

Publisher Bridges Television, Online, Print Offerings with Microsoft® Tag

Case Study

Get Married Media

Website

www.getmarried.com

Country or Region

United States

Industry

Publishing

Customer Profile

Get Married Media, a national wedding planning, shopping, and trend-watching resource, reaches passionate brides through a highly synergized and integrated tri-media platform that includes a TV show, a Web site, and a glossy print publication (*Get Married*



As part of a new approach to wedding planning, Get Married Media is integrating its expertise and proficiency in TV and Internet production with a new print publication, *Get Married* magazine. By creating a “bridge” between the magazine and Get Married’s TV and online offerings, Microsoft® Tag is helping Get Married and its advertisers reach savvy brides and industry watchers in compelling ways. With Tag, Get Married enables brides to connect instantly to videos, websites, photos and information—while on the go—by using the mobile device which is so central to their lives. *Get Married* magazine is the first bridal publication to use Tag, reinterpreting the rules of a traditional publication and changing the way brides read a magazine and connect with advertisers.

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A strategic objective for Get Married Media, according to founder and president Stacie Francombe, is to stay on the industry’s cutting edge. “We are bringing our expertise in video and online to the magazine pages, moving beyond the traditional ways of delivering a bridal publication – from the

newest interactive technology and latest trends in bridal shopping and style to a colorful, fresh voice in the wedding genre,” Francombe explains.

To create synergy between its various media, video segments from its TV show are available online at the Get Married Web site (getmarried.com), along with articles, image galleries, bridal blogs, and shopping services. To create additional buzz, the company’s strategy includes using Tag to link the magazine’s readers to digital entertainment, information, and services from within the magazine’s pages.

Tag Changes how Brides Read Magazines and Connect with Advertisers

In October 2009, the magazine became the first bridal publication to ever use Tag. “*Get Married* magazine’s promise to reinterpret the rules starts with the publication itself,” Francombe explains, “and integrating Tag changes the way brides read a magazine, gather inspirations, and connect with advertisers.”

Throughout *Get Married* magazine, select editorial content and advertisements are accompanied by Tag. The technology allows the users to interact with the content in the magazine in new ways using their mobile device, making it more informative, immersive, and fun. Using the free Tag Reader application on their Internet-enabled camera phone, on-the-go brides simply scan any Tag within *Get Married* magazine and their phones are immediately linked to rich, interactive content.



Tag provides further opportunities for Get Married advertisers to connect brides and consumers with their brands, influence purchase decisions, and enhance brand loyalty. To create a “Tag-friendly” environment designed to help increase the likelihood that readers would see and interact with Tags, for its first issue, which launched in October 2009, the magazine offered free Tag placements to advertisers on full- and half-page ads. Advertisers either provided their own video or Get Married produced the mobile experiences using existing advertiser footage and content. Get Married also works closely with advertisers to incorporate Tag in their print ads and to track and monitor the success of their campaigns.

Tag Takes Reader Engagement to a Higher Level

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Stacie Francombe
President



By incorporating Microsoft Tag into both the editorial and advertising content, *Get Married* magazine is taking reader engagement to a higher level. For the magazine’s target readers, who are highly focused on wedding planning and shopping, Tag allows them to stay in the moment. Tag offers brides – who are busy working, planning, and playing – quick, easy, and convenient access to information and resources when and where they want it; directly from their phones. Plus, Tag works without typing, fumbling with URLs, texting short-codes, or launching browsers.

For *Get Married* magazine’s advertisers, because Tag makes their ads immediately actionable and more entertaining, including Tag within ads can help deepen their relationships with readers. Readers can learn more about products and services and even make purchases, or they can save Tags for later viewing or to share what they discover with friends. In addition, for Get Married Media, the built in reporting and analytics functionality of Tag helps track readers’ actions to inform both editorial and marketing strategy.

For more information about Microsoft Tag, go to <http://tag.microsoft.com>



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