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RESEARCH QUESTION

How can Daily Paper translate its African heritage inspired brand philosophy into a branded magazine?
Internal analysis of Daily Paper reveals that the brand wants to communicate their personal associations with the African Heritage towards potential buyers/retailers and its loyal targeted audiences. The brand expresses great ambitions to stand out with their African heritage and is looking for a way to communicate the brands inspired by heritage brand story.

“Contemporary designs, inspired by heritage, made into our own”
STRENGTHS AND GOALS

Daily Paper has full potential to stand out between its competitors with their aspiring personal associations to the African heritage, quality products and genuine brand values, the brand make a refreshing presence in a world of often shallow, almost intangible fashion brands.

According to the founders of Daily Paper: “we have already created an early foundation with creativity inspired by African heritage as a core driver of our company. But its not enough, we are looking to expand with powerful stories that firmly establish Daily Paper as a leader in the heritage movement and create a lifestyle that supports our values.”

ORGANIZATION GOALS

To increase new buyers/retailers by 10% in 2015.
To increase online traffic of loyal audiences by 50% in 2015.
To communicate Daily Paper’s creative vision driven by African heritage in a coherent, accurate matter at all times.

WHAT SERVICES OFFERS DAILY PAPER?

1. Great quality products at affordable prices.
2. Daily Paper provides an interactive community with its website and social media platforms as an urban lifestyle inspired by African heritage.
3. Original production - “All Daily Paper prints are created in-house by a small team of designers who obsess over every detail. We never copy an African print literally, we create our own interpretation”.
4. Small collection - Instead of overwhelming the customer with limitless choice, the brand focus on offering tightly edited collections of key pieces that the DP audiences can build a wardrobe around.”
THE FOUNDERS

The 3 founders all play equally important roles in Daily Paper’s brand image and strategy. Abderrahmane Trabsini (Fashion Design), Hussein Suleiman (PR and manufacturing) and Jefferson Osei (Marketing and Sales) who are from Somalia, Ghana and Morocco descent are all from Southern region of Africa, which serves as the primary influence of the brand.

In an online interview the founders’ states: “the cultural side of street wear and its lifestyle that are incorporated with it really caught our interests.” That is why we initially started Daily Paper as a lifestyle blog in 2010, representing our African heritage and our interests for urban culture. We made T-shirts to promote the blog and within a year the T-shirt became more popular than the blog itself and we decided to take action. That’s how Daily Paper turned from blog to Fashion label.” Over the past few years our personal styles matured so did our collections, starting from 5 T-shirts in 2012 to a 50 piece full look collection in FW 2014. We remain authentic in representing our African heritage by always translating and create our own interpretation instead of copying.”

The Daily Paper founder’s creative vision has vastly expanded, yet the key design elements and brand philosophy that were important to the brand’s identity in 2012 are still relevant today and remains the same. Daily Paper’s identity, core DNA is not strategically constructed by marketing specialist, but derives genuinely from these 3 young individuals personal believes. Knowing the founders’ stories, the brand’s identity about being inspired by heritage feel incredibly convincing.
BRAND AMBASSADORS

The Founders: Abderrahmane Trabsini, Hussein Suleiman, Jefferson Osei

"We design what we like to wear ourselves as we are the main part of own target audience; confident, creative individuals who like to express their identity through fashion with a story. Translating instead of copying the African heritage we show a reflection of our own creative interpretation"

Source: I.D Vice Interview 20th of March 2014
TRENDS

Conclusions on Editorial trends and developments.
Justifications research for creating a branded magazine.

"Brands can save money that would otherwise be spent on buying advertising space for traditional branding campaigns. The consumers spend an average of 25 minutes reading a branded magazine, allowing brands to spend as much time with their consumers as they would by broadcasting fifty 30-second television commercials.”

"Deepening a position involves making the company’s activities more distinctive, strengthening fit and communicating the strategy better to those customers who should value it. A company can often grow faster and far more profitably by better penetrating needs and varieties where it is distinctive than by slugging it out in potentially higher growth arenas in which the company lacks uniqueness.”

CONCLUSIONS

As a young brand it is a great opportunity to focus on communication through product (Branded magazine)- using a marketing strategy based on design, creativity and innovation meeting Daily Paper’s aim for originality and storytelling. No need to win over the mass but cater to the interests of the brands loyal audiences who can value the story. Establish longterm brand loyalty.

The consumer has a passion for magazines in print and online. and its authoritative curation - it is an opportunity to bring that dialogue to another level, it is an intimate and personal conversation.

Heritage is not just in Daily paper’s clothing – it is about how personal heritage inspired 3 young ambitious individuals to start a creative movement. The brand aim to relate to their loyal audiences, share the inspirations, the excitement and the Daily Paper lifestyle.”
EXTERNAL ANALYSIS

Conclusions after researching other branded magazine's that share Daily Paper's philosophy for original creativity driven by heritage. What makes them successful and what could a magazine presented by Daily Paper do better?

Daily Paper's competitors might not have the same African inspired heritage, but they all share the same passion to represent a creative, urban lifestyle. They present contemporary, functional design crafted from their own unique heritage, have an emphasis on originality and believe in being a part of a community.

Competitors - BRAND PHILOSOPHY

- PATTA
- STUSSY
- SUPREME
- PUBLIC SCHOOL NYC

Competitors - BRANDED MAGAZINE

- HYPEBEAST
- COMPLEX
- COS
- ACNE

CONCLUSIONS

Create a magazine that represents the Daily Paper’s own unique outlook on the African heritage every possible form and flow of production will make Daily Paper stand out from its competitors who do not focus on this mentality. Most branded magazines such as ACNE are not available for free or online and therefore this will be a good market opportunity for Daily Paper.

Hypebeast has proven the success of communication through product and is a pioneer in this editorial development – With similar targeted audience and generating communication on online and print platform, therefore Hypebeast has been a great source of inspiration for developing a branded magazine. However the magazine is quite distance, lacks in depth emotional values with its main focus romanticizing high end products. Therefore the magazine for Daily Paper will stand out representing a more genuine, accessible and distinctive lifestyle.
WHAT DOES OWN YOUR HERITAGE MEAN?

Definition Daily Paper’s unique selling point: Inspired by heritage and made it our own – translated into the Daily Paper Magazine. Move heritage beyond fashion and towards design and aesthetics as a whole.

Upon online-analysis and competitor research the own your heritage movement can be interpreted as the following conclusions...

Inspired by African heritage, moved by passion for creativity, an alternative path has been found. Consumer gain understanding of the story and history behind the Daily Paper products, know what it stands for. Too often, sadly, consumers just focus on the superficial appearance of the product without thinking about its connotations and emotional values. It’s important to know what your choices stand for. Trigger the audience to explore the stories beyond tangible product, get inspired, moved and excited.

Engaging with the audience from a genuine, humble approach, by not only showcasing The Daily Paper’s creativity, but also putting the spotlight on other inspiring individuals in diverse creative fields to express their unique point of view on the topic heritage. Presenting a creative community immersing diversity and originality. Which the Daily paper audiences will be able to easily to relate the brand and evoke their genuine interest to know more about the brand.

Every issue is based on a different African tribe. Issue 01 The Maasai issue stand for Masculinity, Bravery and Nomad-ism. Translating the key characteristics of the traditional tribe through Daily Paper’s own unique perspective among with other creative contributors in Photography, Writing, Music, Illustrations and more. Generate a creative community inspired by heritage.
DAILY PAPER MAG

U.S.P

Move heritage beyond fashion and towards design and aesthetic as a whole.
OWN YOUR HERITAGE

1. A more authentic, frank and creative community inspired by heritage. Gathering all creative individuals we present contemporary designs and explore originality.

2. Always interpret and make it our own, never duplicate.

Explorer creativity driven by heritage in every possible form, go beyond the obvious.
TARGET AUDIENCE

Results of Target group survey and field research outcomes show that the Daily Paper audience cares for what their brands stand for. They base their decisions on a brand based on its association with their favourable community/tribe. Prefer original innovating brands with genuine, in-depth story rather than mass pleasing commercial brands. Once commit to the brand, the target audience are loyal and represent the brands emotional values with pride.
The Daily Paper targeted audiences are the hype-aware tech savvy generation Y's, young professionals males with big interests in urban music/design/fashion. Also known as the grown-up Hypebeasts, grew up playing Nintendo's, while watching Dragonball Z, now they are in their 20's, well educated and have an active social life. They might not all be from the big capitals, but they sure all moved there.

You can find them in social active cities such as Amsterdam, New York, Paris etc. Busy with pursuing the dream as freelancer/ creator of any kind during the day, part-time established socializer who knows everyone in the night. They value originality and creativity, find inspirations in other professionals in creative fields as motivation (photographers/ illustrators/musicians). Consider them selves as early adapters; continuously seek for the latest, coolest gadgets/brand etc to set them selves apart from the majority. They are well-educated, intelligent individuals whom seek for depth in products/brand/personalities. They are ambitious, motivated by their eager to succeed in life.

Their daily inspiration from urban lifestyle websites like: Hypebeast.com / Gizmodo.com/ Complex mag. Follow creative professionals (photographers/illustrators/musicians) as: Ta-Ku, Ganz, Shohei Otomo and Jay-Z. Are loyal to Streetwear brands that represent a lifestyle: Patta/ Supreme/ Stussy etc.

They spend time being selective about their interests, whether its music, artists and or brands, they have s strong opinion about what represent their own unique style.
Images: Target Group Desk and Field Research
The mission of Daily Paper Mag derived from the brand's main concept: Own your heritage. As we want to aspire the readers to be inspired by not only our heritage but also their own. It is our mission to inspire the readers with a lifestyle derived from authentic heritages that comes together through creativity. All Daily Papers collections are inspired by different African tribes and translated in the brand's very own language. Daily Paper Mag shows that the inspiration goes beyond solely fashion, the readers can discover, inspire and relate to the heritage through various topics. Experiencing heritage through an exciting journey. Join Daily Paper in this creative community where diversity and originality are immersed.
The mission to own your heritage of Daily Paper Mag has derived from its concept vision, as we want to trigger and move the audience towards inspiration through heritage. It is our mission to let the audience see beyond the shallow surface and discover authentic stories with emotional values. Genuine stories that stand for culture and knowledge. All Daily Paper mag’s features are based on different interpretations of the topic heritage, shows that by reading this magazine the reader can discover, inspire or relate to an authentic creative community driven by heritage.

VALUES MAGAZINE

Aspiring
Frank [Honest]
Informal
## The Mainstays #01
### The Maasai Issue

<table>
<thead>
<tr>
<th>Fashion &amp; Lifestyle</th>
<th>Music</th>
<th>Design</th>
<th>Culture</th>
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- **Fashion & Lifestyle**
  - SS14 Look Book
  - The Lost Kingdom
  - Daily Paper Caps
  - Feature
  - The Modern Explorer
  - Daily Paper X Yellow Claw Capsule collection

- **Music**
  - Daily Paper Soundcloud
  - Heritage behind the sounds

- **Design**
  - The Maasai Tribe
  - Even the lions run
  - Daily Paper Prints
  - Kuba Congo
  - Instagram Photography
  - Streets is Watching

- **Culture**
  - The Maasai Tribe
  - Even the lions run
  - Coachella Roadtrip
  - In The Deserts
  - Interview
  - An ode to the barber shop

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**The Mainstays #01**

**The Maasai Issue**

- **Feature**
  - The Modern Explorer
- **Heritage**
  - Behind the sounds
- **Prints**
  - Kuba Congo
- **Streets is Watching**
- **Interview**
  - An ode to the barber shop

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**Daily Paper**

**The Maasai Tribe**

Even the lions run

**Coachella Roadtrip**

In The Deserts

**Inteview**

An ode to the barber shop
Fashion, Music, Culture and design form the core of the Daily Paper Mag. We believe that every discipline can be a creative interpretation of being inspired by heritage.

“Own Your Heritage” stands for being inspired by your heritage and makes it your own, in your own creative ways. The different subject and category of the contents are clarified by info graphics. The manifest presents a bold and graphical design approach. Daily Paper Mag puts the brand’s African Heritage aesthetics into the context of the consumers’ life - its community. The interviews, articles and Daily Paper’s editorials are based on the target audiences’ key interests: fashion, music, culture and design. The topics are translated into a masculine urban approach, yet always relating to the African Heritage and emphasizing the admiration of originality in creativity on within every possible form and flow of production.
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