

**lucire**



***Lucire:***  
**extending from**  
**web to print**

Sales and Marketing Institute  
Auckland, New Zealand  
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[www.lucire.com](http://www.lucire.com)  
[www.jackyan.com](http://www.jackyan.com)  
[www.jya.net](http://www.jya.net)

## Problems with print magazines

1. They call it mystique.  
We call it arrogance.
2. Lack of independence.
3. Stuff the little guy.
4. Biased toward the country  
of origin.

# Solutions

1. Reply to as many as possible, but prioritize students and young people.
2. Highest common denominator.
3. Fashion mag as meritocracy.

# Solutions

## 4. Being global.

# Summary

1. Vision statements aren't as important as communicating your attitude.
2. Think big.
3. Blur the edges between you and your customers.

# Summary

4. It's worth being part of a global community.
5. Do the stuff that's right before doing the stuff that's trendy.
6. The internet is just another medium.

# Summary

7. Don't limit yourself to being online-only.
8. Media are for the freedom of information, not showing off to rivals.
9. Unite through transparency and openness.



# Summary

10. Respect the consumer:  
give them a chance to  
work with you and you will  
be rewarded.

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