

# THE METRICK SYSTEM

*On the Fine Art of Strategic Advertising*

INSIDE THIS ISSUE:

## LAUNCHING A NEW MAGAZINE



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A C A S E S T U D Y

The **CLIENT:**

WHY MAGAZINE

The **PROJECT:**

LAUNCH  
OF A  
NEW MAGAZINE

The **LOCATION:**

TORONTO

The **BRIEF**

 Why magazine was a new entrant to emerge on the shelves of book and magazine stores throughout Toronto. Our task was to create enough interest for consumers to seek out and buy the first issue.

The **OBJECTIVES**

i) To convince the book and magazine retailers that **Why** magazine was a strong consumer magazine that would sell well amongst the 300 titles that already existed.

ii) To convince magazine buyers that **Why** would be a magazine they should check out and hopefully buy, while picking up their favorite titles.


iii) To provide enough sales to keep **Why** on the shelves through week three, when retailers pull non selling titles and stock up on those performing well.

*An Unforeseen* **PROBLEM**

80% of the book store and magazine retailers turned down **Why** without even seeing it. They felt a new title could not be successful amongst the 300 strong magazines they already stocked.



The **APPROACH**


 Gathering research on magazine readership gave us statistics on who and where people are most likely to purchase magazines. The data also included research on sales of consumer titles, trade and shelter publications. What we needed we could not find, so a few of our creative staff worked in a book store for a day, stocking shelves and checking out purchases at the cash desk.

If ever there was an industry where you judge a book by its cover, this was it. We found people first choose their favorites, then browse for new magazines. They lift them off the shelves, thumb through the pages, glance at the pictures and perhaps read a short segment. Hopefully they'd tuck **Why** under their arm and make it part of their purchases.


In order for people to buy **Why** magazine there had to be immediate visual

recognition of the cover. We also had to communicate the literary content of **Why** magazine.

*What* **DID WE DO?**

 We had to put our magazine front and centre so that potential readers would recognize the new **Why** on the shelves. We created a three dimensional billboard of a reader, reading the first issue. The enlargement of the

front and back covers measured 15 feet high. Had our reader stood up, she would have been just under 95 feet tall.

 Next, we launched the radio campaign, two weeks prior to the release date of the magazine, to create interest and inquiries from potential customers at their retailer of choice.

*The* **RESULTS**

Almost all of the book and magazine retailers who had originally turned down the first issue, ordered **Why** after seeing the billboards and hearing the radio spot. Many complained to the distributor that they should have been informed that **Why** was coming out. In its first two weeks on the shelves, **Why** replaced *Chatelaine* in a number of stores. This was the very first time a magazine was 'sold out' in its first issue in Canada!