Inspiring the hottest looks.
Media24 expands business from editorial into e-commerce with Spree.

“I’ve never worked at such a fast pace before Spree. Adobe Creative Cloud for enterprise helps us work faster and continue to successfully grow our business.”
Ryk Benadé, Art Director, Spree

SOLUTION
Adobe Creative Cloud for enterprise

RESULTS
- **AWARD-WINNING** looks
- Boosted sales with attractive, timely email newsletters
- **INTEGRATED** stock photography
- **ACCELERATED** onboarding from 2 days to 15 minutes
Adobe Customer Story

Media24
Established in 2000
Employees: 4,330
Cape Town, South Africa
www.media24.com

Spree
www.spree.co.za

CHALLENGES
- Create a magazine-style shopping experience with an emphasis on inspiration and editorials
- Deliver stunning email marketing at the right timing to increase sales
- Use in-house talent to develop all creative content required for Spree

Brand expansion

As South Africa’s leading publisher, Media24 has an impressive library that includes more than 60 fashion, lifestyle, and business magazines; 60 newspapers, including the country’s oldest and top-selling newspaper; and multiple book imprints. As consumers increasingly turned to web and mobile services for information, Media24 evolved its business by delivering digital versions of its magazines and newspapers, which now reach audiences across the country.

Building on that momentum, the company recognized an opportunity to expand its brand further through e-commerce. To succeed, the company had to establish an e-commerce experience that would stand out among the many stores already online. Taking advantage of its years of fashion magazine experience, Media24 created a magazine-style e-commerce site. In many ways, it’s like a traditional magazine: editors curate the world’s best fashion and beauty items, creating lookbooks and editorial features that introduce readers to the hottest trends of the season. The big difference, however, is that readers are then invited to buy their favorite products right away.

Launched in 2013, Media24’s e-commerce site Spree was an immediate hit. In just three years, it became the biggest fashion e-tailer in South Africa, and its unique magazine-style shopping experience has been a major factor in its success.

Inspiring shoppers

Building and maintaining both the Spree brand and its audience takes discipline, creativity, and a constant stream of content. Media24 is a long-time user of Adobe creative software. Understanding the pace and variety of content required to maintain and grow its offerings, today the Spree creative team relies on Adobe Creative Cloud for enterprise apps and services. From email newsletters and website banners to lookbooks and events, Spree’s visual designs have helped fuel the site’s rapid sales and site visitor growth by capturing audiences’ attentions.

No one understands the importance of Spree’s creative vision more than art director Ryk Benadé.

“Our goal with Spree is to change the way that people shop fashion, so we need to push boundaries creatively,” says Benadé. “Having the right creative tools makes a huge difference, as we can spend more time experimenting with designs that drive purchases instead of waiting for our software to catch up.”
A treat for your mailbox

Speed and timing are essential for online communications. Every day, Spree sends out email newsletters that hit inboxes right as customers are headed to their lunch breaks. Benadé and his team take pride in sending newsletters that are beautifully crafted, spending a tremendous amount of effort to create something unique every day that encourages customers to visit the site and potentially buy something.

"We’ve won awards for our newsletters, but our efforts also affect the bottom line," says Benadé. "When someone sees our newsletter, it should feel like a treat. These people are more likely to spend their lunch breaks shopping on Spree. We put a lot of effort into each newsletter, and we would never be able to push out multiple newsletters on time to keep buyers continuously engaged with our brand if we weren’t able to produce content so quickly with Creative Cloud."

Staying on the same page

While speed is vital for this creative brand, so is maintaining the Spree aesthetic across newsletters, webpages, and events. But keeping every designer current on changes to the style guide was both challenging and time consuming. Adobe Creative Cloud Libraries transformed style guides into a shareable hub for paragraph styles, fonts, graphics, and all other elements that make up the Spree brand.

"Adobe Creative Cloud Libraries is an absolute game-changer for us," says Benadé. "Designers no longer need to consult complicated style bibles. Now, with just a few clicks, anyone can develop content that adheres perfectly to the Spree brand and ultimately reinforces that brand in the minds of consumers."

Creating a look

Twice a year, Spree takes its fashions offline with live events that promote its spring/summer and autumn/winter fashion campaigns. Customers attend events for a sneak peek at the clothing and trends that will make up next season’s hottest styles. By downloading the lookbook through the Spree mobile app, customers can even shop right at the events.

The Spree creative team spends weeks developing all of the content needed for the event. "We conceptualize, shoot, and design all content in-house," says Benadé. "That means that we use almost every app that Creative Cloud offers."

Lookbooks start with an idea in Adobe InDesign CC. The team retouches images in Adobe Photoshop CC before exporting everything to Adobe Dreamweaver CC for coding and publishing. Big campaigns may even include a behind-the-scenes video of the photoshoot, with Spree posting videos edited using Adobe Premiere Pro CC and Adobe After Effects CC.
Convenience and savings

As a brand that values visuals, Spree uses multiple image and stock libraries to add color to its visuals. While Media24 has an existing contract for stock images, Spree recently began using Adobe Stock for design and creative elements. Adobe Stock is fully integrated with Creative Cloud, so the Spree creative team can easily purchase, access, and manage images from within Adobe desktop apps.

"Adobe Stock is less expensive, but the benefits are much more than cost savings," says Benadé. “I can download a comp and add it to every piece of content in a campaign: banners, newsletters, pages, and more. Once I get approval, it just takes one click to license the image, and the image automatically updates across all creatives. It’s saving us time and money, both of which are hugely important to Spree.”

Accelerated onboarding

While all creative content is developed in-house, Spree frequently bolsters its ranks with the help of promising interns and expert freelancers. With Creative Cloud for enterprise, Benadé wastes no time getting new talent started on a project. An administrator simply attaches an Adobe ID to the user’s email address, and within minutes the user can start downloading apps and accessing style guides through Creative Cloud Libraries. And when team members finish their time with Spree, it takes just a few more clicks to revoke access.

"It used to take a day or two to get a new user set up, but with Adobe Creative Cloud for enterprise we get people on board in less than 15 minutes," says Benadé. “It’s incredible how easy it is.”

Exploring the possibilities

"I’ve never worked at such a fast pace before Spree," says Benadé. "Adobe Creative Cloud for enterprise helps us work faster and continue to successfully grow our business."

When asked to give advice for other creative teams, Benadé added, “There are thousands of ways to arrive at the same creative result, but it’s worth it to spend some time making sure that your tools are working for you. By working smart, you can head off problems and make your life much easier in the long run.”

SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise. Apps used include:
  - Services: Adobe Creative Cloud Libraries, Adobe Stock for enterprise

For more information
www.adobe.com/creativecloud.html