INTRODUCTION

Daily Paper is an Amsterdam based urban menswear label, inspired by the founders own African heritage and translated through contemporary fashion designs, targeting the Generation Y’s creative young professionals who have interests in urban culture, music and streetwear.

As the 3 founders all have African backgrounds while growing up in Europe they feel strongly about representing their heritage and translating it in their own creative form. As the 3 founders all have African backgrounds while growing up in Europe they feel strongly about representing their heritage and translating it in their own creative form. The brand is looking to expand their vision, telling the story of being inspired by heritage and make it your own. - “Own your heritage”

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.”
DAILY PAPER

THE BRAND - ANALYSIS

Daily Paper’s reference to the African culture comes from the founder’s own authentic heritage. Daily Paper has a genuine in-depth knowledge and understanding of the African culture, telling their stories through the Daily Paper Mag in prints will give the Buyers/retailers an understanding of the brands identity beyond its products and stand out between all the other brands during buyer fairs such as (Liberty fairs, Bread & Butter, Agendas etc). Daily Paper Mag online will reach the brands loyal audience and communicate the brands brand identity online on their own social platforms.

SITUATION

We live in a time where people values originality and genuine stories, and look pass the superficial “cool” brands. They want to know the reason and stories behind the products. A “second layer”

COMPLICATION

Many brands now days associate themselves with heritage and authenticity, but most of them lacks concrete depth and story behind these statements. What does heritage actually mean? What are they actually saying?

MESSAGE

Being inspired by your own heritage, and owning it by make it your own.

WHY

So we can understand the reason and stories behind the brand and its product and decide on whether or not we want to relate to those products/services.

IDEA/CONCEPT

Daily Paper is full of potential. The brand gives a unique personal touch to their association with the African culture. Gives a breath of fresh air in a world of often cryptic, almost intangible fashion brands.

The concept of Daily Paper Mag is mainly inspired by Daily Paper’s core values: ‘Own Your Heritage’. Trigger the audience to be inspired by their own heritage and make it their own. Representing a creative community, immersing diversity and originality in heritage.

Goal Daily Paper Mag

Through Daily Paper Mag (Print & Online) the brand tells their heritage story and communicates their genuine knowledge and passion for the African Heritage. Give the audience an understanding of the story, culture and the founders personal associations with the African heritage behind the brand and its products.
TARGET AUDIENCE

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.

THE DAILY PAPER MAG ONLINE as a part of the Daily Paper home page generates as an online Blog/ Mag targets the loyal Daily Paper consumers, who are interested in the brands story and inspirations.

THE DAILY PAPER MAG IN PRINTS targets potential buyers and retailers who has the same type of audiences, giving the buyers & retailers a vivid insight on their understanding of the lifestyle and swagger of this specific audience group. Communicates the Daily Paper lifestyle in print, showing more depth than the general Look Books.
INSIGHTS

SOCIO-DEMOGRAPHICS
- Male
- 20 - 28
- Majority have mid to high level of education.
- Average to high average income.

AMBITIONS
- To be creative
- To engage in original and challenging projects
- To be independent and free minded

SOCIETY AND POLITICS
- Little involvement in national & local politics
- Tolerance of diversity

WORK AND ACHIEVEMENT
- Employed in creative industry
- Freelancers/ Self employed/ not your 9-5 working schedule
- Globetrotter

LIFESTYLE
- Active social lifestyle (party, festivals, events)
- Appreciation for urban related arts, design, music and culture
- Hype aware, tech savvy
- Active social media followings
  (Facebook, Instagram, Snapchat, Twitter)
CONCEPT & FORMULAS

The mission of Daily Paper Mag derived from the brands 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 and join Daily Paper in this creative community where diversity and originality are immersed.

VALUES MAGAZINE

Aspiring
Frank
Informal

MAINSTAYS

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.

THE DAILY PAPER MAG IN PRINT is considered as an extension of the Look Book, limited print copies in high quality to present at the stand during buyers fairs to communicate with potential buyers and retailers.

At the same period its full contents will be released online: THE DAILY PAPER MAG ONLINE . All contents will be published 1 by 1 during the season on the Daily Paper online platform every week, sharing the Daily Paper philosophy and inspirations online, so the customer has the opportunity to relate, discover and will feel inspired to share the Daily Paper Mag’s take on the African heritage within their social circles.

WE ALWAYS AIM FOR +/-

30% Fashion & Lifestyle
10% Music
30% Design
30% Culture

PERIODICITY

THE DAILY PAPER MAG IN PRINT is published biannually in sync with the Daily Paper Collections ( Fall Winter and Spring Summer). In limited copies of 5 copies per issue, use solely for showcase during buyers fairs, not for free handout. We aim for +/- 45 pages per issue. To keep the quality of content high, we will only go over 45 pages by high exception. We choose quality above quantity, and will rather choose less than 45 pages if the content is not on a good or excellent level. The Magazine in print will be published in Sep and July. We categorize them by theme and edition number.

THE DAILY PAPER MAG ONLINE is published weekly throughout the year online on the Daily Paper home page. Generates as an active blog. Its content is the same as the print magazine. Consider reachability and print costs of printed magazine, releasing the contents online will reach more audience, and also help attracting more traffic to Daily Paper home page.
# THE MAINSTAYS #01
THE MAASAI ISSUE

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<thead>
<tr>
<th>FASHION &amp; LIFESTYLE</th>
<th>MUSIC</th>
<th>DESIGN</th>
<th>CULTURE</th>
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<tbody>
<tr>
<td>SS14 Look Book</td>
<td>Daily Paper Soundcloud</td>
<td>The Maasai Tribe</td>
<td>The Maasai Tribe</td>
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<td>The Lost Kingdom</td>
<td>Heritage behind the sounds</td>
<td>Even the lions run</td>
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<td>Daily Paper Caps Feature</td>
<td>Daily Paper Prints Kuba Congo</td>
<td>Daily Paper Prints Kuba Congo</td>
<td>Coachella Roadtrip In The Deserts</td>
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<td>The Modern Explorer</td>
<td>Instagram Photography Streets is Watching</td>
<td>Instagram Photography Streets is Watching</td>
<td>Interview An ode to the barber shop</td>
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<td>Daily Paper X Yellow Claw Capsule collection</td>
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EXTERNAL ANALYSIS

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
SWOT ANALYSIS

STRENGTHS

The Daily Paper Mag shows the African heritage in different ways. Ways that go against expectations of the reader - every issue translates Daily Paper’s African aesthetics into a different theme, giving the readers an exciting new story with every issue. The Mag stands out from its competitors as it tells an authentic story with personal relations to the founders of Daily Paper and its creative contributors. The journal has a good balance between imagery and text.

The Daily Paper Mag in print’s large A3 print size stands out between the competitors, gives the readers a graphical visual appeal - it stands out of the commercial handbag size that we already know.

The Daily Paper Mag online gives the reader an easy accessibility to its contents no matter where or when. Daily Paper have a great network in the creative and fashion industry. They collaborate together with inspiring artists and presents a mix of different creative disciplines, like photography, fashion design, illustration and music. As the magazine is in limited print copies and only presented during buyers fairs, it can be seen as a biannual Look Book rather than a magazine unlike its competitors.

UNIQUE SELLING PROPOSITION
Move heritage beyond fashion and towards design and aesthetic as a whole.

WEAKNESSES

Most of Daily Paper’s audiences aren’t familiar with the brand’s unique African heritage reference. Daily Paper only reaches a small group of their target audience with its online branding activities.

OPPORTUNITIES

As Daily Paper believes frank communication is the true importance of brand building - looking to expand, with personal, aspiring stories that firmly establish Daily Paper as a leader in the heritage movement, the magazine operating in print and online generates a lifestyle that supports Daily Paper’s values in an interactive brand strategy.

Being inspired by Heritage, the PRINT MAGAZINE supports Daily Paper’s back to the roots identity and help the brand stand out between competitors at buyers fair. It lingers potential buyers and retailer’s attention just a bit longer, when stopping while browsing through stands and takes time to touch, read and feel the stories. It is an intimate and personal conversation shows the potential buyers and retailers Daily Paper’s sincere passion for heritage and the brands potential to take the story to an more in depth level beyond fashion - it is an opportunity to bring that dialogue to another level.

As a young starting brand with limited financial resources, it is unrealistic to distribute the print magazine in high quantities. Publishing the Daily Paper MAGAZINE ONLINE on the brand’s home page allow Daily Paper to communicate their passion and stories to their loyal audience globally for free, as the brand aim to increase traffic to their home page. Releasing the online contents on a weekly base, gives the audience time to digest the contents, support Daily Paper’s commitment to never overwhelm but just enough trigger the audiences.

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 audiences, share the inspirations, the excitement and the Daily Paper lifestyle. As a young brand it is a great opportunity to focus on communication through product - using a marketing strategy based on design, creativity and innovation meeting Daily Paper’s aim for originality and storytelling.

THREATS

There are other brands that share Daily Paper’s philosophy for heritage and contemporary urban designs providing a branded magazine - However most of these magazines are not based in Amsterdam. Are often either Print or Online, rarely both and definitely not for free. Therefore the Daily Paper Mag in Print & Online will be quite an innovative and interesting communication to introduce them selves to new audiences (Buyers/retailers/consumers) and make a great contribution to the brands loyal audiences.
MARKETING STRATEGY

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.

MARKETING GOAL

The Daily Paper Mag (Print & Online) meets the goal of communicating the brands creative vision driven by African heritage in a coherent, accurate matter. - A tactile, personal, inspiring and tangible brand experience beyond the cloths.

OBJECTIVES

Cognitively make 50% of the existing loyal audience base aware of the Daily Paper Mag within the first year. Affective Within 2 years 65%, and in 3 years 70% of the loyal Daily Paper audience will have a positive attitude towards the mag.

Success of the magazine both in print and online will be measured in numbers of gained buyers/retailers and online traffics, online social media activities.
**Quantitative Input & Estimate of Exploitation**

The table shows the estimate of exploitation for 2014, 2015 and 2016. The figures in the table represent print runs and online publications. The presented costs are based on two issues of the magazine per year. Budgets are based on Daily Paper true financial insights.

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<thead>
<tr>
<th></th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
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<tbody>
<tr>
<td><strong>ANNUAL BRANDING BUDGET</strong></td>
<td>€20,000</td>
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<td><strong>COSTS</strong></td>
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<td>STAFF</td>
<td>€10,000</td>
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<td>EDITORIAL</td>
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<td>WEB HOSTING</td>
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<td><strong>BUDGET LEFT</strong></td>
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**CONCLUSIONS**: Year 1 + 2 will be an investment from Daily Paper to create an offline and online communication tool through Daily Paper Mag—leaving especially year 1 with not much branding budget left for all their other branding tools. Which they will take in considerations within their other branding strategies and budgets for year 2014, 2015 and 2016. The table shows an estimated exploitation. According to the budgeting plan towards year 3, as aimed the Mag will help Daily Paper increase their annual branding budget.
EXECUTION

ANNUAL BRANDING BUDGET

Daily Paper puts aside an annual budget to spend solely on branding purposes. Considering the brand's growth and results of the Daily Paper Mag, the budget will increase with each year. The Daily Paper Mag in print copies are not for sale or give away, but to use as showcase product at the brand's stand together with Liberty/Bread & Butter/ Agendas.

STAFF

The calculations below give an indication of the costs that will go to the staff. All the costs are based on a minimum wage. In the second and third year the wages will be increased with 33%.

Freelance photographer € 500, - a day. Every issue of the magazine has 2 fashion shoots. Two issues of the magazine per year. Calculation: 500 X 4 = €2,000, -

Art Direction € 450, - a day. For each issue there is needed a freelance art-director for 5 days. Two issues of the magazine per year. Calculation: 450 X 10 = € 4,500, -

Text editor € 350, - a day. For each issue there is needed a freelance text editor for 5 days. Two issues of the magazine per year. Calculation: 350 X 10 = € 3,500, -

*Additional staffs such as models/MUA/Stylist are sourced within the Daily Paper social network, which often willing to contribute without fees.

DISTRIBUTION

There is no distribution costs calculated in the price - the magazine in print is being displayed as sample product during buyer fairs. The Mag online will be released on the brand's own existing home page.

OVERHEAD

The overhead costs are meant for housing, the gas bill, insurance, the photocopier etc. For the next three years this esteemed amount would be the same, because the staff will mostly work on freelance base at home or at flex work-places. For calculating the costs of the magazine we do not include this since the costs are already covered by the company's head-offices.

CONCLUSION

Costs year one
Staff: € 10,000
Printing: € 1000
--------------------------------------------------
Total: € 11,000
TECHNIQUES

Digital Full Colour Printing
Two Sided
44 Pages

SIZE OF MAGAZINE

42.0 CM

29.7 CM

58.4 CM

PAPER

Cover: 120g Biotop
Magazine: 120g Biotop

BINDING

Folded with centre staple

PRINT BY

Robstolk
Address: Mauritskade 55
1092 AD Amsterdam

Contact:
020 668 4246
jacqueline@proudlyprinted.nl

2 X 5 copies = 10 copies per year = € 1000