

PACIFIC ANNOUNCES CHANGES TO YOUTH PORTFOLIO

Tuesday 15th November 2016 – Pacific today announced key changes to its Youth portfolio: K-Zone, Total Girl and Girlfriend.

The company has completed a sale of the K-Zone and Total Girl brands to special interest publisher nextmedia with the deal formalised late yesterday.

Commenting, Gereurd Roberts, CEO, Pacific says: “Our Youth titles have always been very close to our hearts. The brands are innovators and have always attracted some of the country’s best publishing talent – and the external interest in this sale speaks to the strength of both.

“We have however been reviewing our strategy with a view to refocussing our efforts on the major consumer and advertising categories – Food, Family, Home, Fashion, Beauty and Health – and it is within this framework that we have assessed the sale proposal. We believe both titles will flourish under nextmedia.”

Based on the results of a six-month consumer research study, Pacific today announced that Girlfriend will capitalise upon its position as one of the country’s fastest growing digital brands with a mobile-first strategy. Girlfriend’s print frequency will change to being seasonal and trend-based with the brand undergoing a relaunch early in 2017. Current Editor of Girlfriend, Tamara Davis, has been appointed as Content Director and will lead the brand’s new strategy.

Tamara Davis says: “Since inception, Girlfriend has a history of evolving with its audience. The changes announced today reflect our commitment to continue to do so.

“It’s time for a new go-to brand, developed directly for today’s Gen Z female audience – who is drastically different from her Millennial predecessors. We understand the nuanced shifts in her drivers, motivators, values and consumption habits. Based on this understanding, we’re evolving when, where and how we communicate – and will unveil a reimagined Girlfriend brand, a keepsake print format and a more sophisticated content approach early in the new year.”

Emily Sak, Head of Insights and Strategy, Pacific, comments: “For the last six months, we’ve researched the needs of young women in this demographic. The strength of Pacific’s brands lie in an unwavering commitment to deep consumer understanding – and using these insights to engage and evolve with our audiences. It is clear that pace of change in this market has never been faster, and as our consumers evolve so too will our brands.”

Girlfriend’s social media footprint is almost 2.2million (up 171% in the last 18 months[^]), whilst digitally the brand attracts 25,000 unique browsers each day (up 868% in the last 18 months^{*}). Girlfriend is the number one most engaged teen Facebook brand in Australia and has the 9th most engaged Facebook page of any Australian brand.

Gereurd Roberts, CEO, Pacific continues: “Girlfriend is the country’s leading teen brand and we’re making these changes to remain as number one. Girlfriend has a proud past and a very bright future here at Pacific, with iconic campaigns such as Girlfriend Model Search absolutely continuing.

“The new Girlfriend will redefine how media brands and clients communicate with this audience. We look forward to unveiling Girlfriend’s new strategy, investment in digital and a multi-platform redefinition in 2017.”

Ends.

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Sources: October 2014. Online Circle Facebook performance report 2016.

[^] Facebook, Instagram, YouTube, Snapchat and Twitter Insights

^{} Nielsen Market Intelligence (Domestic), June 2015 – October 2016*