

# New Idea

## NEW IDEA LAUNCHES NEW BRAND CAMPAIGN: “IT STARTS WITH A NEW IDEA”



**Monday, October 28, 2013** – Pacific Magazines’ flagship title, *New Idea*, will roll out a new brand campaign this week.

Airing first on Channel Seven, the television commitment includes 45-second and 30-second executions and an integrated media spend spanning print, outdoor, online, social media and point-of-sale.

Narelle Riley, Marketing Director at *New Idea*, comments: “We felt it was time for us to tell a new story for *New Idea*, of how the magazine can be a catalyst for positive change in women’s lives.

“The end line – ‘It starts with a New Idea’ – captures how the magazine has and always will inspire change and new possibilities in the lives of Australian woman. Life can be a bit brighter, more colourful and fun with *New Idea*.”

Kim Wilson, Editor-in-Chief of *New Idea*, says the brand campaign is aimed at reinforcing the very real and relevant role of *New Idea* in women’s lives.

“Inspiring Australian women with great new ideas has always been at the heart of *New Idea*. We aim to delight, inform and entertain our readers with new ideas, which is reflected in this light-hearted creative.”

The campaign was created by an award-winning team, with Matt Baldwin as overarching creative director and writer and Marie Mansfield as art director. Internationally awarded director Mat Humphrey shot the TVC, with the talented photographer Stephen Stewart creating the strong print executions.

Ends.

**For further information, please contact:**

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**Credits**

Client: Pacific Magazines, *New Idea*

Creative team: Matt Baldwin and Marie Mansfield

Director: Mat Humphrey, Renegade Films

Photographer: Stephen Stewart