

New Scientist

Brand Development

www.newscientist.com



Business Issue

Despite being a well-established brand, the essence of New Scientist had never been clearly defined, and this was fast becoming essential for the brand to be rolled out across new territories in the US and India as well as online.

Brand Architects' Process

Research involved segmenting the UK audience into socio-demographic groups to understand their habits and lifestyle as well as in-depth interviews with the editors to discover what lay at the brand's heart.

Outcome

New Scientist has now launched successfully in India and the US as well as having a strong following online.

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