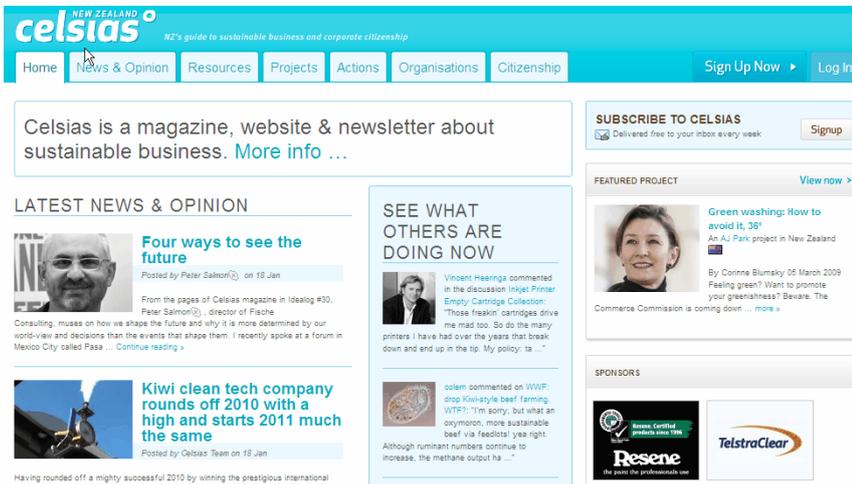


FORWARD CASE STUDY: HB MEDIA

Helping Fill the Pages for HB Media

HB Media (now merged with Tangible Media) is New Zealand's largest independent publisher, covering a raft of subjects from sustainable lifestyles to innovative business. Publications like *Good* magazine and *Idealog* routinely win awards for their visionary content, design aesthetic, and unique appeal. Forward helped produce numerous high-calibre features both online for Celsias.co.nz as well as in print for *Idealog* magazine.



"...they brought energy and enthusiasm to Celsias and have been instrumental in helping create a significant resource for anyone - from individuals through to businesses - wanting to make a positive difference in the area of climate change."

- Martin Bell, Publisher, HB Media (now Tangible Media)

Situation

Filling an award-winning magazine with unique, interesting content is a huge task. Bringing a new media channel online adds more complexity. HB Media had numerous areas to fill: from features, to insight pieces, to blog articles in both print and internet media. Forward was enlisted for support during a critical development period.

Challenge

The same team of staff responsible for getting a magazine out the door got a new task: get a new website built, populated, and running on top of the usual publishing dates. The new site needed development, content, structure, and contributors under challenging budget and time constraints.

Solution

Flexible and well-versed to assist in all of these areas, Forward was engaged to develop content for both web and print channels, to help project manage the development, population, and testing of the new site, to document processes, train interns, coordinate client expectations with ad reps, and ensure on all fronts that the project had legs.

Evaluation

With our tenured project management experience, all areas were executed within the time constraints. The new site was live with magazine feature tie-ins, supplementary articles, and full content line-up-- and completed within budget constraints. On both sides of the launch, Forward also produced magazine content to help fill publication gaps— in several instances on very short notice. To this day, both *Idealog* and Celsias.co.nz continue to be commercially successful media outlets.

Client: HB Media (now Tangible Media)

Project: Content for *Idealog* magazine and Celsias.co.nz

Service: Project management + Delivery, Communications + Content

Industry/Sector: Internet/Media

Challenge: Provide leading edge content in demanding, fast-paced media environment

Results: Collaborating closely with editorial and management teams, Forward executed:

- Numerous print features, articles and interviews on a diverse range of topics: from film and book reviews, to cleantech, climate change, sustainable business strategy, and politics
- Planning and rollout of the New Zealand focused Celsias.co.nz (see Celsias case study for further information)



For more information, visit:

Tangible Media
www.tangiblemedia.co.nz

Idealog Magazine
www.idealog.co.nz

Celsias (NZ)
www.celsias.co.nz

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