

# DESIGNER OF THE YEAR

CHRIS DAVIES THE SUNDAY MAIL  
QUEENSLAND

MICHAEL JACKSON

MICHAEL JACKSON 1958-2009

# the Sunday Mail

JUNE 28, 2009 \$2 THE SUNDAYMAIL.COM.AU

As police investigate Michael Jackson's fatal addiction to a daily cocktail of painkillers, his ex-wife threatens a bitter custody battle with his family for her estranged children



UNCERTAIN FUTURE. Jackson's son Prince Michael and daughter Paris; and (right) ex-wife Debbie Rowe. Pictures digitally processed

## 'I WANT MY KIDS BACK'

■ Drug doctor mystery P2 ■ Lisa Marie's regret P4 ■ Tangled fortune P9

HIS MUSIC  HIS MAGIC

COMMEMORATIVE LIFTOUT AND POSTER INSIDE



BRISBANE 21° • GOLD COAST 21° • SUNSHINE COAST 21° • TOOWOOMBA 15° • CAIRNS 29° • TOWNSVILLE 28° • MACKAY 24°

SundayMail

# MICHAEL JACKSON

1958  2009

HIS MUSIC

HIS MAGIC

COMMEMORATIVE LIFTOUT



STATEMENT  
MICHAEL JACKSON  
JUNE 2009  
DESIGNER: CHRIS DAVIES

The death of international music legend Michael Jackson on June 25 sparked a plethora of print, broadcast and online commemorative specials. The challenge for The Sunday Mail on June 28 was to produce a uniquely different liftout that would become a collector's item among readers. The cover image on the liftout was sourced after extensive online research and provided a unique point of difference to all other print publications, which opted for more "tabloid" pictures. The liftout was broken into four sections: the man, his fans, his friends and his shows. These themes drove the picture selection for each page, which were also illustrated with celebrity quotes and each page was headlined by lyrics from Jackson songs. The primary objective was to produce something which was a celebration of his life but respectful of his role as a music legend. The ambition was to create a product that reflected the complexity of Michael Jackson: the energy of the performer, the shyness of the man; the heart-felt sorrow of his fans. The front page of the paper also adopted the fonts used in the liftout to link the two and continue the "memorial" theme.



