



TURNING A LEGENDARY MAGAZINE MASTHEAD INTO A DIGITAL ICON

Challenge: In April 2013, Playboy Magazine in South Africa printed its last issue. In a country where traditional media owners have a stigma against publishing risqué material, Playboy needed to explore alternative media to help migrate their loyal readers to their online site.

Solution: Mobile billboards took the message directly to the audience. By turning its famous masthead into a digital icon, the Playboy URL became a call-to-action that reminded you why online is better than magazine.

Results: The campaign has helped to drive up online subscriptions by 224% and facebook fans by 2667%. Yes, 2267%!

