

A

Case Study

24th February 2015

Anorak
a creative digital agency

A little about us...

Anorak is a multi-disciplined digital agency. We focus on digital products and content marketing.

We have been leaders in digital publishing for the previous 7 years. Producing over 170 projects for the likes of Virgin Holidays, Virgin Health, RBS, Topman, Setanta Sports and ITV to name a few.



Anorak created Kindmags - a digital content publishing platform - winning Newsstand App of the Year from Apple. The highest accolade in the industry.

We have used Rio Ferdinand's multi channel digital brand, #5, as an example of our capabilities.

Every aspect of this brand is managed by Anorak from creative through production, development and onto day to day content and social management.

#5 Magazine

In 2009 Anorak were invited to create a brand ID and content strategy around Manchester United and England footballer Rio Ferdinand. #5 Magazine was born and launched to gain critical acclaim and an audience to match that of any comparable established brand in the market.

With Rio Ferdinand as Editor-In-Chief, #5 is the world's first digital lifestyle magazine. Published online bi-monthly to iPhone, Android and Desktop applications, #5 delivers icons and up-and-coming stars of music, film, sport and TV, without forgetting the latest in fashion, technology and the world in general.



Brand ID

We first created a Brand Identity to be used in digital, social, merchandising and print.



five
five



#5 Logo Types

Bespoke Application

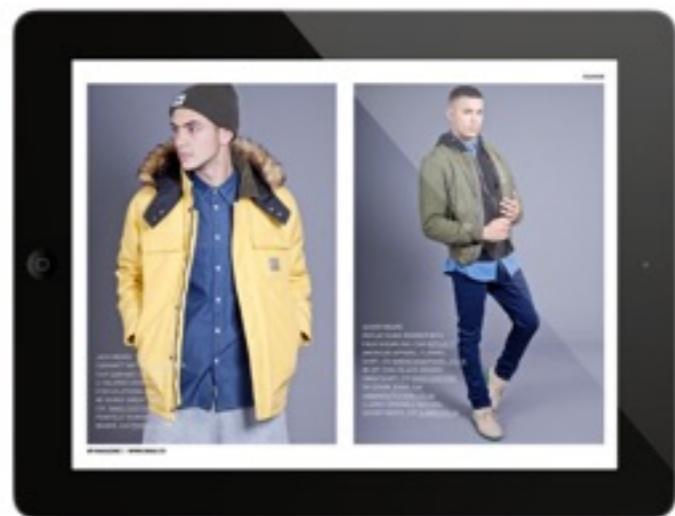
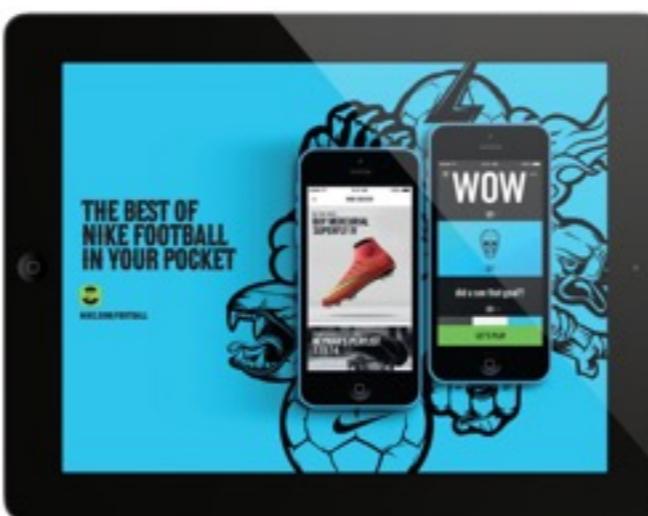
The main bulk of the content created for Rio's #5 brand was contained in bespoke iPad, iPhone and Desktop applications. We have since launched an Android Version.



Content Creation

The content consists of static and interactive pages, with added over-layered elements like rich media, links to buy, film, interactive layers and audio.

We also look at the commercial aspects of the project managing and selling in rich media ads. #5 Magazine is fully self sufficient, paying for all production, bandwidth and marketing costs.



Content Marketing Strategy and Commercialisation

As well as the bi-monthly Digital Magazine we have started to introduce daily published content on the #5 website.

This strategy has increased our reach, audience retention and commercial possibilities which now include display ads and advertorials.



International Editions

We have started branching out into international editions with 6 territories live or looking to launch within the next quarter.

We have also started to explore licensing and commercial content models with Air Asia and Spotify.



International Editions

RIO FERDINAND: BRAND ID



06/02/2015

RIO FERDINAND: BRAND ID



06/02/2015

FIVE: PRIMARY LOGO TYPE / OVERLAY: NEW YORK

FIVE: PRIMARY LOGO TYPE / OVERLAY: HONG KONG

Apparel

In 2013 we explored the possibility of creating some limited runs of Tees and Caps.



FIVE: PRIMARY LOGO TYPE / SCRIBE / FIVE WORLDWIDE TEE

Apparel

Since then the clothing has gone from strength to strength, sales far exceeding our expectations.

Distribution channels have been set-up for Europe with new lines planned for 2015.



E-commerce

Fully integrated E-commerce with Paypal and PCI controls on a fully secured dedicated server with PCI-DSS compliance.

Back-end controls for managing stock levels and detailed reporting and analytics on sales.



Management

Anorak has since taken #5 past a singular digital magazine branching out into native iPhone, iPad, Android applications, multiple licenses in different languages, daily content across multiple websites, social media channels, email newsletters, events, merchandising and print editions.

#5 now has a combined reach in excess of 14 million subscribers.

- 1 Million+ iPad and iPhone downloads
- 372,484 new subscribers per issue
- 578,038 video views per issue
- App of the Year Apple App Store Rewind Winner
- Featured in iTunes in 582 places
- No.1 in 42 countries in the Apple App Store (Inc. UK and US)



"The publishers have set a very high benchmark with #5 Magazine, this is the future of digital publishing."

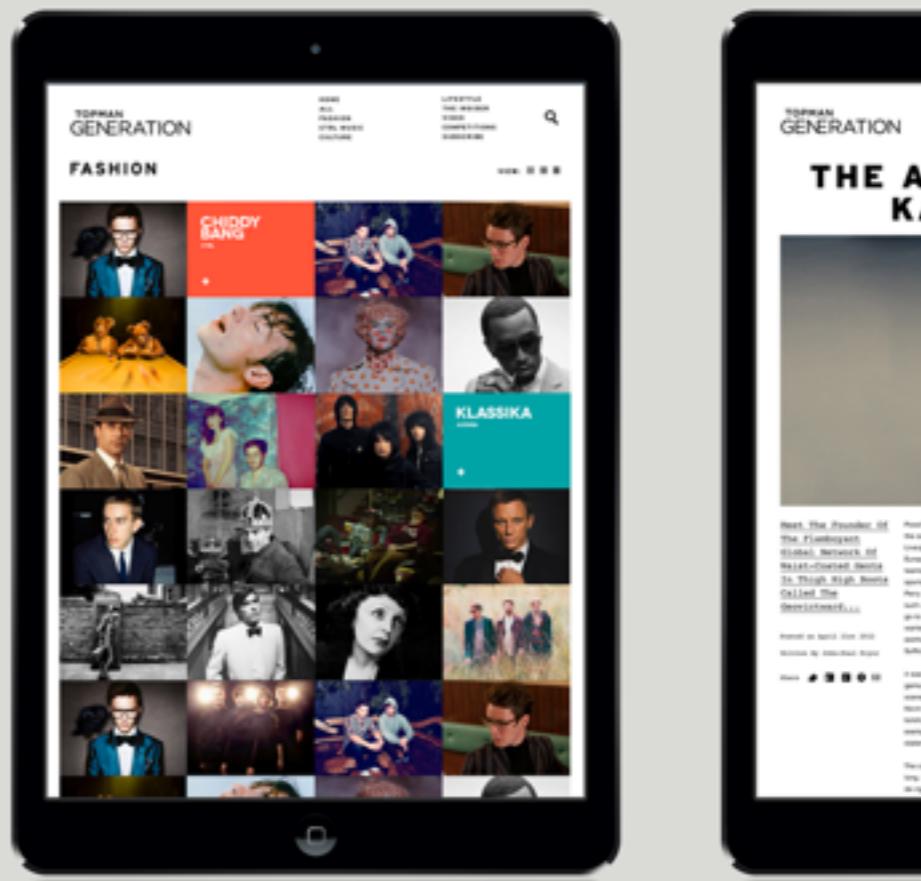
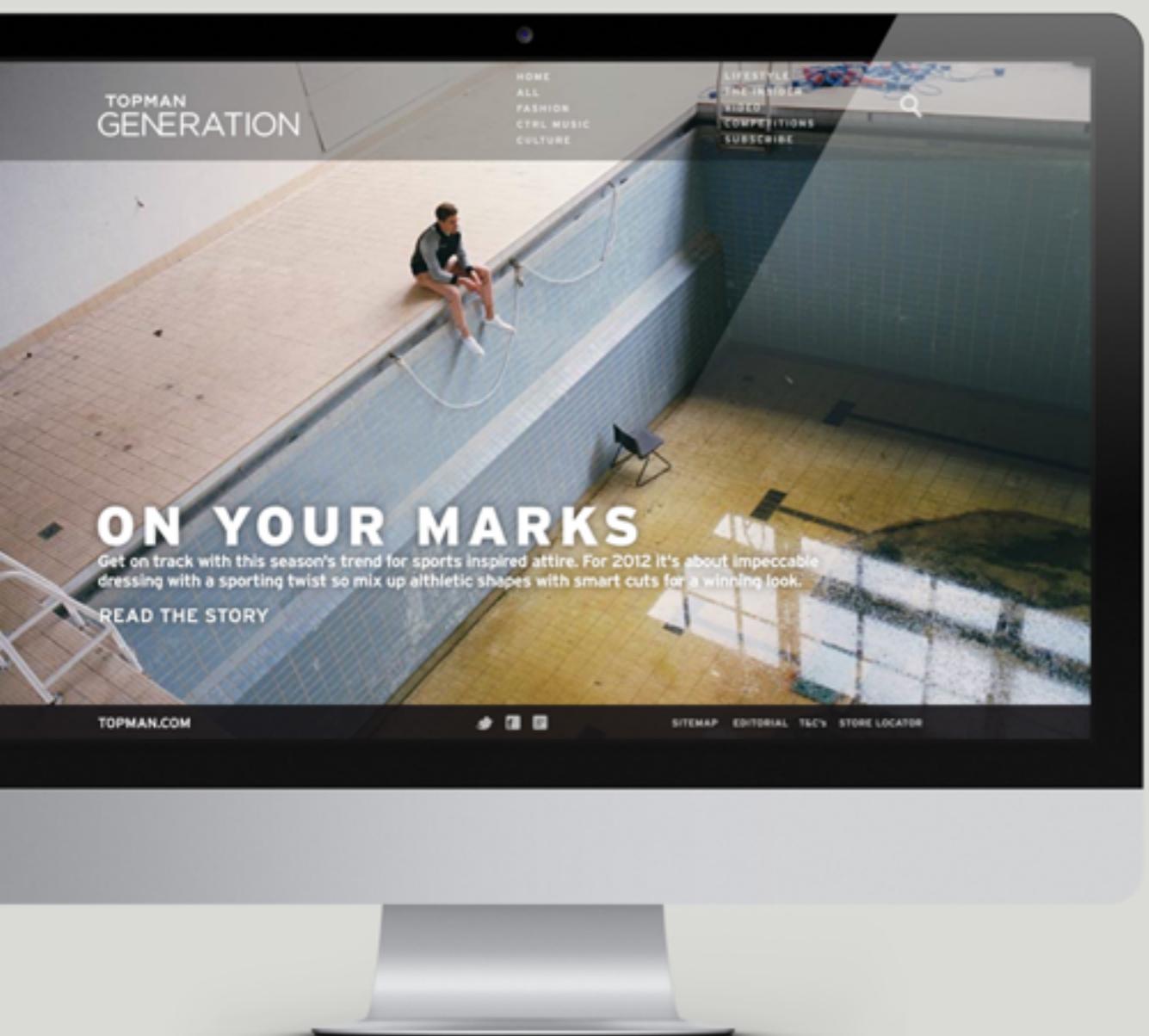
Gagan Kaul, guardian.co.uk

Similar brands we've worked with...

There follows 3 further brands in which we carry out similar job in managing communities, content and digital production and development.

Topman Generation

Anorak created a content strategy, developed a multi-platform delivery system and currently manage the day to day running of the sites, servers and applications for the mens high-street retailer.



More Sport

Anorak also own and run a network of lifestyle digital magazines and websites. We have developed our platform by which the writers gain a direct share in the ad revenue from where their stories appear on.



Allianz Global Assistance

With 13,224 employees, speaking 58 languages, operating in 34 countries, and supported by 118 correspondents and over 400,000 service providers on six continents, Allianz Global Assistance is one of the worlds largest insurers. Anorak manage their digital branding and day to day social media management.



Some more brands we've worked with...



The co-operative



sportingbet



Superdrug



LIVE NATION



ROC NATION



Littlewoods



PANDORA
UNFORGETTABLE MOMENTS



premier
model management



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