

# EDITORIAL

I am going to edit this editorial about why the steam car is making a come back into a shorter, more concise, branded content-style piece. Instead of pages of paragraph text, I will present the points of the article in short form bullet points, and put emphasis on imagery and other interactive media. I will take out most of the diagrams and information about how the car works, and instead boast its advantages and belittle the advantages of its competitor. I imagine this piece existing as a digital editorial piece promoted by strong social media promotion.



Emily Oberg Retweeted

**The Coveteur** @thecoveteur · Mar 8

What it's really like to work for one of the world's biggest streetwear sites: [bit.ly/1RyfFOE](http://bit.ly/1RyfFOE)

Complex Style and MCM



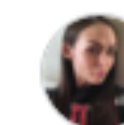
25 174



**The Coveteur**  
@thecoveteur

Follow

We quizzed @EmilyeOberg on taking the perfect selfie & her sugar addiction: [bit.ly/1RyfFOE](http://bit.ly/1RyfFOE)



emilyelaineoberg

FOLLOW

3,895 likes

6w

emilyelaineoberg My @thecoveteur x @mcmworldwide feature now live! Link in bio 🌸

view all 40 comments

tajijoseph 🍌

juice\_100s 🤪

lancesportnyc @yourstrulykimani

alana.schwartz @aa.bbb.yyy her feed

iackieskvekim Got it girl

Log in to like or comment.

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**Emily Oberg** @EmilyeOberg · Mar 8

So excited about my feature with @thecoveteur and @MCMtweets  
[thecoveteur.com/2016/03/08/emi...](http://thecoveteur.com/2016/03/08/emi...)

8 41



# AUDIENCE

In order for something to make a comeback, I think it needs to attract a new young audience. I would aim the piece at 20-30 year olds who can make the idea of something old new again. To attract this younger audience I would propose to enlist 10-20 social media influencers to post and talk about the product online.



# *WHAT FASHION WEEK'S LIKE FOR COMPLEX'S EDITORIAL PRODUCER*

IT INVOLVES KANYE WEST, CANDY & A SELFIE-READY IPHONE  
CASE. IN COLLABORATION WITH MCM.





# ACCESS

People would access the article a few different ways:

- 1) through paid influencers tweets/instagram/facebook/blog posts
- 2) through the publications own social media
- 3) through targeted advertising.





songofstyle

FOLLOW

25.9k likes 17w

songofstyle Afternoon pick-me-up with coffee from @nespressoUSA Evolu machine! #ACupAbove #ad

view all 177 comments

marahiensch feed @michelleuuuhh

dennis\_renny 🙌🙌🙌🙌🙌

above.the.knee Gimme 🙌

Jennyjennson28 What else? 😊

andreaonceuponadress Oh

jazmodragon @julianaweiz

vasqs @analeticia\_cs linda, moliii

wh.power too mach

arintamh @dhimasprayoga haaa Nespresso ada yg segede gaban

kiopadilla Ganda ng feed nya, @kyluluremimi

rwaiah.nrrn @ran.110

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sazanhendrix

FOLLOW

14k likes 18w

sazanhendrix 'Tis the season for warm drinks, big sweaters, and chilly afternoons on the porch. Who's with me? ☕🌲❤️👉 @nespressoUSA #mood #ACupAbove #ad #cozy #christmasvibes #cheers

view all 143 comments

charlotte\_ann14 🥰

mytodayinstyle Love this jacket!

madimaissa @ahmed\_\_anis look

hessa207 فيها لمحہ منج 😊@nk\_m93

amy\_ramirez @emelyramirez

vahideh\_tebbi @nazi877

dogandenizz 😍😍y I'm in love

zainabkay @hahasamrena her makeup 😊

hahasamrena That lip color tho @zainabkay

shellyd\_12 ☕☕☕

Log in to like or comment.

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iamgalla

Lower East Side (LE..

FOLLOW

50k likes 17w

iamgalla Until I get new chairs for my apartment, this is a crate place to sit 🤔 (Teamed up w & drinking @nespressousa ) #acupabove #NYC

view all 264 comments

dentoloc Hayat sana güzel bro ama öbür tarafta cayır cayır 😊

julietxco the guy i told u

@stephanie\_sugeng

ayseeeucar 🙌🙌🙌

juliapass0s You got stunning pics! 🙌

pvillya @luvenans

luvenans @pvillya so good

pvillya @renlimm dis is so your type of foto. Cetar gak lihat kamera

chhenney @iamgalla great photo!!

feyzakarakullku I want this one 😊 @rawani\_alqahtani

Log in to like or comment.

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## Mission Statement

The purpose of this article is to show the benefits of an old product that was cycled out too quickly. The idea would be to give this retro product a new light by showcasing some of its advantages through a short-form article and targeted social media reach. This vision is valuable to both the publication and to steam car manufacturers because it allows them to attract a new, young, different audience who has yet to experience the older technology.