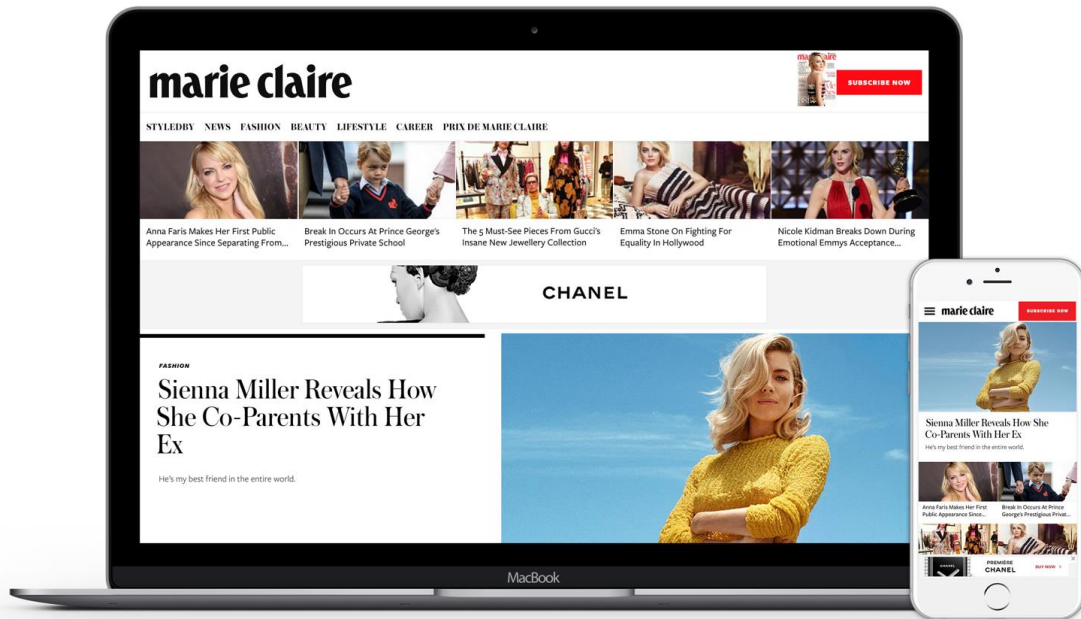


Pacific Unveils New Premium Digital Experience for marie claire



Tuesday 26th September 2017: Pacific today unveiled a new digital experience for marieclaire.com.au crafted to provide a clean and elegant design across all devices. With more content above the fold, fewer interruptions and the ability to seamlessly integrate commercial content, the result is a compelling and visually consistent branded experience throughout the entire user journey.

The premium upgrade for marieclaire.com.au was led by Will Everitt, Head of Product and Technology who recently joined Pacific. Will previously worked at Fairfax Media as Technology Director and Product Director with responsibilities including The Australian Financial Review and Sydney Morning Herald. He has led digital product development for major publishers around the globe including The Times of London, Lonely Planet and Stuff.co.nz.

Will Everitt comments: “Welcome to the premium new digital experience for marie claire.

“Our new home page draws the most powerful stories to the eye, so content is easily discoverable, clicky and sticky. With minimal visual clutter and fewer distractions, the result is a more compelling and entirely engaging experience.”

The development of the new site was underpinned by design-thinking with a view to optimising web experiences. Advertisements are dispersed evenly and tastefully throughout, content surfaces in interesting ways and call-to-action pieces are strong and on-brand. Data and event tracking informs usability improvements, with A/B and multivariate testing to analyse the impacts of various modules on user engagement, time on site and page views.

Jackie Frank, General Manager, Fashion, Beauty and Health says: “The elegant, immersive new design for marieclaire.com.au includes simple yet stunning visuals, easy navigation and seamless integration for commercial partners within our brand’s safe, trusted environment.”

Nicky Briger, editor, marie claire, adds: “Over the past 12 months, traffic on marieclaire.com.au has soared 22% setting a strong foundation for the brand’s latest digital evolution.

“Our new look, premium digital upgrade follows an impressive year for marie claire, as our total footprint climbs to nearly 1 million touchpoints.”

The new digital experience for marieclaire.com.au is the latest of a portfolio of digital launch initiatives for the brand including *The Style Set* - a network of Australia’s most recognisable fashion influencers - and the inception of *StyledBy marie Claire*, the brand’s curated, interactive personal shopping website and e-commerce platform.

Ends.

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Source: emma, Jul 16-17, Market Intelligence August 16-17, Social media stats Aug 16-17