

MAGNETIC

Algorithms & editors – the importance of the human connection for advertisers

Georgia Penny - PHD

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For advertisers to have a human connection with readers and users of magazine brands through campaigns there has to be a trust and relationship between the magazine and the consumer in the first place. The way that Glamour does that is inspiring and really something that advertisers could take on board, not just for their media campaigns but for their whole brand models too.

The person that stood out to me the most from a human connection perspective was Glamour's beauty editor, Alessandra Steinherr. She started out as a beauty assistant and worked her way up to editor level, gaining loyal fans and followers along the way through her personal digital channels. She still uses her own social media platforms such as Instagram and Snapchat now, but to represent the Glamour brand as well as herself using her own advocacy and tone of voice. This unmistakably makes readers feel more like they have a human connection with Glamour as opposed to a faceless article with no writer back story.

Additionally, Glamour editor Jo Elvin constantly talks to her readers via email. I find it incredible that readers of a magazine can pen a note to someone as credible, successful and powerful, and still get a personalised response and recognition. That is the definition of human connection and is the perfect way to make readers feel special, valuable and trusted.

Glamour are real advocates for magazine and advertiser collaboration in an industry where "content is king" – the relationships that they have built up with their readers opens up a door and gives brands a real opportunity to tap into that connection and tell a credible story through multiple platforms that are engaged with and trusted by a loyal audience.

It ultimately comes down to trust. The Glamour team has spent time with their readers through digital forums, letters and events and have an understanding of what they like and don't like. They've become an extension of a lot of readers friendship groups – almost like 'one of the girls', which puts them in a unique position.

Since my time with Glamour, I've seen lots of examples of the human connection, through both their organic, editorial content and through partnerships. Facebook

Live is a now a huge part of their platform, giving readers an opportunity to ask those quick fire questions and have direct communication with the editors. I've also seen a great partnership with Dolmio which features editor Jo Elvin sit down with Louise Redknapp and have a one-on-one chat and giggle together – watching it just makes you feel like you're there, taking part in a conversation between two friends about kids, family life and of course, food. It couldn't feel more human.

All in all, I think most magazine brands are offering up opportunities that they've built and grown themselves to advertisers who need a platform to tell a great story and it is great to witness. As a media planner, I get so excited to hear and see about the next opportunity that can take the clients that I work on to the next level.