



CASE STUDY:

Effectively communicate your brand's value

EXECUTIVE SUMMARY

Aha Media Group (Aha Media) provided content strategy, brand strategy and content development for the redesign of the Time Inc. website. In light of their successful spinoff from Time Warner in 2014, Time Inc.'s CEO, Joseph A. Ripp, called for a new site that better communicated the brand's unique value.

THE CHALLENGE

"Time" may be a household name, but the brand still conjures strong associations to the magazine. The goal was to develop content that spoke powerfully to the global influence of this leading media company, which represents more than 90 brands, 50 global offices, signature franchises and one-of-a-kind events. How do you explain an entity as big as Time Inc.? Each one of their brands — from Real Simple to PEOPLE to Travel & Leisure — knows their readers and how to communicate with them. But what about the TIME Inc. brand itself? The Aha Media team was excited to take on this challenge.

AHA MEDIA'S APPROACH

Working alongside design strategy firm Global Moxie, Aha Media provided [content strategy](#) and [copywriting](#) for this influential media company during an important time of change and flux. In their first workshop, Aha Media and key Time Inc. stakeholders met to:

- Develop "personas" to clarify to whom we are speaking and the desired experience of those specific audiences on the site
- Clarify and shape brand perception
- Explore messaging statements that articulate new brand positioning goals
- Set voice and tone guidelines

Aha Media captured these results in an [editorial toolkit](#) that was swiftly reviewed and approved by the Time Inc. team. The toolkit was then used to guide content strategy and development and to ensure consistent messaging and SEO throughout the site.

ABOUT THE CLIENT

Who they are: Multinational mass media corporation

Industry: Magazine, Mass media

In business since: 1922

Number of employees: 7,200

Headquarters: New York, NY

The logo for Time Inc., featuring the text "Time Inc." in a blue, serif font.

THE RESULTS

Aha Media's writers dove in, crafting content that was informed by the collaborative and strategic exercises that came before it. The resulting content projected key messages — in particular, that Time Inc. is a forward-thinking and influential global media company that is setting the tone for today's culture in print, on the web, on-the-go, and through unique live events.

Aha Media worked collaboratively with the team at Global Moxie to ensure a symbiotic relationship between content and user experience, populating the clean and powerful new design with bold claims to value.

Our messaging emphasized Time Inc.'s reach across brands and platforms, elevating the company from lingering, anachronistic associations and enforcing the influential media company's role as both a storyteller and shaper of today's culture.

LESSONS LEARNED

- Develop a content strategy before mapping a design so that designers create a vision that matches the messaging.
- Use an editorial toolkit to get all writers on the same page about who they are talking to, what they are trying to say and how they should say it.
- Involve the leadership team in creating personas and messaging — they know best what they want their brand to look and feel like



Working with the Aha Media team gave us a solid content strategy that informed our design and our messaging.

- ABBY MCINERNEY, DIRECTOR,
CORPORATE BRAND

ABOUT AHA MEDIA

Aha Media has a broad range of content expertise. See more of Aha Media's [case studies](#) and the [work](#) we are proud to share.

GET IN TOUCH

Looking for a custom content solution that suits your business objectives and audience's needs? Reach out for a consultation at hello@ahamedia.com.