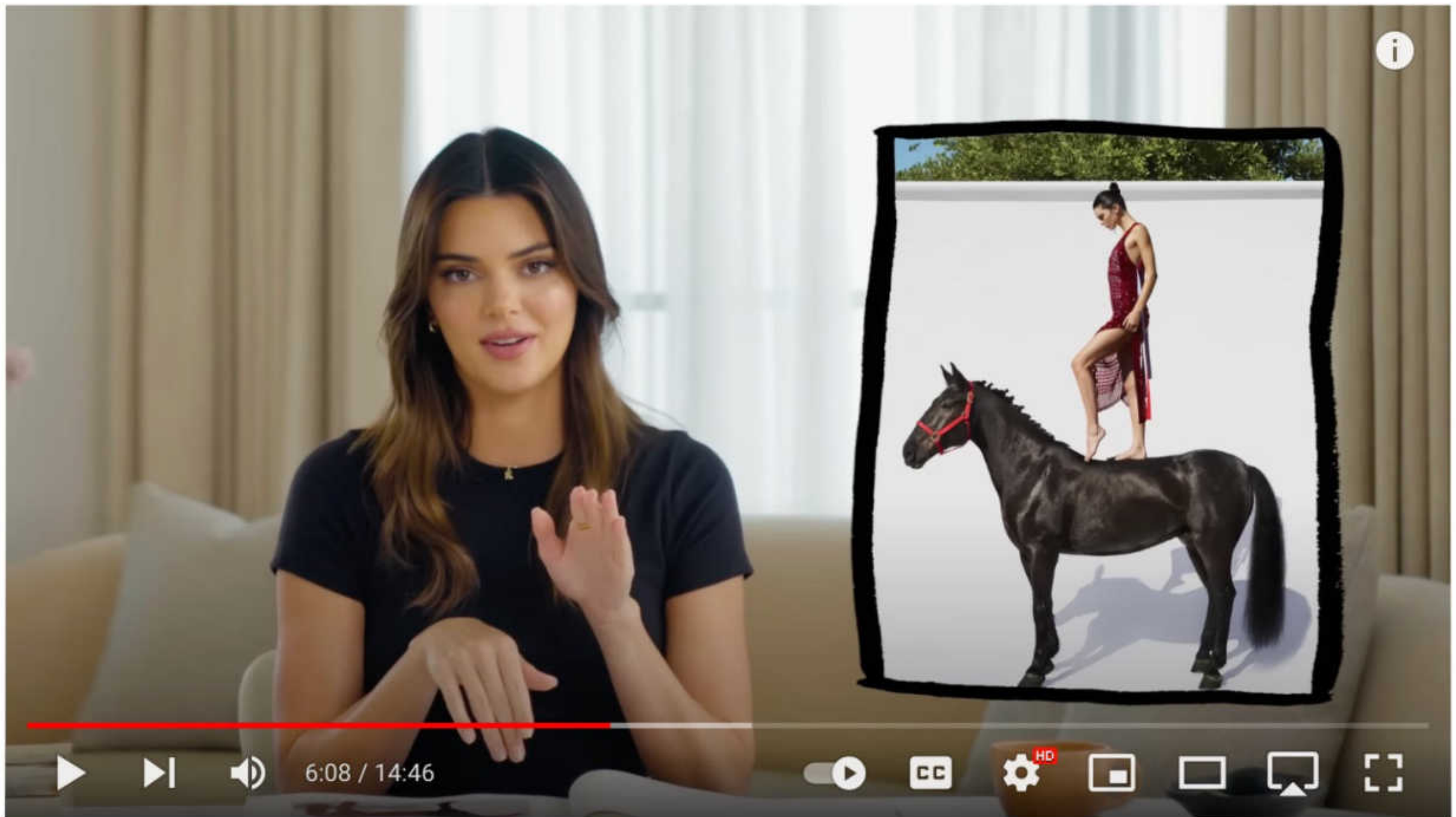
THE PURPOSE OF THIS POST IS TO DRAMATIZE
THE INNOVATION OF OUR PRODUCT. THE
OBJECTIVE OF THIS POST WILL BE TO KICK OFF
OUR CAMPAIGN AND BE POSTED AFTER WE
TEMPORARILY ARCHIVE ALL OF OUR PREVIOUS
POSTS FOR ADDED DRAMATIC EFFECT.

SAMPLE POST: TIKTOK



THE PURPOSE OF THIS POST IS TO ALLOW VIEWERS TO PEAK INTO THE PERSONAL LIVES OF THEIR MOST TRUSTED FASHION EDITORS, WRITERS, AND PHOTOGRAPHERS AND SEE THAT IF THEY SUBSCRIBE, THEY WILL BE ABLE TO DIG EVEN MORE INTO THEIR DAILY LIFESTYLES AND INTERESTS. IT WILL AID IN THE EXPLANATION OF WHAT THE APP IS AND WHAT FEATURES IT OFFERS.

SAMPLE POST: YOUTUBE



KENDALL JENNER #SPILLS HER DIARY | VOGUE DIARY | VOGUE



Vogue ✓
13.7M subscribers

Subscribe

👍 115K



➦ Share

✂ Clip



THE PURPOSE OF THIS POST IS TO
EDUCATE CONSUMERS ON HOW TO
USE THE NEW PRODUCT AND TAKE
ADVANTAGE OF THE OPPORTUNITY
TO FOLLOW ALONG WITH THE LIVES
OF THEIR FAVORITE CELEBRITIES IN
A NEW, FUN, AND INTERACTIVE
WAY.

MONITORING AND OPTIMIZATION



We will track our posts on Instagram, TikTok, and YouTube through their built-in analytics to allow us to measure the success of our VOGUE DIARY campaign. We will use ROAS and product sales for all platforms. We will analyze influencers to ensure their paid posts are reaching ideal effective engagement rates. We will use a KPI tracker to monitor these objectives throughout the campaign

All media platforms will be monitored for the three-month duration of our campaign to optimize its success. In the case that a platform is underperforming, we will review our budget and disperse an appropriate amount to be redistributed from other platforms to level their performances. If influencers are not meeting ideal engagement rates, we will also redistribute funds to other influencers with superior engagement rates.

BUDGETING

IMAGE & COPY PRODUCTION

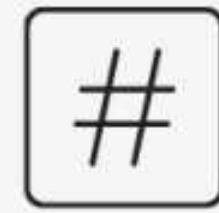


15



\$9000

VIDEO PRODUCTION



10



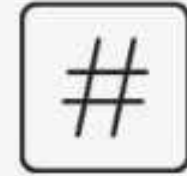
\$52,500

CAMPAIGN DEVELOPMENT



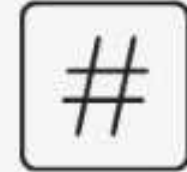
50

CAMPAIGN LAUNCH



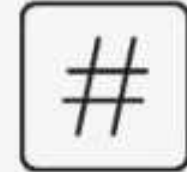
45

CAMPAIGN MONITORING



45

CAMPAIGN SUNSET



20

PERFORMANCE REPORTING



30

MANAGEMENT FEES



\$28,500

EXPENSES TOTAL



\$90,000

Our budget for content development & production costs is \$90,000, which we spent on the following: \$9000 on 15 production-ready images, \$52,500 on 10 6-minute videos, and \$28,500 on management fees that covered the cost of 50 hours of campaign development, 45 hours of campaign launch, 45 hours of campaign monitoring, 20 hours of campaign sunset, and 30 hours of performance reporting, each priced at \$150 per hour.

ADVERTISING & INFLUENCER SPENDING

ADVERTISING

	TOTAL SPENT	CPM	REACH	EXPECTED ENGAGEMENT	EXPECTED CONVERSION	EXPECTED REVENUE	ROAS
INSTAGRAM	\$60,000	\$11.20	5,357,143	267,857	8,036	\$482,160	8.04:1
TIKTOK	\$24,000	\$9.75	2,461,538	123,077	3,692	\$221,520	9.23:1
YOUTUBE	\$36,000	\$9.75	3,692,308	147,692	4,431	\$265,860	7.39:1
	TOTAL: \$120,000			ENGAGEMENT RATES: INSTAGRAM: 5 % TIKTOK: 5 % YOUTUBE: 4 %	CONVERSION RATES: INSTAGRAM: 3 % TIKTOK: 3 % YOUTUBE: 3 %	CONVERSION VALUE: \$60 (\$5X12)	

INFLUENCER

	TOTAL SPENT	CPE	EXPECTED ENGAGEMENT	EXPECTED CONVERSION	EXPECTED REVENUE	ROAS
IMAGE	\$8000	.20	40,000	1,200	\$72,000	2.40:1
VIDEO	\$13,500	.35	38,571	1,157	\$69,420	2.31:1
TIKTOK	\$8500	.10	85,000	2,550	\$153,000	5.10:1
	TOTAL: \$30,00			CONVERSION RATES: INSTAGRAM: 3 % TIKTOK: 3 % YOUTUBE: 3 %	CONVERSION VALUE =\$60 (\$5x12)	

BUDGETING OVERVIEW

Of our total \$150,000 budget, 80% (\$120,000) will be spent on advertising, and the rest (\$30,000) will be allocated to influencers.

For advertising, Instagram and TikTok have the highest engagement rates of 5%, with returns on ad spends of 8.04:1 and 9.23:1, respectively. Instagram has a high engagement rate due to its abundance of loyal followers (47 million). TikTok has a high engagement rate due to its exponential growth and influence on the impressionable younger members of our audience.

YouTube has an engagement rate of 4% and a correlating return on ad spend of 7.39:1. This high engagement rate can be attributed to its large presence on YouTube (14 million followers) with a well-known reputation for its videos featuring high-profile celebrities. The total expected revenue of advertising is 969,540, making a ROAS of 8.08:1.

Our influencer budget was comprised of 20% (\$30,000) of our total allowance of \$150,000. Images, videos, and TikToks will be given budgets of \$8,000, \$13,500, and \$8,500, respectively. With a conversion rate of 3% for all three, a total of 4,907 conversions are expected. The price of a yearly subscription will be \$60, making a total expected revenue of \$294,420 and ROAS of 9.81:1.

Our paid media budget of \$150,000 returned a total of \$1,264,030 with a return on ad spend (ROAS) of 8.43:1. Because our advertising and influencer returns on ad spends were relatively high and similar, we believe our budget was allocated efficiently and should not require any readjustments.



CONCLUSION & CALL TO ACTION

In conclusion, VOGUE DIARY is a product that will historically modernize Vogue as well as the fashion and journalism industries as a whole. It is a way for Vogue to comply with the increasing demand for an abundance of diverse articles for its diversifying audience by customizing each individual consumer's experience on the platform. It will reciprocate the admiration and appreciation Vogue readers have given to Vogue over its long history and also allow them to connect and follow along with others on their fashion experiences through a multitude of interactive features such as likes, comments, reposts, and more. These interactions will not only make the experience socially personal for the consumer but will also be what drives the algorithm to understand the consumer's interests and provide them with content that will satisfy them. We believe that VOGUE DIARY will revolutionize the way people experience journalism and that it will cultivate a new way to experience one of the greatest passions for our consumers: fashion.

Our research has indicated that Vogue holds a valuable opportunity to expand its audience with Generation Z, but in order to do so, we need to produce material that will be more suited to them in comparison to that of our older readers. With our advanced algorithm and strong team members, we can accomplish this while still retaining our older viewers and their expectations.

VOGUE DIARY is our way of taking the opportunity to grow our magazine without causing our viewers to get lost or overwhelmed in the process.

We encourage our client to approve our proposal and allow us to start implementing it due to the potential success this digital marketing strategy has proven. Our impressive expected revenues of \$1,264,030 and ROAS of 8.43:1 strongly support our proposal. Technology and social media have posed a threat to the growth of our magazine subscription. Receiving such positive numbers has led us to believe that instead of fighting technological threats, we can learn to implement them in ways that will benefit our magazine and overall improve the experience of new and returning consumers.

THANK YOU!