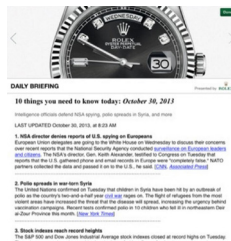


MAGNETIC

ROLEX SPONSORSHIP GIVES LUXURY WATCH BRAND A DAILY ONLINE PRESENCE

Six-month editorial integration in The Week generates 637K weekly page views



The Week magazine launches an iPad app

Following the launch of its new website, The Week magazine is now available in iPad form.



THE WEEK magazine has followed up last month's launch of this website with a new app and brings the magazine content to iPad users.

Each issue will be available to download to fit with the Newsstand section of Apple's app store on the morning of the weekly magazine's publication.

To bring news to life and add impact, the iPad edition features additional photographs, presented in full screen whenever the user chooses. In addition, the app allows readers to alter text size and colour from day to night mode for optimal readability. Read more about these articles to read.

All the content that appears in the magazine also appears in the app, but iPad users get a fresh extra in the form of The Daily Briefing. This is a list of the top things you need to know each day, updated throughout the day by the editorial team of TheWeek.co.uk.

The app launch is supported by three contextual partners: Rolex, Jaguar and American Express. In total partners, Rolex sponsors The Daily Briefing. This is only Rolex's second context to any opportunity, after its successful work with the app for the newswatch BBC iPlayer.

AT A GLANCE

OBJECTIVE

Partner with top newsbrand online

AUDIENCE

AB adults, high-end watch purchasers

PLATFORM

Print, digital, app

MAGAZINES

The Week

MEDIA USAGE

Magazines

MEDIA AGENCY

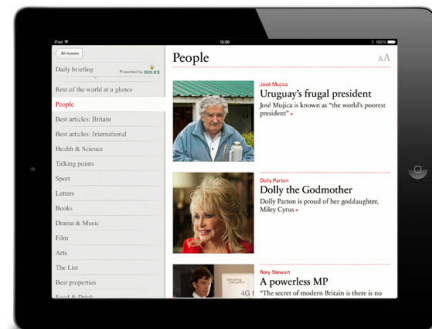
Mindshare

PUBLISHER

Dennis Publishing

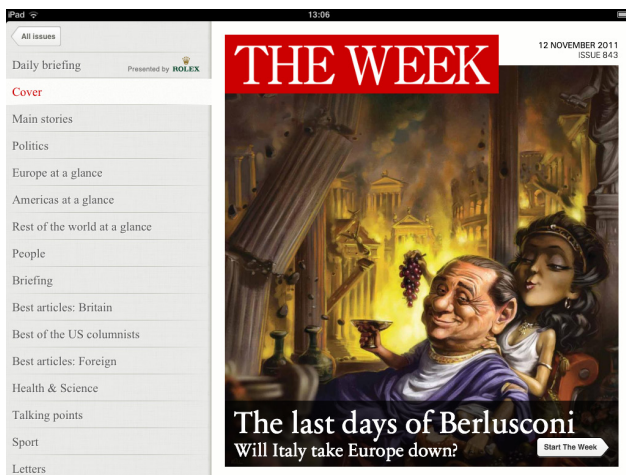
BACKGROUND

Like many luxury brands, Rolex had been reticent to embrace digital, preferring the premium and niche environment of print magazines. Yet by working with an existing media partner, The Week, the brand transitioned seamlessly to digital via the title's iPad edition.



IDEA

Sponsoring The Week's "Daily Briefing" section formed the main content pillar. This is a list of the ten things you need to know each day, updated throughout the day by The Week's editorial team. As part of the deal, thanks to Rolex's sponsorship and co-branding, the iPad app was offered to The Week readers for free for the first month.



EXECUTION

All the content that appears in the printed magazine also appears in the app, but iPad users get a little extra in the form of the Daily Briefing. To personalise the experience, The Week and Rolex created an intuitive and clever app that adapted to individuals. Rich media interactive Rolex ads ran throughout the app leading into key editorial sections, where each watch automatically updated to the correct date and time as the user landed on the page. This activity was supported by display advertising and a bound-in supplement in the print title.

“THE READERSHIP IS LOYAL AND ANECDOTAL EVIDENCE POINTS TO THE FACT CONSUMERS APPRECIATE THE COLLABORATIVE NATURE OF THIS AGREEMENT.”

JUSTIN HOGBIN, HEAD OF COMMUNICATIONS, ROLEX UK

RESULTS

This was only Rolex's second venture into app sponsorship, after its successful work with TED conferences. The campaign achieved excellent reach, with an average 637K weekly page views and a total of 128K app downloads over eight months. It generated engagement too: the majority of users accessed the app twice each session.



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