

Como is a monthly social lifestyle magazine with 20K publications a month and an extended reach of over 100K readers. A society magazine, it appeals to Brands in reaching their target audience through advertising. In extending value to their clients, Como has entered into event organizing in line with the goals and objectives of brands in capturing their target audience and realizing the ROI of their advertising spend.

The Case

One of their established clients has requested an event to introduce a new line of clothing and services to a precise demographic of prospective customers from their readership base. This would pose a problem to any printed magazine, as, although they have a database of monthly recipients, they don't have knowledge of the extended reach. Also, the database they do have is sparse when it comes to personal data.

However, several months ago Como promoted eSimon in their publication in an effort to engage with all readers of the magazine and not just monthly recipients. This enlarged their database and also contributed detailed information, such as range of interests, age, gender and other valuable demographics, establishing the full value of the publication's reach. This initiative produced precise prospect data required by their client to target and capture a new customer base. To create "stickiness" (a reason for readers to come back) they populated their *Hub* with daily viral content from their wide library.

Apart from organizing the event, the client brief also required Como to deliver product marketing, gather insight and opinions, build a tangible database and motivate sales.

For these five objectives they focused on the features and capabilities of eSimon in organizing the event, and as an effective interactive multimedia communication channel. Generating

a *private Hub* for the event, they issued an *event invite* to selected recipients of their database. The invite provided information on the event, RSVP capabilities and communication amongst invitees, and between invitees and Como. In a kickoff marketing campaign, Como published and promoted engaging content, gradually revealing information about the client, product and event itself, using *polls* to elicit feedback. This created an air of intrigue and expectation amongst the invitees, building anticipation of the actual launch.

With the pre-marketing stage of the campaign complete and arrival of the event, Como used the same communication channel to further engage and amplify the client's brand and marketing messages. Assigning a photographer to capture artistic and appealing photos of the attendees, the event and product itself, they applied a watermark of the client's brand and uploaded the photos to eSimon's event *photo wall*, which automatically notified everyone attending the event, of the posting.

Amplifying the Client's reach

As is typical with today's social media behavior, the attendees immediately shared photos to their favorite social media sites directly from the event post. eSimon interfaces to more than 65 popular social sites so sharing is easy. eSimon uses a *Card* format to capture and curate information so that the shared content can be experienced without the recipient having to access eSimon, unless they want to view more.

Sharing the brands watermark created

How a Print Media Company builds a database through eSimon, and grows revenue

a viral amplification for the event and client.

During the event, a series of Q&A were conducted over *polls* to capture insight and opinions. This also served to cultivate the attendee's interests and influence purchase.

After the event, Como initiated a post-event marketing campaign aimed specifically at targeting prospects with the interest to buy. Offering incentives within eSimon, they seamlessly guided prospects to the eCommerce *Shoppe* specifically set up for this event, where detailed descriptions, promotions and payment options were available. To demonstrate the exclusivity of the brand, Como used eSimon's on-demand logistics service partner to deliver purchases within hours.

Apart from facilitating sales, post event activities also enabled Como to measure consumer aspects valuable to the client including target opinions, product sentiments, interests and purchase behavior, in delivering feedback and an ROI report of the Brands campaign expenditure.

Having fulfilled the client's objectives, Como was recognized for their comprehensive range of service and contribution to the client's business goals. A performance that separated them from the myriad choices of event organizers in the market, and positioned their publishing business in the Digital Economy.

