

MEDIA/PUBLISHING

## Hearst asserts fashion prowess in multichannel campaign

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*Hearst's We Are Fashion, seen on a newsstand in Columbus Circle, New York*

By JEN KING

Magazine publisher Hearst is exclaiming, "We are fashion," in a bid to drive readership to its core publications' September issues.

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There is no denying that advertising stats have declined, and publishers have set out to explore alternative methods meant to maintain ad sales and support continued print readership in an environment where digital is most preferred. Hearst's campaign, "We Are Fashion," looks to spur interest in its print titles and celebrates the large amount of fashion coverage its core publications generate.

"This is the most expansive campaign we've ever done as a company," said Michael Clinton, president, marketing and publishing director at **Hearst**, New York.

"September is the biggest issue of the year for our fashion brands, and Hearst produces more fashion content across our platforms - including print, digital, social and video - than any of our competitors," he said. "We're making a bold move to highlight our prominence in the category, speaking to consumers as well as the fashion and retail industry.

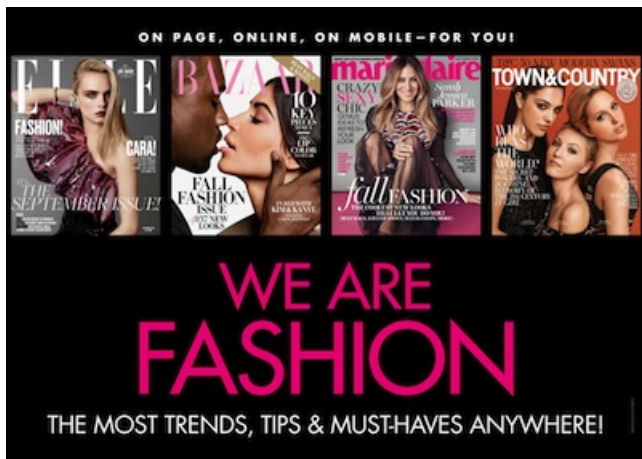
"An impactful, outdoor footprint, coupled with retail display, live events, sweepstakes and all of the other elements of the campaign, puts our core fashion brands and their engaging September covers in front of millions of people, in key cities around the country."

### Call to action

The We Are Fashion campaign prominently features the September editions of **Hearst's** Elle, Harper's Bazaar, Marie Claire and Town & Country.

Along with the power of fall fashion, the cover stars include Cara Delevingne, Kanye West and Kim Kardashian, whose interview with Harper's Bazaar has already gone viral ([see story](#)) as well as Sarah Jessica Parker. The notoriety of these individuals within the fashion scene is likely to grab the attention of passersby who come across Hearst's out of home effort.

Text on the ad reads, "on page, online and on mobile -- for you!" Larger text tells consumers, "We are fashion. The most trends, tips and must-haves anywhere!"



### *Hearst's We Are Fashion campaign*

The campaign will debut on Aug. 8 and will run for six weeks. Hearst's expansive effort includes the placement of billboards, airport signs, taxi toppers, retail displays, video and banners at Hudson News locations in the United States.

We Are Fashion billboards will appear in three locations in New York with airport signage being placed at the Metropolitan area's most-frequented airports: JFK, Newark and LaGuardia. Hearst has also secured placement on bus shelters, newsstands, pay phones and nearly 200 cabs.

When New York Fashion Week begins in September, city buses will be adorned with the We Are Fashion ads.

Outside of New York, the ads will run at Hudson News airport newsstands in Seattle, Boston, Los Angeles and Chicago terminals, in addition to 400 national stores. Hearst has also partnered with Hudson News to secure 250,000 branded shopping bags featuring the ad.



### *Hearst's We Are Fashion on a New York bus shelter*

To spur New York newsstand sales further, Hearst has inserted 100,000 "golden tickets" into copies of the four titles. Each ticket has five chances to win a \$1,000 shopping spree at department store chain Lord & Taylor.

The video component of We Are Fashion, which depicts fashion behind-the-scenes, will run before the coming attractions and on lobby screens at 58 Regal Cinemas in the New York area.

To support bricks-and-mortar sellers of its titles further, Hearst titles will be promoted in fashion-themed displays at national locations of Barnes & Noble. Likewise, the ad will run on Nook ereader screens and on blow-ups in select New York storefronts.

Hearst's Fall Fashion Case promotion will return for its third year at Barnes & Nobles as well. In addition, the publisher will host a meet-and-greet at Barnes & Nobles with the editors of Elle, Harper's Bazaar, Marie Claire and Town & Country.

For the first time, the four titles in the Fall Fashion Case will be sold via Amazon, with free shipping from Amazon Prime.

Shared spaces

Lackluster print advertising sales have resulted in creative campaigns that bring publications outside the newsstand and into retail settings.

For example, Cond Nast-owned British Vogue continued its centenary celebration with displays placed in the windows of high street brands throughout the United Kingdom.

For the effort, British Vogue partnered with more than 130 brands across London and key cities within the United Kingdom including Edinburgh and Manchester to honor the publication dubbed "the fashion bible." Vogue's visual commitment to the fashion industry aligns with this out of home awareness effort that creating larger-than-life advertorials sure to catch the eye of passersby ([see story](#)).

The strategy has also been worked in reverse, with publishers and retailers aligning to promote an in-store happening via an out of home placement.

For instance, in 2015 British department store Fortnum & Mason spread awareness for its fragrance and beauty space inside its Piccadilly location through a collaboration with Harper's Bazaar.

The second floor of Fortnum & Mason's flagship had recently undergone renovations and to celebrate its reveal, the retailer was featured in the magazine's May edition. By forming a partnership with a publication, Fortnum & Mason was able to tap into a larger consumer audience than had it promoted its new space on its own branded channels ([see story](#)).

"We want to support the fashion and retail industry by getting consumers excited to go into stores to see the fall selections and collections," Mr. Clinton said.

"We believe in the power of outdoor, especially with the incredible options available in New York," he said.