
Category Media Brand of the Year

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Name of organisation

Junkee Media

Name of client / brand (if applicable)

Punkee

Name of campaign (if applicable)

Name of other organisation/s to be credited (if applicable):

In no more than 500 words set out details of the brand's projects and achievements over the year.

Fast Facts:

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- Junkee launched new Gen Z title 'Punkee' in 2017, on the back of its annual youth insights
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- Punkee is Junkee's cheekier younger sister and immediately stood out in a crowded market by building a brand around fun and colourful off-platform video and images
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- Punkee has achieved more than **23.5 million video views (97.5% organic)**, **5 million Australian sessions** and **2 million+ user engagements** in less than 10 months.
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- Punkee was named Mumbrella Publish Awards 2017 "Launch of The Year" in the large publisher category
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- We secured Fanta as launch partner, and exceeded internal revenue goals
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Junkee Media is one of Australia's leading youth publishers, creating content for under 35 year-olds for over a decade. Our titles include flagship site Junkee, music title inthemix, AWOL (a partnership with Qantas) and The Cusp (a partnership with Westpac).

But we were facing a big challenge: our ‘youth’ audience was aging. Millennials are now aged 23 to 37 year-old, and we needed stay relevant to a whole new generation of under 23 year-olds. So we commissioned research on Gen Z (15 to 22 year-olds) with Pollinate Research to understand the audience better. The insights showed us huge differences between Gen Y and Gen Z. Among other things, the younger generation is a lot more positive and optimistic, they prefer to consume shorter content primarily on the their mobiles, and they primarily communicate visually with raw, unpolished video. Recognising these trends and others, Junkee seized the opportunity to lead the market with the launch of a new, forward thinking Gen Z title called Punkee, which launched in mid 2017.

We shifted our traditional focus on website traffic and instead measured success on the reach and awareness of content in the social media feeds of our audience. Through reactive off-platform video and images, Punkee’s colourful content has reached **an average of 3.6 million** people every month with **1.4 million** user comments, likes and shares since its launch.

By clearly communicating what we stood for, we were able to build brand affinity and convert users into a community of loyal fans, now boasting more than **160k** followers across our channels. We have built our website solely around vertical full screen mobile experiences, replicating the user interface of apps like Snapchat with animated imagery. This move paid off with nearly **5 million** website sessions to date, **90%** of those on mobile devices leading to **6.8 million** page views.

On the back of all of these amazing numbers, in 2017 Punkee was awarded Mumbrella Publish’s “Launch/Relaunch of the year” in the Large Publisher category, against much larger industry stalwarts.

In no more than 500 words please offer evidence of the brand’s success - put this in the context of the market within which it operates.

Fast Facts:

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- Punkee’s native brand funded content has achieved a **social reach over 2 million**
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- In a short time, Punkee has established the most engaged social media audience compared to our key competitor youth publishing brands with an average of 664 fan interactions on every Facebook post.
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The key source of revenue for Punkee comes from a mix of display and branded native and social media content. While Millennial audiences can sometimes be cynical about this, we found that Punkee’s younger audience were more open to it, providing it was relevant and contextual. This new, commercially friendly audience paved the way for Junkee Media to win briefs from new consumer brands who had previously not spent with the business before.

For the launch of Punkee, we secured a launch partner of Fanta, and key clients we've helped tap into Gen Z include Disney, Maxibon, UniDays, Schweppes, Fanta and Foxtel. Together this branded content has achieved **combined social reach over 2 million**, while generating tens of thousands of meaningful brand engagements. Our branded videos alone have notched up more than **500K** views, translating into strong market results and a healthy return on investment for our partners.

With our command on this new untapped audience, one of Junkee's competitors Pedestrian followed our lead with the launch of their own Gen Z title called "Pez" in 2018. Taking inspiration from Punkee's approach, Pez has been unable to grow at a comparable rate, with just 1.3K Facebook likes versus Punkee's 160K after less than a year.

Punkee's focus on quality over quantity has allowed us to significantly outperform competitors in terms of our engagement rate. Measured with Facebook's Crowdtangle tool between June 17 - Feb 18, Punkee averages **664 fan engagements per-Facebook post**, significantly outperforming other long established youth media brands like Pedestrian.tv (**523 interactions per-post**), Vice (**355 interactions**) and Broadsheet (**424 interactions**). This level of audience engagement success within such a short period of time is unprecedented for a new publication entering an already competitive market of long-term players.

All of our videos are posted across multiple social platforms, you can view their unique and engaging Gen Z style here: <https://www.facebook.com/pg/itsPunkee/videos/>

In no more than 500 words set out the brand's wider contribution to the market and innovation over the last year.

Fast Facts

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- A 'mobile only' design optimised to Gen Z viewing behaviour with animated vertical imagery and swipe functionality
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- Our vertical content was amplified through oOh!media's assets in real time on to university campuses
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- We were one of the first brands to introduce 'native memes'
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- We led new forms of 'second screen' content to own conversation around TV and entertainment
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Gen Z's consume content in different ways to older audience and it was important for us to optimise our user experience around mobile. We looked at how apps like Snapchat and Musical.ly were using full screen animated imagery, video and swipe functionality and attempted to build similar features into our website design. With users seasonally accessing different types of content, we also ditched

traditional menu navigation. Instead, Punkee uses Google Analytics to pull in trending topics via hashtags so that users can take the shortest route to what's being discussed by their peers.

Beyond the site, our off-platform offering has seen us lead new ways to engage Gen Z at scale. Working with Disney on the launch of 'Cars 3', we were one of the first Aussie youth publishers to sell 'native memes'. Chasing mass-awareness, this campaign had a post reach over **700K** and generated **21.5K** meaningful fan interactions. This has now become a popular medium for brands and it's no surprise that other publishers have packaged up similar products.

Instead of competing for real estate in the news feed like most publishers, Punkee's video strategy has shifted user behaviour from spontaneous viewing to deliberate, appointment based consumption of web series. This is best demonstrated with our Bachelor and Bachelorette recaps, which over 3 months have generated 15.2M video views. Several videos even managed to out-rate the primetime TV show itself! The insights from this have led to a new video approach in 2018. Many of the major TV networks have taken notice of our ability to own the second screen. Network Ten launched its own Bachelor video recaps and Channel Seven started social videos which, as their audience point out, borrow Punkee's iconic techniques.

We've also innovated in the media and publishing industry by extending the reach of our vertical formatted content and Instagram Stories through our parent company oOh!media's digital university campus assets. With the same aspect ratio as our mobile content, we've been able to target and reinforce our brand to 1.3 million university students on the move. In 2018, Punkee is further expanding this with realtime editorial and branded video rolling out simultaneously across social video and OOH environments.

2017 and 2018 have been massive for Punkee, which has launched a new title into a crowded marketplace and found a huge audience with consumers, advertisers and is already leading the way in its first year. For these reasons, we believe it should be the Media Brand of the Year at Mumbrella Awards 2018.

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

<http://www.punkee.com.au> (90% of traffic is via mobile, so please view on mobile)

Please upload an EPS of your company logo (files must be no larger than 5MB)

[Download File:Junkee Media Vert Logo #1560FB.eps](#)

If i am successfully shortlisted, I agree to a face-to-face session with the Jury on May 23, 2018. Please ensure that this date goes into the appropriate calendar now, as inability to present will disadvantage the team.

Yes

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