

ELLE AUSTRALIA - PRINT-ON- DEMAND COVERS

Bauer Media Group's ELLE Australia leveraged innovative print applications to increase sales and engage their audience for the May 2018 edition. They handed full control to their readers empowering them to choose their own experience when reading ELLE. To do this, ELLE used key audience characteristics - Millennials' strong interest in community and social issues - to spread awareness of the rising Australian stars emerging across the acting, modelling, fashion and sporting industries.

However, making the statement come alive is where the genius lies and ELLE Australia pushed their media further than any other with great effect.



“10
MILLION
WORDS”

OBJECTIVE

Raise awareness and engagement of readership to campaign for social equality issues. The #ELLERiseUp issue was a part of Bauer Media Group's corporate promise to write “10 Million Words” across its portfolio of premium cross-platform brands by 2019, supporting the drive for a better and more equal future for women.

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HOW THEY DID IT

To give its readers full control of the May edition, ELLE Australia produced print on demand covers - five different covers were created featuring rising female stars in their respective fields for readers to choose to enhance the ELLE experience.

The covers were dedicated to singer/songwriter, Amy Shark, who champions individuality and integrity in the music industry, AFLW player, Darcy Vescio, who uses her profile to campaign for important issues like same sex marriage and multiculturalism in sport, model, Victoria Lee, for supporting the #myjobshouldnotincludeabuse campaign, actress, Katherine Langford, who chooses to work on projects that talk to serious issues including suicide and teen sexuality, and actress Danielle MacDonal who advocates for diversity in film.

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“These women are thoughtful, intelligent, unique and care deeply about the impact they can have. Together I think they represent beautifully the change we’re seeing in the world today.”

The high-quality content found in ELLE Australia, paired with their achievements in addressing important social issues, showcases a magazine moving in sync with their audience.

As more and more brands are reviewing their brand initiatives, and ensuring to stay top of mind, ELLE Australia is leading the way for more publishers to follow suit and appeal to the community-oriented consumer of today with creative content and output. Print is no longer mass produced, rather customisable, engaging and trusted enough to tackle the difficult issues in all our hearts.