



THE SUNDAY TIMES STYLE MAGAZINE RE-LAUNCH CLIENT: NEWS INTERNATIONAL- THE SUNDAY TIMES

Event details: News International approached Blackjack for their creative ideas for a campaign in order to raise awareness of the Style magazine re-launch. A guerrilla sampling campaign of the London Fashion Week special edition took place across various London locations. Blackjack provided 22 models dressed in unbranded fashionable clothing in order to distribute samples of the magazine across the one day. This was a targeted campaign aimed at 20 – 30 year old fashionistas.

Feedback: Following on from this success, the campaign was extended to the following Saturday. In addition, this time we wanted our models to deliver copies of Style to fashionable cafes, shops, hotels and beauty salons. The copies were left in these venues to be “discovered” by our target audience in their favourite hang-outs.

Results: 225,000 samples of Style magazine were distributed over the 2 days of activity to our target audience.

Client Testimonial: “Hi Guys- the pictures are really great, as is the feedback. Many thanks for everything.”
Charlie Newbery Marketing Manager, The Sunday Times

