



Partnership

Project Kookaburra is an independent research program designed and run by Megan Brownlow and Simon Crerar, with participation from Mediality (formerly AAP Studio), in partnership with the Google News Initiative. Megan Brownlow is a strategy consultant and non-executive director, and Simon Crerar is a journalism startup founder who was the founding editor and general manager of Buzzfeed Australia. Project Kookaburra worked with five independent regional publishers across Australia to pilot five new business models over a six-month period, from April to September 2020. The results were shared with publishers and journalists i n a series of free 'lunch and learn' webinars in November 2020, hosted by the Walkley Foundation, Australia's leading organisation for celebrating and supporting Australian journalism.

Overview

Forty South is a 25-year-old premium quarterly magazine that launched a new website in August 2020. It covers science, environment, history and the arts, differentiating through top-quality writing and photography. Forty South has a strong Tasmanian identity, drawing its name from the island's latitude. Forty South earns revenue on subscription sales, single-issue sales and advertising. In addition to subscribers, half of whom are outside Tasmania, the magazine is distributed via luxury accommodation, airports and newsagents.

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Using data to make a better pitch to advertisers

How to showcase your website and use data in a cross-platform media kit for advertisers

The Project

Forty South worked with Project Kookaburra to create a cross-platform advertising sales strategy and media kit.

The goal was to use audience data to develop a compelling narrative for advertisers showing that the *Forty South* brand has grown beyond its print product and to capture that narrative in a media kit.

Kookaburra used the SMART (Specific, Measurable, Achievable, Realistic, Timely) framework to design the pilot project with the *Forty South* team.

Specific

• Develop a new media kit to demonstrate the strength and cross-platform nature of the Forty South brand. Develop a go-to-market strategy for sharing the new media kit with advertisers.

Measurable

· Meet weekly milestones in the planning and creation of a cross-platform brand narrative and media kit.

Achievable

- Do we have the resources we need and if not, how will we get them?
- Do we need any specific training or tools?

Realistic

- Does the plan fit with key goals?
- · Will these insights help drive business forward?
- Is it a worthwhile use of team time?

Timely

- What's the deadline for each task? For example, when will the content, distribution and sales plans be completed?
- Ensure the new media kit is ready for the launch of the new site.

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The Results

- A high-quality and easy-to-use 14 page media kit explaining Forty South's brand, audience, cross-platform offerings, pricing and value proposition for advertisers
- A go-to-market strategy for Forty South's commercial chief to engage with advertisers and media agencies.
- First-ever cross-platform campaign sold in October 2020, a 12-month campaign for the Tasmanian Symphony Orchestra, a lapsed advertiser that was previously print only.
- Better use of reader engagement data via access to Google Analytics and Mailchimp, incorporated into the new media kit and commercial conversations.

Before Forty South had access to metrics, the company was relying on qualitative and anecdotal evidence. Access to quantitative data provided us with insights into some things we suspected but had no way of confirming, for example our high audience engagement. With this information we were able to build a media kit that is substantive and useful in nearly all our marketing conversations.

LUCINDA SHARP, OWNER AND CHIEF COMMERCIAL OFFICER, FORTY SOUTH



THE RESULTS

93%

Increase in forecast advertising revenue from 2019 to 2021. (NB. Financial Year 2020 is excluded to account for the impact of Covid.)

59%

Growth in brand strength demonstrated by above average email open rate and an increase in contributor inquiries from two to twelve per month.

Learn more at fortysouth.com.au

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