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The development of the magazine's website and general integration of content across multiple platforms

australian good taste

Achievements at a glance

- Online integration: *AGT* on taste.com.au
- Newspaper integration: *AGT* launches weekly in *body+soul*.
- Radio integration: regular segments launch on *body+soul* radio show (Mix106.5).
- TV integration: regular segments launch on Susie on the WIN/Nine Network.

“ The relationship between *AGT* and Taste is mutually beneficial. In September 2007, *AGT* published a crossover feature, “By Request”, which featured *AGT*'s most popular online recipes and promoted the site. Other magazines have re-published some of their most popular recipes according to the taste.com.au audience. However, *AGT* really leveraged the unique proposition of Taste by including user comments and short cuts. This really demonstrated that *AGT* were willing to listen to the audience. ”

Liz Baldwin, digital business manager

Online integration: *AGT* on taste.com.au

As already noted, in the absence of an updated website, from December 2007 taste.com.au was used for posting *AGT*-branded reader offerings including shopping lists, invitations, menu planners and reference charts.

Newspaper integration: *body+soul*

As already mentioned, *AGT* in *body+soul* is a powerful example of integration of News Magazines content with News Ltd newspapers.

Suburban print media (reaching over 1.4 million homes each week) has also regularly featured *AGT* recipes and the magazine's Golden Whisk Awards. (Titles include: *The Sunday Times*, Perth; *Blacktown Advocate*; *Canterbury-Bankstown Express*; *Central*; *Inner West Courier*; *Inner-West Weekly*; *Liverpool Leader*; *Mt Druitt-St Mary's Standard*; *North Side Courier*; *Northern District Times*; *Rouse Hill Times*; *The Glebe*; *Hume Leader* and *Lilydale & Yarra Valley Leader*.)

A white Christmas

good taste

Time plan for lunch at 1pm

Saturday

- Prepare the tartlets to the end of step 3.
- Prepare the gratins to the end of step 3.
- Prepare the Baked Alaska to the end of step 4.

Sunday 9am

- Prepare the chicken to the end of step 1.
- Continue the gratins to the end of step 4.
- Continue the Baked Alaska to the end of step 5.

11am

- Continue the tartlets to the end of step 4.

11.30am

- Continue the chicken from step 2.

1 hour before serving main

- Make the carrots and parsnips.

12.40pm

- Continue the tartlets from step 5.

20 minutes before serving main

- Make the brussels sprouts.
- Continue the gratins from step 5.

20 minutes before serving dessert

- Continue the Baked Alaska from step 6.

Just before serving dessert

- Make the White Christmas hot chocolate.

Menu

Mini goats cheese tartlets
Roast tarragon chicken with white wine gravy
Potato gratins
Brussels sprouts with bacon & hazelnuts
Roasted carrots & parsnips
Baked Alaska
White Christmas hot chocolate
SERVES 8

Radio integration: *body+soul* radio

From early 2008, food editor Michelle Southan became a regular guest on Marnie T's *body+soul* radio show which runs nationally each Sunday at 8am on Mix 106.5 (NSW), 101.1 (Vic), Mix 102.3 (SA) 97.3 (Qld), Nova (WA) and Mix 106.3 (ACT). Her segment ties into the editorial content featured from the magazine in the Sunday lift-out.

Also, since earlier this year, Michelle promotes each new issue's recipes with Luke Bona on 2GB, Fiona Wiley on the ABC and Michelle Suiter's Breakfast show on The Pulse, radio 94.7.

TV integration: "Susie" WIN TV and Nine Network

A strategic alliance was initiated with the "Susie" program that involved the program becoming a media partner to the Golden Whisk Awards – Australia's Home Cook of the Year. Susie Elelman is the host and executive producer of "Susie", a WIN Television national variety show. Often the highest rating show in its time slot, it is seen weekday mornings at 10am throughout the WIN network and at midday in Perth and Adelaide. In return for mentions of the program (in Golden Whisk Awards editorial pieces), *AGT* has received coverage on the show with Food editor Michelle Southan demonstrating recipes from the current issue on sale. From mid-May appearances were fortnightly and this relationship is still continuing.

The screenshot shows the Mix 106.5 Sydney website. At the top, there's a navigation bar with links for 'DJs & schedules', 'Requests', 'Prizes & offers', 'Photo album', and 'Biz directory'. Below this, there's a 'NowPlaying' section with a login form and a 'Join Now' button. The main content area features a large banner for the 'body+soul' radio show, including a photo of Marnie T and text that says 'Your favourite Sunday liftout is now on air! Wake up to Marnie T's Body & Soul radio show every Sunday at 8am. Marnie T presents a positive mix of health, fitness and wellbeing issues.' Below the banner is a 'meet the team' section with portraits and names of Marnie T (Host), Dr Cindy Fan (Health), Dr Tim Sharp (Happiness), Toby Green (Relationships), Damien Kelly (Fitness), Andrew May (Performance), and Michelle Southan (Cooking). At the bottom, there's a contact section for Marnie T and Bruno Bouchet.

The screenshot shows the 'Susie' website. At the top, there's a header with the 'Susie' logo and 'Weekdays on WIN'. Below this, there's a navigation menu with links for 'Home', 'About Susie', 'Regular Guests', 'Factsheets', 'Gallery', 'Travel Club', 'Buyers' Guide', 'Competitions', and 'Contact Us'. The main content area features a 'Factsheets' section with a recipe for 'Vegetable Biryani' by Michelle Southan. The recipe includes a list of ingredients and a list of instructions. At the bottom, there's a 'Click Here for Golden Whisk Entry Form' link and a footer with copyright information and a 'WIN' logo.

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Audience engagement australian good taste

Achievements at a glance

- Golden Whisk Awards – Australia’s Home Cook of the Year competition.
- Paid subscriptions are at the highest ever level.
- Advertorials break down walls between advertising and editorial.
- AGT shines at the shows.
- Online tools extend reader engagement.

“ AGT’s Golden Whisk Awards are already shaping up to be the most interesting cross-platform promotion we’ve run. ”

Liz Baldwin, digital business manager

Golden Whisk Awards – Australia’s Home Cook of the Year competition

As mentioned, The Golden Whisk Awards – Australia’s Home Cook of the Year 2008 launched in June 08. Entry to the contest was via mail or online and 1666 entries were received – almost four times as many as the last time the competition was run in 2005. The online entry page received 20,880 page impressions and there were 1333 online entries.

Paid subscriptions are at the highest ever level

As already noted, paid subscriptions were up 41%, indicating strong trust and engagement with the AGT brand. The growth is all the more impressive considering, unlike subscribers to most other magazines, subscribers to AGT receive only a small saving on the cover price.

Advertorials break down walls between advertising and editorial

Also, as mentioned, the editorial team worked harder than ever, with the ad sales and creative services teams, to ensure every page grabbed readers. The rise in advertorials (62%) demonstrates client recognition of the value of this engagement.



“Michelle is a wonderful ambassador for the magazine. She has been my highlight of the Good Food & Wine Show for the last three years. She inspires me to keep cooking good food at home seven days a week, and that’s making my family much healthier.”
Gilly Downes, Port Melbourne, Vic

AGT shines at the shows

Sydney Royal Easter Show

AGT’s presence in the Woolworths Fresh Food Dome at the Sydney Royal Easter Show gave us a chance to connect with more than 800,000 people this year. With the help of AGT’s nutritionist Dr Rosemary Stanton, the food team was able to demonstrate how quick and easy healthy weeknight cooking can be.

The Brisbane EKKA

Just like the Sydney Royal Easter Show, the Brisbane EKKA gives the AGT team the opportunity to meet and talk to our readers. It gives readers the chance meet food editor Michelle Southan and ask general questions about the magazine and about home cooking. It also allows AGT to build its reader base around the country and to increase Michelle Southan’s national profile.

Good Food & Wine Show – Sydney & Melbourne

The Good Food & Wine Show offers a unique opportunity to connect with readers and communicate new cooking ideas and AGT brand values. This year, the shows in Melbourne and Sydney broke record attendance figures with 77,653 people coming through the doors. They enjoyed food editor Michelle Southan’s cooking demonstrations, samples of her food and her innovative cooking tips. Michelle even had audience members come on stage to help slice, dice and entice with their personal home-cooking anecdotes.

Online extends reader engagement

Finally, this year’s forays into creative online extensions have shown AGT’s audience are very open to being activated, arguably the litmus test of reader engagement.

