

Publishers and media companies: succeeding in a multiplatform world.



The shifts have come so quickly even the visionaries are surprised. Advertising dollars are migrating to online. Advertisers are demanding accountability. Audiences are fickle. Media companies must pursue new business models. Reality2 helps re-brand and market them to advertisers.

Right now, the key challenge for publishers is to deploy the brand positioning across a whole new galaxy of products, most of which are digital.

Print may be the flagship but it’s no longer king.

Only a few years ago, the print vehicle (magazine or newspaper) was the undisputed star of the show. For many publications the balance is shifting. Online is growing faster than print, particularly if you can offer advertisers a desirable “community” with which to interact. The values established by the “flagship” print brand over the years need to be translated into a broader array of products.

Advertisers want total marketing solutions. Reps need to become consultants.

It’s no longer about selling time or space. Advertisers want to see total marketing solutions, in which integrated, multi-platform campaigns are planned out to achieve specific goals. The transition from media rep to program consultant is a tough one to make. That’s why sales support materials and tools have become more important than ever.

The more products and platforms you have, the more important your brand becomes.

The first step is to define what the brand stands for. Reality2 applies our reality-based branding approach to clearly define a brand platform and values that are relevant to both subscribers and advertisers.

To do this, we collaborate with the editorial and the sales teams, in a rare but productive union of church and state. Out of this process comes a clear and unique mission that is fulfilled by the editorial content and is at the core of every “brand extension”.

EXAMPLE OF PUBLISHER BRAND EXTENSIONS:

- Events
- Custom publishing
- Wireless content
- Databases
- E-mail newsletters and programs
- E-commerce extensions
- Micro-sites
- Podcasts
- Video content
- Website “channels”
- Webcasts
- Webinars
- White Papers (downloadable)
- User-generated content