Over the last few years, most economy cars have shifted from inexpensive to out of reach. Fortunately, there's one economy car that still is an economy car. The 1976 Subaru.

$2,899. A PRICE FROM OUT OF THE PAST.
Believe it or not, the actual price of the 1976 Subaru two-door sedan you see in the picture is $2,899.

And that price includes features like front wheel drive, power front disc brakes, radial tires, rack and pinion steering and reclining bucket seats.

It's almost enough to make you forget the cost of living.

A CAR THAT DOESN'T SOAK YOU AT THE GAS PUMP.
According to EPA test estimates, the manual transmission Subaru sedan got 39 highway and 29 city miles to a gallon of regular.

Your mileage may vary because of the way you drive, driving conditions, the condition of your car and whatever optional equipment you might have. But the Subaru is one car that doesn't have a drinking problem.

AN ENGINE GEARED FOR TODAY.
Our high efficiency SEE-T engine burns clean and doesn't even need expensive add-on emission control devices like catalytic converters, air pumps and air metering systems.

Those are two reasons you can breathe easier right there. Not only that, the cylinders on the SEE-T engine are horizontally opposed, so it vibrates less. That means less wear and tear on your car. And your wallet.

OUR DRIVING FORCE: FRONT WHEEL DRIVE.
Every Subaru comes standard with front wheel drive. What that means is that the weight of the engine is over the drive wheels.

Or to put it in more practical terms, it's more practical. Our front wheel drive provides you with greater stability and better traction in every kind of driving condition.

All in all, between what you save and what you get on the 1976 Subaru, a lot of people will be riding high this year. Despite the economy.

SUBARU
THE ECONOMY CAR FOR TODAY'S ECONOMY.

Smells like herbs. Gives dandruff hell.

Introducing Herbal Tegrin.
America's first and only dandruff shampoo with the clean smell of herbs.

But don't let the nice smell fool you. Herbal Tegrin is tough on problem dandruff. It has proven Tegrin medication that works on your scalp where dandruff begins.

If you've got problem dandruff, use Herbal Tegrin regularly. It'll give your dandruff hell.

New Herbal Tegrin or Original Tegrin. Two terrific ways to help fight problem dandruff.
INTRODUCTION

This is the handbook to the future of sex, which will introduce Playboy to the next generation. Playboy is a paradox, and that’s what makes it an icon. Though there are lifestyle components of Playboy that have been grossly misinterpreted (@realdonaldtrump), it’s remains a philosophy about freedom in all senses sexual or otherwise. Their roots lay in being liberated, sophisticated and an intellectual response to conservative socio-sexual norms, but much of its historic gems spanning 65 years have been miscommunicated and unbeknownst to many.

To face the future, we must reference the past, which is why we will begin with Part 1, understanding who Playboy is in its purest, most provocative form. This is how we will decipher Playboys core values and cultural legacy, and carry it into the future.

In Part 2 we introduce our new cultural gem Play Dgtl, and our new audience, Generation Z aka The Non-binary Bunnies.

To conclude we have Part 3, an online communications plan.
In 1953 Hugh Hefner launched Playboy Magazine and off set the early beginnings of the sexual revolution. Motivated by an unwavering support for personal freedom, sexual or otherwise, Hefner believed that American culture was poisoned by religious puritanism, and rallied against sexual oppression. For Hugh Hefner, the ‘good life’ meant the freedom to choose a lifestyle, and the one he promoted was the ‘Playboy lifestyle’, in which expensive goods and available women were plentiful, and obligations were few. Reacting to a gender identity crisis, Playboy set the conditions for men to be a lot more comfortable in their own sexuality, specifically their metrosexuality, something that was seen and celebrated in the early pages of the magazine.

It was after World War 2 and the Korean war that Playboy launched itself during a crisis of masculinity- a time where historical developments caused tensions with contemporary male identities that required some serious re-thinking. Many characteristics that were typically associated with masculinity like bravery and strength relied on the body, to which Playboy offered an alternative.

In their first issue Hefner imagines an ideal evening:

“We enjoy mixing up cocktails and an hors d’oeuvre or two, putting a little mood music on the phonograph and inviting in a female acquaintance for a quiet discussion on Picasso, Nietzsche, jazz, sex.”

Playboy offered a fantasy of a life of both high culture and frequent, unashamed sex. It was a time of restrictive gender roles of both men and women in which Playboys pages were the intellectual battle ground for liberal feminism, and all round humanism. It attacked early marriage, traditional gender arrangements, and the sanctions against premarital sex, challenging the conservatism of family-centred post-war society. They put focus on women expressing their sexuality, showing the drastic idea that ‘the girl next door’ can enjoy sex too, even the suburban or intellectual ones. Playboy was one of the only mainstream voices to say that women had a right to their sexuality, too.

“Women’s frustration in the household, had a direct parallel to my feeling that there was something going on… that just didn’t make any sense.”

Playboy represented:

- Modern masculinities
- Rejection of conservative norms in a rigid society
- Anti-organised religion, pro-individual rights & the liberal agenda
- An open & unashamed conversation on sex
- It was humour, sophistication, & a touch of spice
... Playboys advocate for the LGBT community as early as 1955.

Homosexual acts were punishable by jail at the time. A fictional story called “The Crooked Man” was published in Playboy by Charles Beaumont, and depicted a dystopian future where homosexuality was the norm, heterosexuality was outlawed. Outraged letters from the public poured in to Playboy to which Hefner responded, “If it is wrong to persecute heterosexuals in a homosexual society, then the reverse is wrong too.” For Hugh Hefner, gay rights were part of the sexual revolution too.

... In March 1971, Playboy published an excerpt of a nuns account of her abortion.

Actually, between 1963 and 1973, Playboy covered abortion in every single issue, 8 years before Roe v. Wade. In 1965 the magazine explicitly came out in favour of a woman’s right to choose, and Hefner founded the Playboy Foundation, a non-profit that gave money to the Kinsey Institute, rape crisis centres, and the Clergy Consultation Service, an organisation that connected women with abortion services. They were the first major national magazine to come out as pro-choice.

... Salvador dali directed a bizarre but sexy photo shoot for playboy.

Yes really. It included a giant egg and the photos live up to the provocative, and boundary-pushing style of both Dali and Playboy.

... In the 50’s, 60’s, and 70’s, people really did read it for the articles. In recent years different generations have been introduced to a very different Playboy than what existed before. Although Playboy had some ground breaking articles, oftentimes the nudity overshadowed it. In peoples minds, it was nudity first, quality content second.

So, how can playboy reclaim their identity as a trail blazer in sexual liberation?

... Playboys shined the light on transgender women’s right to their sexuality.

Before Caitlyn Jenner became a household name, Hugh Hefner took a symbolic stance on transgender rights. In the 1980’s, a model and actress called Caroline ‘Tula’ Cossey was intrusively outed as a transgender woman by the tabloid News of the World. Playboy Magazine helped her bounce back from the public ordeal by publishing a photo series with Tula, making her the first openly transgender model in Playboys pages. In 2017, Playboy Magazine named their first transgender Playmate Ines Rau.

... Martin luther king gave his longest interview ever to playboy.

This is exactly how Playboy used its pages as a powerful weapon in culture wars. The white masses at the time wouldn’t normally pick up a book on black rights, however they would pick up a Playboy. And in the magazine they would find serious interviews with serious people.

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Play is an intersectional feminist fashion and culture online magazine, aiming to bridge the gap between URL activism with Generation Z IRL visibility.
PLAY is a brand extension to Playboy, that brings the fight for sex into the digital age and for the next generation. It is an online platform available on web and mobile, providing a literary and visual narrative on the fashion, cultural, political and romantic zeitgeist of today, with a uniquely erotic point of view. Operating under Playboys visibility as an advocate for equality, PLAY promotes a sense of sexual joy, stillness, and drama that is detached from shame.
VISION
Providing visibility to those in hidden spaces

MISSION
PLAY brings the fight for sex into the digital age using its web pages as the intellectual battle-ground.

VALUES
Playfully seductive, Thoughtfully rebellious, All-inclusive

TONE OF VOICE
Casually sophisticated, openly intimate, seriously fun
ONLINE ACTIVISM
Online is where activists meet and plan their activism, and it’s where cultural discourse and debate takes place. Young people sharing videos about political or social causes via social media are more likely to engage in real-world activity to further that cause. The digital space is propagating for inclusivity and a widespread reach of opinion. Fourth wave feminism is taking place on the internet as the MeToo movement barrels forward, record numbers of women seek office, and the Women’s March is driving the resistance against the Trump administration. Feminism is enjoying a moment of cultural relevance it hasn’t enjoyed in years. It’s queer, sex-positive, trans-inclusive, body-positive and digitally driven.

FEMINIST SEX
Previously, young boys would take a sneak peak at their fathers copy of Playboy to learn about sex and the mystic female physique. In 2018 not much has changed except for the medium. Young people take it upon themselves to learn about sex through online pornography with their ease of access. But too often, mainstream porn promotes an unrealistic body image and teaches women to put their pleasure second, catering to a heteronormative male gaze. Porn’s role in establishing sexual norms has been critiqued as playing a huge part in reinforcing the harmful power dynamics that lead to coercive rape culture at the heart of so many MeToo stories.

A large attraction to porn is you can never say no, which means you won’t experience rejection, but you also won’t experience consent. But we shouldn’t be too eager to scapegoat the medium itself as the whole disease. Instead, others are thinking about how such a powerful tool can be used to make things better. Erika Lust produces indie feminist porn for her company called XConfessions. “The time has come: Now, it’s our turn to provide an alternative showing other people’s ideas of sexuality. That’s what I’m working toward.” According to Lust, MeToo and XConfessions share one fundamental aspect that give both the ability to fundamentally change our sexual culture: There’s so much power in sharing. And social media has made sharing so impactful.

FLUIDITY
Sexual fluidity is defined as the capacity for your erotic feelings to shift or change outside of your defined orientation based on your emotional attachment to another person. A person who is gender fluid prefers to remain flexible about their gender identity rather than committing to a single gender, also allowing for the capacity of their identity to shift outside of their sex. This sort of visibility gives young beings more ways to describe themselves, don’t put them in a box. Though this isn’t a recent movement, it is only recently becoming more socially acceptable to be talked about. Consider gender a language that you have to learn to be fluent in. Like with any language, the older you get, the harder it is to understand, which is why some adults find it too daunting to learn. The truth is, it’s really not so complicated, and we should really all be fluent in gender, because it helps all of us understand our own identities better.

"I feel like we should be more fluid in every way where you can see what happens, who you meet and what you feel for those people. Sexuality in general is based on experiences, you can’t say you would never do something unless you know what it’s like.”

HELEN WEERES
From poetry, essays, short stories, fiction, and fact. Our pages are our intellectual battleground, combating gender roles and sexuality one piece at a time.

Articles are for highlighting the conversation in sex and society, centred around people, politics, art, culture, fashion, music and beyond. They can be investigatory, funny, opinionated, bold, and deafening with food for thought.

Remember, Play is ‘seriously fun’! We love a bit of humour to spice up the commentary on the banality of life. So long as it adds to the conversation.

We like to think of ourselves as ‘pop-no-graphic’, using interviews with credible individuals and cultural influencers to expand on the Play philosophy. It’s where we give a voice to movements and those who make statements associated with what we believe in.

We believe the themes of every era are reflected symbolically in the things we wear, or the things we choose not to wear. Our images show various states of undress and we like to flirt with temptation, explored in our fashion editorials.

You can read PLAY for the pictures, and openly declare it. Play prides itself around artistic expression, pop-culture and illustrations. We’re bright, lively, alluring and uncensored, oozing X-rated authenticity and championing diversity.

Calling out for your voice. Unpopular advice or opinion? Let’s find out. Like the Playboy Forum, the Play Pen is where readers write in their opinion on pressing matters at hand. It can be equality, sexuality, abortion, the 2nd amendment, Trumps tweets or praising how far we’ve come since oral sex was illegal in 20th Century America.
Pressing Re-fresh on Playboys fight for sex

CHAMPIONING SEX,
ONE TAB AT A TIME
In the age of the Internet the majority of peoples lives exist online.

Play Explores sexualities from all ends of the spectrum, and through the lens of the internet.

Tapping into how social media is shifting the way Generation Z consumes sex, Play encourages leading authentic, healthy and informed sex lives. It is as educational as it is salacious.

Conversations around sex need a modern re-fresh in order to appeal to Gen Z's openness to diversity and desire for authenticity and inclusivity. Play wants young girls, boys, non-binary*, gay, straight, and queer* individuals who are coming of age to embrace this unique time. Play wants them to know that we see them.

On a mobile app and alternate domain name existing under the umbrella of Playboy enterprises, Play Dgtl occupies a sexual digital space with no shame attached, bridging the gap between URL activism and Generation Z's IRL visibility. By diversely tackling the socio-sexual problems of our youth, it facilitates the process of exploring who they are.

WHY SO RELEVANT?
— Technology has long been held captive by a testosterone-fuelled industry. Virtual realms and digital landscapes universally glorify misogyny, capitalising on gender stereotypes and nourishing the male machismo. Technology may be thrusting us into the future, but its banal representation of gender-identity* in the modern world is ironically out-dated.
— Previously when the mainstream did flirt with bisexuality, it tended to paint it as either experimentation or subversive eroticism* and always catering to a heteronormative* gaze.
— For marginalised* communities, there remains a cost of having a voice. When they occupy certain digital spaces they receive hate, threats and public scrutiny. It is unacceptable for individuals to lose their humanity just for occupying their space online.

* = Recognising the multiplicity of gender and sexual identities and orientations.
The non — binary* bunnies

INSIGHTS
Right now is a time where society is very dedicated to trying to put things and people in boxes and subcategories of what they are. However Generation Z can’t be categorised by traditional demographics and are reacting against binary markers or stereotypes.

— Gay is great, but a little too standard now. They find freedom in the diversity and multiplicity of labels they can describe themselves as.

— They bypass traditional education sources and instead choose agile, community based platforms that reflect today’s issues and demands.

— This generation will search ‘How to’ videos on YouTube for anything from make up tutorials, Photoshop tips, jacking an i-Phone or how to grapefruit* your man.

— Generation Z are less concerned about content being gender specific, and instead want content that resonates with them personally.

“Only 48% of Generation Z identify as 100% heterosexual” J.W. INTELLIGENCE GROUP
Marginalised* communities are mobilising to create and transform spaces into authentic shared experiences, that reflect their desires in a truly authentic way.

They have never known a world without smartphones, that their phone is the last thing and the first thing they reach for in bed.

They crave desire for control of their image whilst also needing flexibility in redefining their existing archetypes both online and offline.

They propagate online activism because they would rather protest the obstacles they face in life, rather than try and live with them.

“What I see as a future to work towards is to perceive gender, identity and sexuality to be not so stable. The reason why I don't feel like anything fits is because I don't understand the categories anymore. Just by existing we have shown they're invalid. The entire queer community is one big living argument.”

— HELEN WEERES

“46% of teens in the U.S in 2018 who experience sexual orientation discordance report suicidal thoughts or behaviours.”

AMERICAN JOURNAL OF PREVENTATIVE MEDICINE
WHERE ARE THEY FROM?

They are from LED screens and when they feel like it, film. 23mm. They are from the vicious cycle of thinking they have it all figured out, and questioning everything yet knowing nothing. They are from all ends and middles of the spectrum and striving to have better informed perspectives. They are from tipping over the cultural melting pot, its’ contents piping hot with anger, frustration and injustice. They now always make air quotes hug the word ‘diversity’. They are from being spoon fed alternative facts through twitter hashtags that don’t sit well in their stomach, gnawing away at their innate value of free love.

Where they’re from doesn’t always feel like how where they’re from should feel. It’s hard and it’s complicated. They are from hidden spaces seeking visibility. They’re from blurry lines, and while they will not claim to re-claim border lands, they will say they negotiate boundaries. They are working to strengthen that hybridised identity of theirs, to make sense of contradictions and confusion while also celebrating the inter sections that have lead them to where they are today.

They are from being able to recite the first thirty-two numbers of pi but they still don’t know how to spell confidence. They are from swiping right and getting home late at night with keys between their fingers, always held a little too tight. They are from toxic masculinity and false senses of femininity, that all come down to basic vulnerabilities. But most of all, they are from recognising what was taught as binary or black & white, to be just colour blind.
- Authenticity: Generation Z wants content that is actually attainable and not overly polished.

- Mental and body positivity: They are hyper-aware of media bullshit but remain to compete with Insta likes and followers. If social media is so embedded in their daily life they need to surround themselves with good.

- Media representation: "It’s important for young people to see that there is more than one way to be beautiful. Representation matters and if we can see ourselves represented then it might give us the courage to go out and become who we are meant to be." - Nene Wilson, photographer.

DISSECTING THEIR ONLINE IMAGE

Words they relate to Instagram are ‘vanity’, ‘fashion’ and ‘alter-ego’. In comparison they relate the words ‘fake’, ‘bubble’ and ‘spam’ to Facebook.

Social networking has changed the way we present ourselves, with many striving to create idealised avatars of themselves that we cannot actually live up to.

They know that what goes on the internet is there for good and readily available to be screenshotted so they put thought into curating their online public image.

Followers and likes have become social currency for personal image. Social media creates a sense of competition, from the way people look in photographs to the numbers of likes and friends and followers they have, they’re meant to want more and more and more.

They have ‘Finstagrams’ and ‘Rinstagrams’. While their ‘real Instagrams’ may show them living their best life, their ‘fake Instagram’ will show more real and intimate moments. No mug ups selfies, friends messing around or unpopular opinions. These accounts are typically set on ‘private’ whereby they control who can follow and view these posts. They have less followers and likes than their ‘real Instagram’.

- Done with the above
- Use my selfie with the most likes
- Delete my browser history
- Tell my pet I love them
- All of the above

- They reject being put in boxes but welcome new ways to describe themselves that hold a strong sense of self, identity and inclusivity. Words like intersectionality*, cis*, trans*, non-binary*, and fluid* are now common practise in their vocabulary.

MEDIA USE

- Media consumption for Generation Z is so deeply embedded in their daily lives so they are not even consciously making a decision to consume content.

- Social media is a major way of engaging with their community, as opposed to just being a digital broadcasting platform. The virality of social content shows them their online voices can be a source of inspiration and encouragement for others.

- Creative and innovative thoughts sparked by teenagers no longer have to be filtered and processed through another generations prism. They use social-activism which allows them to enact change quickly, seen in viral hashtags like #metoo, #takeaknee, and #March4ourlives.

- They favour social media over old media to get their news caused by their distrust in big media that were praised by older generations. Visual content specifically resonates with them, many preferring Instagram or Snapchat over Facebook.

- While these networks may connect them with one another and what’s happening in the world, they paradoxically also encourage them to distance ourselves physically from real life. Their attention span is limited to the first 6 seconds of a video and 140 characters of a tweet.

NEEDS

- Authenticity: Generation Z wants content that is actually attainable and not overly polished.

- Mental and body positivity: They are hyper-aware of media bullshit but remain to compete with Insta likes and followers. If social media is so embedded in their daily life they need to surround themselves with good.
Beyond new platforms and formats, the digital space has opened up what topics young people in 2018 are able to talk about in public or behind their computers. It is a hustle and bustle era, whereby they live under an impetuous and impulsive social setting. Due to digital connectivity, Generation Z are subsequently maturing faster than previous generations. This is changing the dynamics in how and when young people are becoming aware of sex, gender and identity.

Tech-savvy kids are increasingly curious and progressive and access to sexual materials is easier than ever. However misinformation is rife online, and navigating fact and fiction of these spaces can be tricky. Everyone indulges with scrolling through social media, allowing for ever-refreshing content on our phones browsing bloggers, models, the Kar-jenners* and numerous mainstream and niche meme accounts. While the photo-based platform gets points for self-expression and self-identity, it is also associated as a source of anxiety, depression, bullying, and FOMO*.

There is tension between free expression and content moderation on Instagram. The non-binary bunnies are allergic to bullshit in mainstream media. They are fed up with commercials that are dumped upon them, the beauty standards that ruin their self confidence, gender stereotypes that put them in a box and the 1 token black model in a campaign. As a result one fight for sex for this subset of Generation Z is the crusade against the social media giants to raise awareness about body positivity. They post to their social media accounts that are governed by vague nudity guidelines and are prone to censorship. It states ‘no nudity’ however very ordinary elements of bodies, in particular females, such as hair, fat and blood have been prone to censorship. However young creatives are determined to make their mark regardless of authorities restrictions.
A sum up:

THE BRAND
At the cutting edge of digital activism, some of the most riveting stories are being born. A new sexual revolution starting now. Play is a brand extension to Playboy, operating under Playboys visibility as an advocate for equality. It encourages leading an authentic, healthy and informed sex life and is as educational as it is salacious.

VISION
Providing visibility to those in hidden spaces

MISSION
Play brings the fight for sex into the digital age using its web pages as the intellectual battleground.

VALUES
Playfully seductive, Thoughtfully rebellious, All-inclusive

TONE OF VOICE
Casually sophisticated, openly intimate, seriously fun

TARGET GROUP — “The Takeaways”
In true Gen Z fashion, we're going to make things short, simple and concise — 140 characters, or less.

— Though there is not such a huge generation gap with Millennials, they have been given tools that are better versed in media and social application, which is both exciting and dangerous.

— They are still discovering themselves as young adults, and being open to worldly views is important.

— They need a sex education re-form that is inclusive and sex positive.

— They want to be your friend, not your foe. They want to be engaged with positive messages that show how they can get involved and make an impact.

— To Gen Z, information from social networks is just as influential as the news, and we shouldn’t forget the power of user-generated content.
THE CONCEPT — Pressing re-fresh on Playboys fight for sex

In the age of the Internet the majority of people's lives exist online. Play Explores sexualities from all ends of the spectrum, and through the lens of the internet. It integrates technology, creativity and collaboration by tapping into how social media is shifting the way Generation Z consumes sex. It encourages leading an authentic, healthy and informed sex life and is as educational as it is salacious.

— Play is an online platform existing under the umbrella of Playboy enterprises.

— It occupies a sexual digital space, bridging the gap between URL activism and Generation Z's IRL visibility.

— By diversely tackling the socio-sexual problems of our youth, it facilitates the process of exploring who they are.

— It provides a literary and visual narrative on the fashion, cultural, political and romantic zeitgeist of today, with a uniquely erotic point of view.

DIGITAL MARKET INSIGHTS — It's all about me. I mean you.

... I mean me.

There is a call for more personal and deeper connections between brands and social media users. Less automation and repetition, more real-time engagement with the aim to delight followers. You may have noticed that there are a lot more self-proclaimed food bloggers, travel bloggers, DJ's and part-time models thanks to their carefully curated profiles. But the ability to curate personalised user-generated content more efficiently enables brands to display fresh content more often and to provide a more customised experience for consumers. The trend towards brands leveraging user-generated content is one example of this, and if you are going to curate content to represent your brand, why wouldn't you use that of an influencer?

REJECTING THE KARDASHIAN EFFECT

It's important to understand that brands don't always need high-profile influencers like the Kar-Jenners’ promoting their protein shakes or gummy hair-bear vitamins. They can instead tap into the power of micro-influencers. These influencers are a.) more affordable and b.) often have more time and motivation to serve their audience incredible and authentic value. Viewers are becoming bored of seeing influencers with over 20,000 Instagram followers promoting teeth whitening or protein shakes. As a result, it has made it harder for the consumer to know who to trust. Is this person that I admire on Instagram promoting this lifestyle or product genuinely or is it motivated by their monetary gain? Trust between customers and brands is deepened when there is a face and a story behind a brand. They should therefore become more thoughtful on who they want to work and be associated with, attaching credible names to their brand.
I STREAM, YOU STREAM

In a smart-phone culture, video is one of our main consumptions. In 2017 90% of all content shared by users on social media was video. The world wide web went H.A.M* for 6 second vines, launching many users into internet stardom. But after its abrupt end, our collective attention span has now gone down from the grand total of 6 seconds, to a mediocre 3. Features on Facebook and Instagram allow users to livestream what they’re doing and where they are with such ease and makes for a welcome invasion of privacy, but the quality often lacks. Both in content and HD-ness. So while video will continue to increase in importance, a key differentiator will be the creation of high-quality, and relevant video.

SOCIAL MEDIA > NEWS

When it comes to who influences this young generation, they are most likely to turn to those closest to them for trusted information, parents, friends and their phone. In line with the growing importance of technology, this generation is just as likely to be influenced by people on social media, as the news. They favour social media over old media to get their news caused by their distrust in big media that were praised by older generations. Visual content specifically resonates with them, many preferring Instagram or Snapchat over Facebook newsfeed articles.

STRATEGIC MARKETING POSITION:

Play is the only online MAGAZINE that has no filter on all topics sexual or otherwise, for sexually fluid and curious teenagers behind their screens, who want to become who they are meant to be in an era of social scrutiny.
1. UNDERSTAND ITS EXISTING CULTURAL SITUATION AND HOW PEOPLE BEHAVE AND IDENTIFY ITS EXISTING CULTURAL STRENGTHS.

Playboy took the shame out of nudity and made it a commonality, accessible by the public. It didn’t matter if you were an upper class intellectual who read it for its hardcore journalism, or a working class man who looked at the pictures; Playboy was for everyone. Combating restrictive gender roles in the Atomic Age, the bunny represented alternative masculinities and female sensuality. However through the decades the cultural peaks of Playboy have been forgotten and its identity is overshadowed by the face of the brand, Hugh Hefner. By referencing its past cultural peaks, Play will support the Playboy name as a trailblazer of sexual liberation.

2. SELECTING KEY BEHAVIOURS THAT WILL SUPPORT ITS DIGITAL STRATEGY.

Fostering new dialogues — Play needs to stay informed and employ language and campaign imagery that is honest, positive and inclusive. While the concept of non-binary gender isn’t new, the language surrounding gender hasn’t always been around, and society is still developing terminology. For example: ‘Womxn’ An alternative spelling avoiding the suffix “-man” or “-men”. This an expression of female independence also includes those who may identify as female but were not born with a uterus.

New sex aesthetic — Play understands sex through the modern gaze, and looks to young influencers, photographers and writers such as Petra Collins and Arvida Bystrom to incorporate the female gaze on nude bodies. The new sex aesthetic also extends to appropriate representation in production teams, for an all-inclusive gaze.

 Activate your voice — Play will align its brand with a proactive sex message that is authentic to its DNA, and is central to the Play philosophy. The joy of social media is ease of access to information and spreading awareness. Play uses its web pages to promote everyone’s fight for sex, and invites readers to contribute theirs.

3. INVOLVE AUTHENTIC LEADERS TO MODEL AND MOTIVATE THOSE BEHAVIOURS FOR EVERYONE

Influencers have magnetic personalities and built-in distribution, but they also have a deeply personal relationship with their fans, which allows them to create storylines they already know will resonate with their audience.

FOR SUCCESSFUL COMMUNICATIONS, PLAY WILL OPERATE UNDER THESE GUIDELINES:
COMMUNICATION STRATEGY

STEP 1: THE SWIPE RIGHT

The first step in Plays communication strategy is the using credible names and influencers to attach to Play. Jazelle Zanaughtti known on Instagram as @ uglyworldwide, and is a gender-bending, gold-grilled model slaying on the gram, serving an IDGAF* attitude and killer androgynous looks. As a mixed-race female with a quirky style composed of puffer jackets, gold grills, and drawn-on hearts for eyebrows, Jazzelle sits right in the centre of fashion’s rising representations of racial diversity and queer gender expression.

BIO:
- 22
- Self proclaimed gender fuck
- Model, DJ, content creator
- 457K followers on the gram

She doesn’t think much about gender, but loves to feel her masculinity just as much as her femininity. After having amassed over 400,000 followers, Jazelle has noticed that people actually listen to what she says. As a result, she likes to use her platform to spread positivity.
Jazelle will be an influencer, promoting the fact that she will be DJ’ing the ‘Ctrl-Z’ party in Chicago, celebrating the launch of Plays online magazine. Originally from Detroit, Jazelle moved by herself to Chicago at 17. When she was on the cusp of homelessness, she was welcomed in by a group of iconic Drag Queens and started entering the scene of club kid/performance art living her dreams out at night.

The first point of contact between Play and its users will be at their fingertips on Instagram posts. Trust between customers and brands is deepened when there is a face and a story behind a brand, which is why @uglyworldwide is a perfect authentic match.

STEP 2: FOREPLAY

We like to party as much as our forefather, but we’re ditching the Midsummers Night Dream at the Grotto for something more fresh. To celebrate the launch of the online magazine Play will hold the ‘Ctrl-Z Block Party’ on the 4th of July weekend 2018. The event will have a countdown to when the site goes live on the big screen, letting everything that goes on during the Ctrl-Z Party be a teaser of what Play entails. In good fashion it will have a killer location in downtown Chicago, a nod to Playboys city roots. Sponsored by Sony Music, you can expect performances from Miley Cyrus, as well as Cardi B and Selena Gomez, both of whom have had music videos directed by soft pink feminist artist Petra Collins.

The event will be as entertainment based as it is opinion based. There will be stands from Planned Parenthood, Gun control advocacy groups and a voter registration stand from USA.gov. The launch event provides its young attendees the means needed to take back control of their future and ways to have fun. Next to the heavy topics such as safe sex, anti-gun laws and the political climate, there’ll of course be vegan junk food stands, glitter and face paint stations, and stick and poke tattoos readily available (for 18+, must show id). ¼ of the proceeds goes to the Ali Forner centre for lgbt homeless youth, ¼ to the Everytown foundation for gun control, and ¼ to Planned Parenthood. It’s the social
event every woke teenager needs.

Its attendees are composed of 250 selected online influencers and personalities who fit the Play Philosophy. The other 750 festival go-ers can buy tickets online for $10 but must show that they are 16+ on entry because of the nature of loud dance music. And those who can’t make it? They’ll stay connected with live updates from the attendees with every snapchat, insta-story and photo booth post from the event.

**STEP 3: CLIMAX**

Step 3 is the moment the online magazine goes live! Then all the juicy content from Play will be available for viewers to see, from contributors touching on sex, love, identity, culture, politics and of course fashion.

#Ireaditforthearticles is the introductory fashion editorial is where Gen Z meets Play, making the visual link between what makes Playboy cool today by playing on the irony of the pink and bedazzled aesthetic, mixed with the universal joke of “I read it for the articles.” The goal is to show the target group that Play is something for them to use, look at and #readforthearticles. It is also important to show the target group that this is a platform that they can see themselves in, not just as inspiration, but in the workings of the project.

For binary, queer and gender non-conforming people, femme-ness can be a source of strength and affirmation - a reclaiming of the femininity that is so often used by the outside world against us. While today’s youth are dealing with a new level of openness and connectivity that hasn’t been experienced by previous generations, they are also generating powerful narratives that are creating real change in their communities thanks to the digital age.

The photos will be used online as content on the website, app, and Instagram, and also shared by social media influencers by reposting.
FASHION EDITORIAL

FASHION EDITORIAL
#IREADITFORTHEARTICLES

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STEP 4: ROUND 2?

Step 4 is how Play will be profitable. Well, this is where collaboration is key. One of Plays differentiators is its brazen and unashamed personality, teamed with a cutting edge digital aesthetic. It adds a fashion feel which is different to both Playboy and other sexual digital spaces. A successful brand collaboration depends on both brands being able to benefit from the existing market of the other through a collaborative relationship that competitors will find hard to replicate. Play will collaborate with other fashion brands who want to start a conversation on sex, such as Monki. Their 4th wave feminist aesthetic is used to make statements for teen girls such as ‘Power to the ladies’ and ‘This body got rights’, but they could always be pushed further than limiting their views to printed white tees.

Enter Play. Our casually sophisticated and seriously fun tone of voice makes Play a fashion statement that starts a conversation with mad steez*. A collaboration with a fashion brand like Monki benefits Plays content creation with a bigger budget, Monki’s association with social change and sex-positive attitude, and both brands visibility and online traffic.

Play will also make money from Ad revenue. By attracting more online traffic companies and products can be advertised on the website and app. In Playboys early days it earned money from in page advertising from alcohol and cigarettes. But through the decades fewer people wanted to associate their brand with Playboy which decreased advertisers and cash flow. But with Plays online presence which improves Playboys overall brand image, more companies will wish to advertise with them.

HOW DOES PLAY FUNCTION WITHIN PLAYBOY ENTERPRISES?

LOGO AND NAME

Play will use the iconic Playboy bunny logo, as it is one of the most recognisable logos in the world and supports Playboys cultural relevance. Play shares the same core values as Playboy, those of sexual and social freedoms which the bunny has become synonymous with.

By dropping ‘boy’ from the name, it makes Play more inviting and inclusive of all genders. Play also shares the same font, Stymie BQ. However Play will only use the outline of the font and logo to differentiate it more from Playboy.
Playboy launches ‘Play’—the first project from the brand empire’s new brand extension

Play, a next-generation community platform goes live on July 4th 2018, designed around bridging the gap between URL activism and Generation Z’s visibility.

LOS ANGELES - June 15 2018 - Playboy announced today the launch of Play, a next-generation community platform. Play chronicles and celebrates those who live on either end and between the binary of the zeitgeist, ranging in topics from culture, sex, love, identity and politics through the lens of the internet. Editor Elizabeth Thomas is the chief content officer of Play. Additionally, launch partners of Play includes photographer Shannon Kanhai, Instagram sensation Jazzelle Zanaughtti and upcoming fashion collaborations with Monki.

“Play is the first new project from Playboy, developed to bring their earliest fight for sex into the 21st century, and into the digital age. Through recent ups and downs, backtracking on nudity guidelines and changing hands of power, Playboy is risking losing cultural relevance by losing sight of their core values. ‘The 80’s were when Playboy took their first hit when the age of the internet threatened their cultural shock of nudity. In response they felt they had to crank up the nudity but in reality you can never keep up with the internet. So I took it upon myself to roll with the times and reclaim our own digital space with a uniquely erotic point of view’ said Thomas.

“It’s difficult to persuade people get to really know a brand, when they think they already know it. Try as you might, it’s not as simple to say to everyone that Playboy is now feminist and gender inclusive because of people preconceptions of the brand. And we can’t risk pushing away its existing male millennial readership which is why we’ve literally hit refresh and started Play” said Thomas. Operating under Playboys visibility as an advocate for equality, Play promotes a sense of sexual joy, stillness, and drama that is detached from shame. Inspired by the influence Gen Z is already exerting on our culture, Play takes an audience-first approach to covering the world around us.

“The reason why I don’t feel like anything fits is because I don’t understand the categories anymore. Just by existing we have shown they’re invalid. The entire queer community is one big living argument.” said Helen Weeres, writer for feminist zine Pisswife. Only 48% of Gen Z identify as 100% heterosexual*, making the majority identify as queer or non-binary. But Play also recognises that the status of our feelings and sexual preferences can shift throughout time known as sexual fluidity, which is why Play is neither gay nor straight, it’s just Play. Play taps into how social media is shifting the way Generation Z consumes sex, and encourages leading authentic, healthy and informed sex lives through the touch of our screens.

But wait, there’s more. Not only does Play add a new target group and explicitly intersectional and liberal points of views, but the online magazine also adds a fashion feel. With fashion editorials and brand collaborations, Plays sets its eyes on occupying a sexual digital space unlike any other platform. The themes of every era are after all reflected symbolically in the things we wear, or even choose not to wear. With Gen Z’s spending power estimated to amount to $143 billion*, brand collaborations will be key to a profitable Play, and overall Playboy empire.

*Sources: Interview with Helen Weeres, JWT intelligence, Barkley US.

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ROOKIE MAG
Rookie Mag is an independently run online magazine and book series founded in 2011 by young tween Tavi Gevinson. She is an activist and icon for her generation, providing an art based platform for like-minded teens. They publish writing, photography, and other forms of artwork by and for teenagers. Rookie by name, icon by nature, Tavi is a loud voice of Generation Z. It’s aesthetic is craftsy, indie, and delicate with a handwritten dear diary font. It fosters a new dialogue on sex centred around the growing pains of puberty in coming of age young girls.

KILLER AND A SWEET THANG
The Killer And A Sweet Thang website is a firsthand account of how millennials love and live in an ever-changing digital landscape. Its founder Eileen Kelly is owner of the sexual health blog Birds and Bees and a believer that everyone can benefit from inclusive and comprehensive sex education. They cover topics such as sex, love, health, identity and social media, but purposefully omit fashion and beauty. Their aesthetic? A fitting millennial pink with blurry, colourful and libido driven imagery.

TEEN VOGUE
Little sister to Vogue, Teen Vogue promotes discovery, authority and access to its younger readers. They aim to educate, enlighten and empower their audience to create a more inclusive environment both online and offline. They touch on topics like politics, fashion and culture, and step a little on sexual health and identity in a very clear, well rehearsed and matter of fact tone. Their aesthetic is for the commercial teen that wants to attribute themselves to the older sister, Vogue. Though they have the fashion feel, they don’t have the benefit Play does of feeling provocative and daring.

THEM
Them is a next-generation community platform that chronicles and celebrates the stories, people and voices that are emerging and inspiring all of us. Ranging in topics from pop culture and style to politics and news, it is all focussed through the lens of today’s LGBTQ community. Their website is designed with colour shifting backgrounds reflecting all colours of the gender and sexuality spectrum, with text heavy and informative think pieces.
GLOSSARY
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INTERSECTIONALITY
the interconnected nature of social categorisations such as race, class, and gender as they apply to a given individual or group

BINARY
the classification of sex and gender into two opposite and disconnected forms of masculine and feminine, gay and straight.

NON BINARY
Genderqueer, also termed as non-binary means an individual who does not identify exclusively as masculine or feminine and instead, with identities outside of the gender binary.

QUEER
Queer is an umbrella term for sexual and gender minorities who are not heterosexual or cisgender. Originally meaning “strange” or “peculiar”, queer came to be used pejoratively against those with same-sex desires or relationships in the late 19th century.

GENDER-IDENTITY
A person’s perception of having a particular gender, which may or may not correspond with their birth sex.

FEMME
The appearance and behaviour that seen as traditionally feminine.

FoMO
Fear Of Missing Out - feeling you need to stay connected because you are worried things could be happening without you

HETRONORMATIVE
Denoting or relating to a world view that promotes heterosexuality as the normal or preferred sexual orientation. Many people are assumed hetero until proven otherwise.

POC
Person of colour

MARGINALISED
To treat a person, group, or concept as insignificant or peripheral.

KAR-JENNERS
A hybrid of the Kardashian Klan and Jenners, reality TV personalities who are known for their social media influence.

H.A.M
Hard as a motherfucker

GRAPEFRUIT
Verb, “To grapefruit your man” as told by Angel Grapefruit on Youtube. The act of blindfolding your partner and mid felatio, replacing your mouth with a warm grapefruit. Headphones required for optimum audio experience.

WOKE
Culturally aware of current affairs with a next level open mind point of view.

MAD STEEZ
Someone’s unique style with ease.