



Event Recap | April 2017

Luncheon:
Brand Extensions

Panelists:
Kevin Dunn - MSP Communications
Beth Ifcher - Time Inc.
Mark Walter - Subscription Marketing Services

The MCMA is devoted to one overarching mission of helping our members meet the challenges of today’s magazine publishing industry. We strive to be the resource that helps our members achieve excellence and success in media and content marketing – a place to share, to learn, to ask, to give, to get, and to meet fellow marketers, swap similar war stories, and see successful breakthroughs.

Last month, we hosted an exploration on how to leverage big data for your company's benefit. **This month**, our panel shared their insight in crafting successful brand extensions - discussing lessons learned and strategies they used to create differentiation, foster engagement, and garner loyalty - all by adapting, developing, and leveraging content.

Panelists encouraged attendees to resist the temptation to make the magazine the center of any brand extension. Rather, attendees were invited to focus on making the brand the focal point of their efforts. **Key themes among the success stories** included making sure that your next brand extension has a) senior management buy-in b) marketing that leverages all channels c) a consistent core team and for good measure, a healthy dose of flexibility and patience.

In addition to recounting experiences, panelists shared a look into the methodologies that they employ in creating successful brand extensions. Here is one on product development.

Product Development: “The Process”



Here's a sample of what attendees walked away with, in their own words:

"You really need a strong recognizable brand for any extension to work. You also need a full commitment from upper management and for them to make it clear to all involved that they want this to come to fruition."

"Make sure your team includes representation from skill sets that are not typically found in publishing but may be critical to the success of your extension (e.g. consumer products)."

"CONTENT is the Brand Extension of choice...quality content is seen as a differentiator..."

"Subscription box programs are a great brand extension opportunity for marketers...with no signs of slowing down"

Mark Your Calendars for our Upcoming Events:

MCMA Day (May 11, 2017) – *The Princeton Club of New York*
Networking Cocktail Party (June 14, 2017) – *TBD*