

MEET YOUR NEW GIRLFRIEND!

REIMAGINED BRAND TAILORED TO TODAY'S GEN Z TEENS

Embargoed until Monday 13 March, 2017: Pacific today revealed a reimagined Girlfriend brand: a new digital pop-up magazine, revamped online digital destination, keepsake quarterly print format and consumer events calendar targeted directly at Australian teen girls.

Tamara Davis, Content Director and Editor, Girlfriend, comments: "Our vision was to build a redefined model for the Girlfriend brand that directly delivers for today's Gen Z female audience - including an always-on mobile offering, a smart, relevant print format, innovative new commercial partnerships and interactive consumer events.

"Our redefined strategy evolves the brand with timely and relevant changes that cement Girlfriend's proud heritage as the country's number one resource for teen girls - with a more sophisticated multi-platform content approach that is directly tailored to the Gen Z Australian teen girl today."

For the first time, Girlfriend will present an interactive digital magazine as an aspirational content vehicle that is fully enabled for sharing and shopping. The premium environment for advertisers offers visibility and brand connection to the Girlfriend audience in a 'pop-up' frequency designed to bring the content to life whilst capitalising on news and trends.

Girlfriend's always-on mobile offering provides an immersive experience and thumb stopping content tailored to digital natives. The new, custom-built website girlfriend.com.au is the ultimate home for stories relevant to teen experiences with editorial timed to teen activities like formals and summer holidays. Core content pillars include entertainment and celebrity, beauty, fashion, life (including love) and win (prizes, promotions and experiences).

The new luxe quarterly print version features a double-sided, glossy, foiled cover and premium finishes throughout and is a complete guide to the season ahead. Teen focused content pillars include friendship and love, entertainment, careers and extended mind, body, fashion and beauty advice - all with Girlfriend's signature message of positivity and empowerment. Emma Watson fronts the cover, with the issue priced at \$7.99 (available from today).

Commercial partners for the first quarterly edition 2017



include BYS, Bioré, Napoleon Perdis, Nintendo, Penguin Random House and special execution with Covergirl.

Prue Cox, Pacific's Commercial Director, says: "The new-look Girlfriend is the directly tailored to the fun, intelligent and ambitious Gen Z audience of today -with innovative reimagined content that capitalises on the brand's surging digital growth and relevant cross-platform opportunities for our commercial partners."

Girlfriend will unveil a one of a kind campaign, 'The Girlfriend Movement' in May, which includes a partnership with Girls Make Your Move whereby more than 200 readers in Sydney will participate in an inspiring and empowering dance workshop in Sydney, live-streamed

to the Girlfriend Facebook audience. Girlfriend's signature annual campaign and national roadshow Girlfriend Model Search continues in 2017 with consumer events in Sydney, Melbourne, Brisbane, Adelaide and Perth. For the first time, the 2017 Model Search roadshow will integrate Snapchat's geo-targeting and live social content production.

Louisa Hatfield, General Manager, says: "Girlfriend has a history of evolving with her audience and we're making these changes to remain as number one. It's clear the pace of change in this market has never been faster – and as our audience evolves, so will our brands.

"The Gen Z audience is considerably different from her millennial counterparts and Girlfriend's revised, more sophisticated content approach has been created to cater to the changes in her mindset, morals, behaviour and consumption habits."

During 2016, Pacific embarked upon a six month consumer research study which examined the comparative differences between Gen Z (teens and young adults under 21) and millennial women. The study found that teens today, when compared to millennials, are more resilient and independent, they plan for the future and show signs of being more practical. Gen Zs believe in the importance of acceptance whereas millennials like to stand out from the crowd.

Emily Sak, Head of Insights & Strategy, Pacific, comments: "We know that consumers are at the heart of our business – understanding our audiences intimately drives our brands and our communication strategies and solutions with our partners. Our research study reinforced to us how imperative it is to recognise that the Gen Z audience, the first truly mobile native consumers, are not just simply 'mini-millennials'. They have been shaped by their own unique cultural, social and technological experiences – as such the communication cues and purchase drivers she responds to are not the same."

Girlfriend is the number one most engaged teen Facebook brand in Australia and has the 9th most engaged Facebook page of any Australian brand. Girlfriend's audience is highly engaged on the platforms that teens enjoy most: during February, Girlfriend's Snapchat was viewed 450,000 times – from a following of 12.8k – whilst in the same month, an average video post had over 100,000 views.

The brand's social media footprint across Facebook, Instagram, Twitter, YouTube and Snapchat currently stands at 2.2 million – up 110% in the last 18 months.

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