

CASE STUDY

PROJECT

AFRICAN AMERICAN DIGITAL MAGAZINE (RE) LAUNCH



OVERVIEW

The New Mexico Office of African American Affairs (OAAA) contracted IMRG to develop an editorial guide, sponsorship and recruitment messaging and overall structure for the relaunch of the Office's digital magazine, speaking directly to the Black, New Mexican millennial experience.

APPROACH

IMRG recruited and facilitated focus group discussions with Black, Indigenous, People of Color (BIPOC) New Mexicans connected to the millennial experience. Using the insights collected, IMRG created an editorial framework detailing subject areas and suggested content, speaking directly to desires of the target audience as identified in the focus group discussions. IMRG used the data to develop a recruitment strategy for potential contributing writers and sponsorship messaging to increase advertising contributions.

RESULTS

IMRG provided the New Mexico OAAA with the foundation to launch its re-imagined digital magazine, amplifying the interests of the Black, New Mexican millennial experience. The magazine's unique content and engagement with readers, was elevated thanks to the research and recommendations from IMRG.

