

SA Home Owner refreshes brand

Following a national reader survey, which yielded quantitative data on demographics, reader patterns, and qualitative data on likes and dislikes, spending patterns and relationship with *South African Home Owner*, the magazine has launched a brand refresh.



From this research, it has identified three tiers of end-users:

- The supplier who gets the process going, advises, consults, offers products and helps in the planning and creation of the home
- The executive couple who are in the process of building their home - reaching their dream - and achieving their goals
- The reader who has achieved that success, who has the amazing home and will recommend the supplier

The magazine has embarked on an extensive media campaign to grow its brand presence in the market and expand the brand's visibility. Part of this media campaign is to ensure that its advertisers reach the right target market in the right places at the right time, to grow and expand their businesses.

The brand offers descriptors of its promise to its readers - it is informed, innovative and inspired - and it will talk to its readers through the channels in which they consume their media: print, digital, online and social media.