

AUTOMOTIVE

Bentley magazine gets new leadership, creative direction

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Bentley magazine will now be directed by content agency Archant Dialogue. Image credit: Bentley Motors

By DANNY PARISI

British automaker Bentley Motors is revitalizing its print magazine with new leadership and an eye on making the publication more appealing to prospective and existing clients.

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The quarterly *Bentley* magazine is published around the world as a way of fostering a global Bentley community. Now, Bentley has brought in new leadership to create a magazine that can also be enjoyed by those who have not yet bought a Bentley, but may have plans to do so in the future.

"We are very excited to be working with Bentley Motors on this premium publication, and especially so since the competition for the contract was so strong," said Zo Francis-Cox, agency director at [Archant Dialogue](#), London.

"Dialogue is a recognized leader in content that appeals to luxury communities, and it is clear that Bentley Motors shares our belief that aspirational and visually arresting content is a key component in customer engagement, delivering retention, advocacy and converting new buyers," she said.

Creative control

The *Bentley* magazine has been around for 15 years, and in that time the publication has focused on building a community of Bentley owners.

But now, Bentley is turning over creative control of the magazine to content agency Archant Dialogue, who will have control of the publication for the next three years.

The stipulations of the agreement give Dialogue complete control over the production of the magazine, including editorial content, design, photography and marketing.



The new management will also aim to revitalize advertising on the magazine. Image credit: Bentley Motors

Any content created by the company for the magazine will be owned and used by Bentley for their social media accounts and other promotional purposes.

Dialogue is a good fit for the role with a portfolio that includes work on Porsche Club GB, Harley-Davidson, Royal Ascot and Air Charter Service.

Bentley is also hoping the new partnership will allow it to revitalize advertising in *Bentley* magazine, turning it into its own source of revenue, in addition to a community-building tool.

Publishing goals

The magazine is not Bentley's only recent foray into the print world. Recently, Bentley brought its extraordinary spirit to the printed page in another way.

Published by Assouline, *Be Extraordinary: The Spirit of Bentley* was penned by Parisian photographer Aline Coquelle and tells the history of the nearly 100-year-old automaker. Considered "the most-definitive British luxury car company," Bentley was founded in 1919 by Walter Owen Bentley in Cricklewood, North London ([see story](#)).

But *Bentley* magazine presents a unique opportunity to use the appeal of print magazines, their sleek presentation and sumptuous ads as a means of bringing customers together and making them feel as though owning a Bentley is like being part of an exclusive club.

Nordstrom did something similar recently by venturing into the world of digital publishing with the release of the first issue of its new online magazine, called simply "n."



Bentley magazine. Image credit: Bentley Motors

The digital publication is a combination of editorial and catalog aspects, bringing customers not just images and prices of new products, but also putting those goods in the context of outfits and seasons. Nordstrom joins the many upscale retailers who now publish their own digital magalogs ([see story](#)).

Bentley magazine serves a similar purpose. By putting ownership of a Bentley vehicle in context, it becomes both more relatable for existing customers and more appealing to potential ones.

"We are delighted to have been selected as content partners by such an iconic brand as Bentley, especially as it heads towards its 100th anniversary in 2019," said Craig Nayman, executive director at Dialogue, London.

"Dialogue's parent company Archant is similarly steeped in heritage, with more than 170 years of driving community experiences in its own right, and we look forward to working with Bentley Motors to develop and enrich its unique, international and highly discerning brand community," he said.

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