

Tomorrow's Business

Magazine and Event Collaborators since 1998 – “extend the conversation”

New to Customer Magazines or Official Programmes?

Both *Customer Magazines* and *Official Programmes* create and deliver content designed to extend the amount of time YOUR customer is engaged with YOUR brand. Customer Magazines and Official Programmes are a proven tool to support and extend the reach of the brand message, not replace it.

Whilst the medium used traditionally takes the form of off-line print magazines, and naturally evolving to include on-line digital sub brands, they all presume the same objective that is, starting a conversation, extending a conversation or completing the conversation.

Tomorrow's Business create award-winning, inspiring content across print and digital media. We spot buy our freelancers and editorial brand teams at the point in which we secure the clients brand objectives and strategy plan. This ensures consistently low pricing (the lowest priced contract publisher in the UK) but it also ensures we secure specialists on the clients' business sector; our writers understand the client products and services and they know how to communicate this in a style that builds a bond between the reader and the client brand.

*The result is increased brand awareness, customer/reader loyalty and retention, and improved sales or communication goals for all our clients.*

In the last 20 years the media options to reach a consumer has exploded. And whilst there may be 991 million web users, 500 million websites, and 29.7 billion web pages, the consumer is still the same. They are still human, they still read more magazines than websites and they will willingly give their time if the content is:

- *Entertaining*
- *Inspiring*
- *Informative*

They expect consolidated trustworthy content.  
They want to read about you, where they want  
They want to read about you, when they want  
And they only want to read about stuff they want

Then they will respond.

They fatigue from over use of stereotypical images, clichés, and overused topics that result in dilution of impact and negative responses. It is in the interest of all parties; the publisher, the client and the reader that subjects and photography reflect the current trends and Tomorrow's Business are known for addressing 'done to death' features finding fresh new angles on a tired approach that continually inspire and motivate the reader.

***For the conversation you really want to have with your customer, at the time you really want them to have it, brand owners can now cost effectively use magazine or programme publishing to extend their conversation and connect their customers to their brand.***

## Case Studies

### Marks and Spencer

Britain's favourite high street retailer delivers high standards in food, fashion and home ideas, with more than 500 stores across the UK. Marks and Spencer have for 20 years developed an emotional connection with its customers about their products, ideas and beliefs via their customer magazine.

#### **Your M&S Magazine**

*Your M&S Magazine* has an in-depth conversation with the M&S customer. It builds on the style and tone of the TV and press advertising, but moves it one step on from 'hello, I'm here' to a deeper dialogue of 'help me, guide me'.

It is the only communication M&S has that can do this – with around 4.6 million readers per issue, this means M&S can have over 18 million, 30-minute customer conversations a year. This is very powerful and these conversations convert directly into sales and profit.

#### **Online presence**

Within the Marks & Spencer website, each month they produce an *Editor's Choice* page of content, driving certain fashion products, trends and looks.

This page not only drives customers into store but also back to the *Your M&S Magazine*.

## HOMEBASE

Homebase wanted a revitalised, revamped and redesigned glossy magazine that would increase sales in store and online, encourage customer loyalty and set the brand apart from other home enhancement and DIY retailers. The magazine needed to inspire customers to do more with their homes and gardens.



#### **HOMEBASE IDEAS magazine**

Published quarterly and featuring editorial content and contributor credits worthy of any contemporary newsstand interiors title, *IDEAS* showcases Homebase's range of stylish and innovative products – for home and garden – across a wide price architecture. Big-name photographers and stylists work together to create original photography that often focuses on rooms, where a range of products can be shown together, and thus inspire readers to recreate the look in their own homes. This is something the store itself is unable to offer.

The largest circulating home interest magazine in the UK, *IDEAS* engages readers through seasonally relevant, in-depth features, inspirational photo shoots, weekend projects, news on the latest hot trends, expert advice and clever tips. For the launch issue in September 2008, the 'Big Ideas' panel included interior designers Oliver Heath, Andrea Mafin and Jo Barnes. *IDEAS* is a masterclass for readers who

care about and want to improve their homes, and proves that Homebase is a retailer with everything the reader needs to make a house a home.

## **Boots**

Britain's leading pharmacy has since 1998 produced the UK's biggest health and beauty magazine, Boots Health Club and Boots Parenting Club, delivering authoritative, fun and trusted features, advice and special offers.

### **Boots Health & Beauty magazine**

Redwood has produced *Boots Health & Beauty* for the last eight years with great success. In fact, it's now the biggest health and beauty magazine in the UK, with a readership of 2.87 million.

Available free to Boots Advantage Card holders, or for £1 to non-cardholders, the magazine inspires customers to buy more products, more often, and brings to life Boots' brand proposition of 'helping customers look and feel better than they ever thought possible'.

*"Health & Beauty is one of our hardest working marketing vehicles; we can prove it drives sales and delivers a significant return on investment, enhances reader positive perceptions and attitudes, showcases our favoured and exclusive ranges, and delivers great value and quality of expertise and information."*

Caroline Pearson, marketing manager, Boots

## **The Co-Op**

The Co-operative is undergoing a major re-branding exercise, part of which is a membership drive and the return of the dividend payment. Honest, ethical and campaigning, *The Co-operative Membership Magazine* brings together the Co-operative's core businesses and values while telling the stories of its members.

### **The Co-operative Membership Magazine**

As part of its rebranding exercise, for the first time the Co-operative has brought all of its businesses – food, travel, pharmacy, legal services, funeral care, banking – together under one umbrella. To reinforce this message, and to support the Co-operative's membership drive, they launched *The Co-operative Membership Magazine* in November 2006, which is mailed quarterly to 1.2 million Co-operative members.

Its objective is to explain what Co-operative membership means, to help create an emotional engagement with the idea of membership, change perceptions of the Co-operative Group among members, communicate the Co-operative's ethical and social positioning, reflect and reinforce the new brand identity, create awareness of Co-operative businesses and, in turn, encourage customers to increase their spend.

Qualitative research conducted after every issue has demonstrated the magazine's success, both in increasing sales and altering the perception of a complicated brand.

*"The magazine is helping to drive brand awareness, leading to improved corporate reputation scores, especially in the area of leadership and reliability – our key metric measure. Members are clearly more engaged and bonded with our brand and we're seeing real commercial benefits in terms of increased sales and profitability."*

Jemima Tomlinson, director of brand development,  
The Co-operative

*UK's magazine sales are up 6.6% however in terms of customer magazines, Asda Magazine increased its circulation by 21.9% year-on-year with Sky Magazine and Heritage Today growing by 7.8% and 6.9% respectively all outweighing the growth of 'purchased glossies'*

## **ABC audit bureau of circulation**