



ANYTHING CAN HAPPEN

Magazine Canada's National Magazine Stand Campaign boosts Canadian magazine awareness resulting in 3.6% increase of newsstand sales over the industry trend!

Magazines Canada executed a collaborative campaign that created mass-market impact for the Anything Can Happen video and capitalized on that consumer engagement to drive sales of Canadian magazines. Building on the success and momentum of the previous campaign, this effort extended its reach significantly by working collaboratively with magazine industry partners.

The National Magazine Stand Campaign (NMSC) achieved these key objectives:

Increase Canadian magazine brand awareness

Building on the success of the Anything Can Happen video, messaging was modified to create a stronger sales call to action to "Buy a Canadian Magazine and discover your new love." A national contest was implemented for consumers to "Share your love of Canadian magazines" and engage in social media with #MagazineMoment messaging. Consumer awareness was achieved via the video, print and online advertising, and social media; resulting in a substantial cross-country contest and robust in-store promotions. These elements created a marketing story that resonated with Canadians, bringing Canadian magazines to the forefront.

Increase access to and sales of Canadian periodicals

This was achieved with a variety of initiatives. Sales reps went on the road to acquire new retailers and more shelf space for Canadian magazines. In stores, promotions highlighted participating magazines and the Buy Canadian message. Online, a social media campaign promoted Canadian magazine content and the campaign message, and new mobile apps deliver the best content from small arts and literary titles. Meanwhile, the Anything Can Happen video appeared on screens across Canada – in theatres, malls, transit, retail and online. CanadasMagazineStore.ca played an integral role, hosting all of the various campaign elements engaging with consumers and providing a clear path to purchase Canadian magazines.

Working with the magazine industry and in partnership with other cultural organizations, tourism boards, marketing agencies, funders and sponsors across the country, the NMSC program was able to achieve mass-market reach and increase the sales of Canadian magazines.

THE CONTEST

The contest was launched in November 2015 and ran through to February 2016, inviting consumers to enter for a chance to win one of six exclusive destination prize packs.

In order to achieve the campaign goals, Magazines Canada partnered with Roots Canada, Tourism Kelowna, Edmonton Tourism, Tourism Regina, Ottawa Tourism, Discover Charlottetown and Destination Halifax for in-kind support. Partners donated contest prize items (accommodation, meals, attractions and spending/travel money), with each of the six prize packages valued at \$1,150 - \$2,535, for an estimated value of **\$11,737** plus social media support.



The interactive nature of the campaign lead to overwhelming consumer engagement.

Contest entrants were encouraged to supply their #MagazineMoments – stories of how Canadian magazines have played a role in their lives. This interactive campaign successfully garnered over 800+ original, consumer generated stories allowing for entertaining and varied results!

These results were gained through four streams: The Anything Can Happen Video, Publisher Support, Retail Support and Media Support.

Video

A contest annotation was added to both the English and French versions of our campaign video, which ran throughout the contest period.

Where: YouTube (channels and advertising), Facebook, Twitter, Google, CanadasMagazineStore.ca, BoutiqueMagazinesDici.ca, Coverssell.com,

Marketwired.com, MagazinesCanada.ca, canadianmags.blogspot.ca, TNG.com, plus member titles.

40,500 impressions
6,355 views



Publisher Support

130+ English & French media outlets supported the campaign.

The contest was featured through: print and web ads, social media mentions, Blippar activations.

Total publisher support value \$670k

Retail Support

Marketing materials were created using the Anything Can Happen theme to link the video to the contest and prizes. Branded marketing slogans were added to the video, posters, superbacker cards, Retailer Catalogue and Retail Newsletter to increase awareness of the contest during its duration.

In-store promotions included a mix of digital video screens, postcards, posters, backcards and display space including window, end caps and hot pockets.

Chapters and Indigo 88 locations across Canada

Gateway 150+ locations across Canada

Press Commerce 400+ locations across Canada

TNG Overwaitea 150 stores in BC

+ multiple Canadian independent locations

Total Retail Support Value \$100k

Media Support

Press releases were distributed early November through

Marketwired and to **Magazine Canada's member database.**

Marketwired received **4,000** page views. **25 outlets** reposted the media release including **Yahoo Biz, Reuters, Bloomberg** to an audience of over 6 million.

Social Media: @MyCdnMags Twitter, Facebook, Instagram

Combined proprietary social media impressions = 370,000

+ reposts of the contest through our media partners, media release and member/community sharing.

Contest Impressions
= 21,000 +

Total # of contest entries 6,703

Total # of unique entries 2,286

Total # of English entries 1,674

Total # of French entries 612

Highest # of entries from

Ontario (29%) & Quebec (28%)

Top 3 Drivers to Entry:

- online advertising/ social media
- in-store/magazine stand
- through a friend



PROMOTIONS

Promotions for the Anything Can Happen video that encouraged consumers to buy Canadian Magazines ran from February to the end of June 2016.

Spring Retail Promotions:

After the contest wrapped and the winners were selected, another round of newsstand promotions ran from April to June without contest messaging.

Gateway Newstands May 2 – 29

Presse Commerce April 1 – June 30

Chapters and Indigo April 11 – 24 and May 30 – June 5

Independent retailers April and May

Results:

Titles that are promoted at retail receive additional exposure to grab the attention of customers and drive purchases. Sales results from participating titles in the NMSC initiative continue to trend higher than the overall industry by 3.6%. Other agencies are reporting Canadian magazines sales to be on a decline; down 14%, MagNet and down 2.6%, Presse Commerce. In Magazines Canada's distribution program, final NMSC title results have remained slightly higher, showing a 1% increase.

Magazines Canada promotions make a difference; independent retailers sold 5% more magazines than stores without promotions. Chapters and Indigo promotions are also positive for large and small circulation titles.

The 4th quarter (particularly November and December) is the best time to have promotions in retail – customers are in stores and they are purchasing magazines.

Retail Catalogue

A catalogue highlighting titles distributed by Magazines Canada was sent to existing and potential retailers for them to discover the vast array of Canadian magazines. Sales reps follow up the mailing with in-person visits, emails, and phone calls with the goal of getting more Canadian magazines on shelves across the country.

Apps

Three mobile apps, Stage, Gallery and Root were promoted through print and online advertising. These cultural apps are another platform through which audiences are invited to discover Magazines Canada's arts and literary titles.

App Statistics	Root	Gallery	Stage
Users	199	90	256
Sessions	372	186	879
Articles Viewed	633	336	1,706

Canada's Magazine Store is the one-stop shop to discover everything Canadian magazines have to offer. The store acts as a consumer-facing library of all of Magazines Canada's members and hosts online campaign elements like the video, contest details, the store locator and the personality quiz. The store also highlights partner and member advertising, the Twitter feed promoting magazine content, promotions, offers and news concerning the contest.

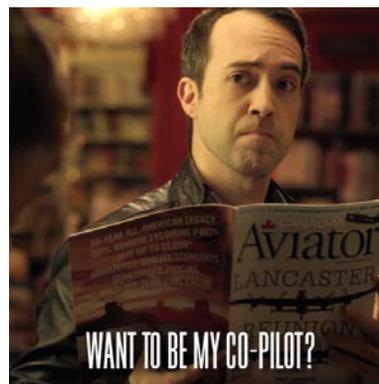
Video Views:

Reaching a mass audience—the video reached an additional 10 million consumers through the following screenings:

- Cabbagetown Short Film and Video Festival
- TIFF Bell Lightbox
- HotDocs Film Festival
- Quebec Cinema Ecran Gala
- Digital Mall Network, 13 shopping mall destination across Canada
- Stars on Ice 2016 Tour: 12 cities across Canada
- Gateway Newstands: TTC and retail locations in Ontario and Quebec
- Presse Commerce, retail locations
- FIPP Congress Closing Reception
- International Web Creators of Canada: T.O. Webfest
- Magazines Canada: websites: State of the Magazine Nation, Cover Awards, MagNet Canada's Magazine Conference, social media
- Member magazine and industry supporters' websites, news letters and social media
- Press releases, partner sites, YouTube, and online advertising

Sales Reps

Sales reps signed up **18 new retailers** for Magazine Canada's distribution services. When added up, these stores give consumers access to 512 new titles and 1,278 individual copies. These include many niche titles which are not widely available.



Overall Achievements

- **138 Magazines Canada member magazines officially participated in the campaign**, providing in-kind print and banner ads and social media support, for an estimated in-kind value of **over \$706,000**.
- Presse Commerce retail outlets, Gateway Newstand, Chapters and Indigo, TNG and Magazines Canada independent retailers supported the campaign wholeheartedly and provided **over \$78,000 price discounts on promotions**.
- Roots Canada, Tourism Kelowna, Edmonton Tourism, Tourism Regina, Ottawa Tourism, Discover Charlottetown and Destination Halifax supported the contest by donating contest prize items for an estimated **in-kind value of \$11,737 plus social media support**.
- Increase in CASL-compliant email data and social media followers
- Cultural organizations such as TIFF, Hot Docs, Cabbage Town Short Film Festival and IWCC waived or discounted screening fees for the campaign video.
- Sales reps added an additional 18 stores to Magazines Canada distribution
- **Mass-market exposure reached over 10 million consumers**
- Increase in retail sales on average by over 1% compared to the previous year
- **Independent retailers sold 5% more** magazines than stores without promotions.
- **Titles that participated in the campaign sold 8% more copies in independent retailers than those not participating.**
- Chapters and Indigo promotions resulted in a 0.2% increase in sales for Magazines Canada distributed titles and a 13% increase for larger circulation titles over last year.

Our Thanks

This project would not have been possible without the participation and financial and consultative support of:

- The participating magazines and industry supports that contributed in-kind print and banner advertising, social media and blog mentions for the campaign
- Each of our project partners, without whose support, advice and collaboration, this campaign would not be possible
- The Ontario Media Development Corporation
- The Canada Periodical Fund



Canada



GATEWAY newstands



- 800 retail outlets across 4 retail chains
- 1% increase over prior year
- 25 media pick-ups generated over 6 million impressions and 31 headlines visible to an audience of over 45 million
- Over 50,000 video views

Impressions:

Social media generated over 370,000+* impressions

**does not include impressions generated by contest partners*

Print Ads **9.2 million**

Digital ads **102,000**

Stars on Ice **100,000**

Hot Docs Festival **200,500**

Pattison Mall Digital **9,656,000+**

Magazines Canada events, partners,

retail foot-falls, + + +

Conclusions

The Canadian magazine industry made this campaign a success by coming together to promote, create sales and spread awareness of Canadian magazines. This was achieved with the help of our partners and sponsors through in-kind contributions, discounted space and social media engagement. Supported by print and online advertising, retail promotions and screenings on multiple platforms, the Anything Can Happen video engaged both magazine readers and non-readers alike, bringing magazines into the minds of Canadians, and driving them to the magazine stand. By encouraging consumers to share their #MagazineMoment, the contest engaged audiences and emphasized how important magazines have always been to Canadians.

The vast array of Canadian magazines available on the market also resulted in audience engagement with titles previously undiscovered. The campaign helped bring these titles to the centre on various platforms: online at Canada's Magazine Store; at retailers across Canada; on social media and YouTube, and through print and online advertising. For the duration of this campaign, the industry generously supported the Anything Can Happen initiative which resulted in a collective growth in Canadian magazine sales and awareness.

Key Project Staff

Barbara Bates

Executive Director, Circulation Marketing

Magazines Canada

Erica May

English Marketing Consultant

Pascale Guilbeault

French Marketing Consultant

Nina Ya-Haqqi/ Natasha Malloch/

Shannon McLaughlin

Marketing/Production Coordinator

Magazines Canada