HORNS GIRL ZINE
CONCEPT & FORMULA
by MONKI
Quirky, youthful, fun and empowering - the words that are used to describe Women’s wear brand Monki. Launched in 2006, the fashion label that mixes Scandinavian street style with Asian elements is part of the H&M group. The brand strives to stay in-tune with the zeitgeist by adopting sustainable initiatives and aligning their message with activist causes.

A brand by women for women is at the core of their identity, influencing their campaign content to their collection. Each channel of the brand attempts to empower women worldwide. To achieve this the brand has collaborated with period cup company Lunette, launched campaigns that address sexual empowerment in addition to feminist messages and body positivity.
VISION
We believe that we must continue the discussion for women’s rights

MISSION
Through our clothing, we enable women to express who they are and to always feel powerful
Taken from Monki’s campaign ‘Monkifesto’ in 2017.
Although Monki has explored female sexuality and sexual empowerment in their brand campaigns, their attempts lack real depth. The target group are intelligent, critical thinkers and see Monki’s efforts to be activist as merely a way to sell products. Belonging to generation Z, the segment desire brands to engage in an activist or cultural movement that are relevant to them.

In order to transform the Rookie Girls into brand loyal customers, Monki must explore sexual empowerment in a meaningful, authentic way. While maintaining its quirky style.
To gain the Rookie Girl’s attention, Monki must take the lead in a taboo topic that is relevant to them: Female Sexuality.

In order to remain relevant among its competitors, Monki must move beyond selling merely fashion into a second domain such as editorial.

By exploring the theme of female sexuality the brand aims to deepen their connection with the target group. Transforming the Rookie Girl from an occasional shopper into a brand loyal customer.

To gain the Rookie Girl’s attention, Monki must take the lead in a taboo topic that is relevant to them: Female Sexuality.
The Rookie Girl is a kind of indie alternative girl who doesn’t see herself within the mainstream clicks at high school. She is aged between 12-16.

We speak to the awkward, funny, smart girl who doesn’t realise how cool she is. Her cult affiliation with Rookie Magazine stems from her tendency to connect more deeply with the people she meets online than in person.

Although she is highly digitalised with high activity on Youtube, Instagram & Tumblr. She has an obsession with collecting Zines & a nostalgic love of print media. They are curators, being creative is their expressive outlet and incredibly important to them. They are philosophical/deep thinkers and use collaging, poetry, writing and illustrating.

Her quirky, eclectic style is made up of a mixture of second-hand clothing & quirky fast-fashion options.
Sex education has failed her with its neglect to focus on a pleasure empowering stance, leaving her with a lack of knowledge about her body and a warped perception of her sexual identity. Although the Rookie girls are as young as 12, deeming that they are too young to have sexual desires is part of the problem.

1. She feels ashamed to admit she masturbates and has sexual desires. ‘I’m a 14-year-old girl and really want to masturbate is that normal?’

2. Her lack of awareness about her body causes insecurities, shame & a lack of communication when entering into her first relationship.

3. She feels more comfortable talking about her sexuality online than in person with her friends.

4. Although she can find content on Rookie Magazine about sex & relationships. It is focussed on sexual partners and falling in love. Nowhere can she find active tips & tutorials on how to handle her changing body and desires. Among other rising platforms there is complete neglect for content targeted at her age group.

5. Although they are inspired by how their channel discusses female sexuality they are held back by the sense of taboo among their peer group.
Monki presents Horny Girl Zine for the Rookie girls. Taking their curious minds on a journey of sexual enlightenment. Each issue will be accompanied by a tool to empower her pleasure.

The Zine aims to playfully inform the rookie girls about their sexuality by taking a pleasure focussed stance.

The tool aims to trigger play & experiment. This allows the girls to more actively explore their bodies and sexual desires.

Issue one provides an introduction to the female body and becoming a sexual woman. Covering topics such as; puberty, anatomy, masturbation and feeling horny.
VALUES

- soft sensuality
- raw authenticity
- tongue-in-cheek
- quirky
VISION
We believe we must lead the conversation in sexual empowerment for young women

MISSION
To take young women on a journey of sexual enlightenment removed from shame & taboo
40% SEXY SEX. ED
40% GIRL TALK
20% TIPS N’ TRICKS
A pleasure enhancing take on sex education that is firmly rooted in the girl's gaze. Sexy Sex Ed aims to playfully inform and encourage the rookie girls to understand and explore their sexuality.

It will take the form of poetry, illustrations, and visual stories. The target group are highly creative and use these mediums as forms of self-expression, making them the ideal form to indulge their curiosities.

Each zine will collaborate with one artist to create a real collectors item among the rookie girl's shelf. The first edition will be illustrated by Puck Rietveld.
Girl Talk is where we get to chatting about all those taboos surrounding female sexuality. It will include interviews and opinion pieces from older, aspirational women to the rookie girls. In addition to personal anecdotes & small quotes from girls of the same age group.

By combining these 2 perspectives we can provide them with advice and experience from figures they admire while hearing from their own age group it is ok to have sexual thoughts & feelings. All in all, lightening the mood around a topic that is neglected.
Tips N’ Tricks allows the rookie girls to actively explore their sexuality by taking it into their own hands. Taking the form of tutorials, how to articles, activities and checklists for them to follow. For example “How To Masturbate” or “The Checklist: Am I Ready To Have Sex?”

The Zine will also work in turn with the accompanying tool by providing a manual of instructions of how to use and experiment with it.
The language can be described as laid-back with a colloquial tone of voice. A distinctive tone of sarcasm can be detected to create a light-hearted approach to an often difficult topic to talk about. To emphasise the colloquialism and youthful perspective of the magazine there are subtle references to meme language. In addition, pop culture references are used throughout to allow the reader to feel like an insider. Connecting to iconic tv/music/film references or moments of the Zeitgeist.

HEADER
Short, simple, clear language.

“Turn ons”

SUB HEADER
Where the humour & quirky can come into play. A descriptive text that doesn’t need to necessarily provide more information.

“Freaky or funky you decide”

STEAMERS & CAPTIONS
The streamers either highlight important ‘meaningful’ messages that are important to stick in the readers mind or highlight a piece of humour to encourage them to read.

“An easy way to stop yourself from freaking out over horniness is to simply remember you’re not alone in your experience.”

“Bloody hell Ron!”
1. British English

2. Abbreviations are A-OK e.g. won’t, can’t, I’m

3. Meme & slang is important but be sure not to over do it, no one likes a show off

4. Formal language is not necessary, we want to be personal and make it feel like a conversation
GRAPHIC DESIGN

The Zine has a heavy DIY feel compact with illustrations & doodles combined with Monki’s clean, bold graphic visual identity. It tries to tap into the collaging quality that the target group love to create themselves & see from Rookie. The illustrations are loud & provocative. It balances a contradiction of fun & youthful elements with more quirky random pieces.
Every zine will utilise a hallmark style for the illustrations (shown on page). However to make the zines intriguing and exciting each issue will feature the work of one young illustrator to create a originality.

The illustrators must be in their teens to make the artwork relatable to the reader. Making it an entity made by young women for young women. The style must, of course, be in keeping with Monki & Horny Girl Zine.
We celebrate a subtle, cinematic aesthetic. The images depicted our youthful, colourful and nostalgic. The imagery should have a much rawer feel to Monki’s current style, adding a layer of authenticity.

The imagery has intense lighting in hues such as orange, pinks and yellows. The narrative of our images often feature adolescent personalities capturing the cusp of teen life.
COLLAGE KIT

The zine will be a compact mix of collage elements. The rookie girls love to be eclectic and mix random styles together to create new artworks so we will do just that. It will mix and match doodles, cartoons & real images.
SWATCHES

The colour palette is loud and bright speaking to Monki’s bold and youthful spirit. It also seeks to add lightness to the taboo nature of the topic.
Tiny teasers are exactly what they say on the tin. A cute devise that gently pulsates. It can be placed anywhere on the body to explore what feels good at a comfortable pace. For example it can be placed on the nipples, to the inner thigh, to the clitoris. * It is not to be inserted.

The design is completely discrete. Taking the shape of an everyday object like an eraser or lip balm that could fit in her purse. This is deliberately done to make the object approachable and avoid embarrassment.
As this is a delicate topic the zine & tool will not be visible within the store. Previous campaigns such as the collaboration with the period cup, proved to be too intimidating for the age group to connect with so openly in the retail environment.

Therefore Monki will utilise its editorial platform to talk in detail about the product. Whenever someone makes a purchase on the web-shop they can add the zine and tool to their shopping bag for free. Similarly in the store after making a purchase, the buyer can show the cashier a barcode from the website and it will be slipped into their bag with the hight of discretion.

The most important thing is that the zine and tool are accessible to them, embarrassment free.
There will be 3 editions of horny girl zine published over a period of 12 months. Sexuality is a process and one edition isn’t enough to set the target audience up on their journey.

**ISSUE ONE:** An introduction to the female body & sexuality.

**ISSUE TWO:** Exploring sexual identity, covering all ends of the spectrum.

**ISSUE THREE:** Preparation for your first time. Are you ready? What do you need to know?
INSTAGRAM: Monki will utilise its existing social media such as Instagram to post teasers of the product linking to a private Instagram account exclusively for Horny Girl Zine. This will act as a forum and safe space for the rookie girls to talk and ask their desired questions. It will also be a place that maintains and builds hype between the next edition of the zines. Dropping snippets of content and starting discussions about topics that will feature in the zine.

COLLABORATORS: We will not only draw attention to the product through our own Instagram but by collaborating with artists, writers and poets within the target groups network. We can use their platforms to draw interest and attention to our own. For example, by featuring Upasna Barath’s interview, a key rookie Vlogger, in the first edition of the zine will bring a great deal of traffic and attention to the product.

BANNER ADS: We will also strategically place banner ads on blogs and websites that the rookie girls are frequently using to draw attention to the product. Among these of course will be Rookie Magazine as it is our main connection to the audience. In addition to this, we will also use Polyester magazine & Sophomore magazine.

YOUTUBE: As youtube is another important channel to the target audience, particularly for watching videos of their idols such as Tavi Gevinson & Petra Collins. Therefore we will place our ads for the zine in front of all video content such as interviews, documentaries involving these personas to catch their intention.

WEB SHOP: Of course information about the horny girl entity will not only be available on the website.
Examples of the banner detail on Rookie & Polyester magazine.

**SOCIAL EXECUTIONS**

**STEP ONE:** monki will use Instagram to promote the zine & link to the private Instagram

**STEP TWO:** the Rookie girls can use the private Instagram to talk to people in a safe environment & view sneak peeks of upcoming issues

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**BANNER DETAIL**

**CATEGORY: IMAGERY**

Cruise Through This Artist’s Neon Paradise

In a city illuminated with neon signs and partially functioning LED lights, their presence can often feel haunting. LA artist Ginger Q knows this. Yet, that doesn’t deter her from the versatile and appealing medium that is neon, it intrigues her in her most recent solo show, entitled flip it & reverse it, Ginger explored...

/ READ MORE

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**Horny Girl**

595 posts 496 followers 1,183 following

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**Strategy**

*discovery more >*
COSTS & DISTRIBUTION

The zine & tool will be available in Western Europe with a print run of 5,000 copies.

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<thead>
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<th>Cost</th>
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<tr>
<td>CURATION</td>
<td>2520.00 euros</td>
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<tr>
<td>3 employees x 56 hours x 15 euro per hour</td>
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<tr>
<td>GRAPHIC DESIGN</td>
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<td>1 employee x 112 hours x 15 euro per hour</td>
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<td>PRINTING</td>
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<td>FREELANCERS/ILLUSTRATORS/ARTISTS</td>
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<td>TOTAL COSTS</td>
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<tr>
<td>COST PER ISSUE</td>
<td>1.25 euros</td>
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<tr>
<td>RETAIL PRICE</td>
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TOTAL COSTS: 23,350.00 euros
COST PER ISSUE: 1.25 euros
RETAIL PRICE: 0.00 euros

SIZE
The size of the zine is going to be a little bit smaller than A5. It’s printed on A4 and folded in half. With all white space cut off.

PAPER
The paper is going to be ‘Cyclus’ A4 (available at De Vlieger) on 110 grams. The cover will be in the same paper as the inside but 175 grams.

BINDING
The zine will have a classic stapple binding.

PRINTING
Double sided and full-colour.

PAGES
The zine will be short & sweet with around 30-35 pages. It can be an overwhelming subject to the reader, we want to break them in gently. It is also to keep costs down as the zine will be free and comes alongside a tool that has been manufactured.
created by isabel dingle for monki