

Cosmo Oz launches interactive issue

SYDNEY, AUSTRALIA: The October issue of Australia's *COSMOPOLITAN* springs into life with 'Snap It' - claimed to be a first-in-market interactive opportunity that brings readers closer to the magazine's content than ever before and aims to extend the COSMO experience.



In a first for the magazine, Australian readers can access 23 'Snap It' activations across the magazine's editorial and advertising content.

By pointing their MMS-enabled phone at a 'Snap It' branded page, taking a photo and sending that image to 0447333444, readers will enjoy exclusive videos, get more information about a story, or secure a bargain or discount on the latest must-have item.*

The magazine has teamed up with specialist mobile marketing agency Mocom, and uses Mocom Image Recognition technology (Mocom), to make this interactive issue come alive across editorial and advertising pages.

For example, by snapping editor Bronwyn McCahon's welcome note, readers receive a short video message from Bronwyn straight to their phone explaining the 'Snap It' initiative.

Snapping the designated fashion pages takes readers 'live on-location' to watch exclusive behind the scenes footage of the Los Angeles, Palm Springs and New York City photo shoots that feature in October's USA-themed issue.

Added value for advertisers

The magazine is also offering advertisers a value-add for their October in-magazine activity.

Advertisers including Biore, Clarins, Kotex, Lovable, Mantra, Revlon, Running Bare, Saskia, Shilla, SunSilk, Toni & Guy, Toyota and TreSemme are providing 'Snap It' offers such as discounts, trial offers, gift with purchases and video content.

ACP Magazines Group publishing director Phil Scott said: "ACP Magazines continues to lead the way in extending Australian magazine brands onto new platforms, including 'Snap It', iPad apps and of course our extremely successful magazine websites on NineMSN."

McCahon said: "COSMO readers are smart, curious and always on the lookout for something new and different. What better way to immerse them in our October issue than with 23 distinct 'Snap It' activations that bring COSMO closer to them than ever before."

Readers need a copy of the October issue to enjoy a 'Snap It' opportunity and *COSMOPOLITAN* is extensively promoting the activations to its 10 000 Twitter followers and 3,000 Facebook fans.

Source: [ACP Magazines](#)

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