



REDESIGN

OUR APPROACH

During the past five years, magazines redesigned by Hammock Inc. have consistently won top national awards for their new looks, their new positions, their new power. The key to our success? We call our strategy the Hammock Redesign Process (HRP). At Hammock, we believe the key to effective marketing is less about what you say about yourselves and more about what your audience says about you. So our process begins with listening. A lot of listening. We listen to our clients and immerse ourselves in their cultures and their strategic goals. We listen to their key channel partners and to their customers or members—the readers. The more we listen, the more we learn. The more patterns we recognize. The more we understand. When the readers tell us their stories, we are given the key to unlock our client’s redesign challenges. Those stories provide the roadmap to where the HRP will take us.



[Historic Homes]

MANCHESTERS **LITTLE[RED]HOUSE**
HOME OF A NEW ENGLAND HERO

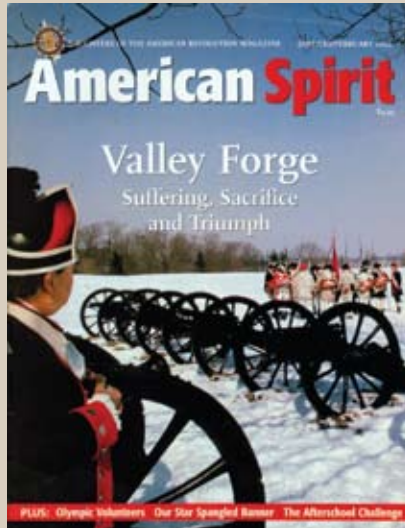
By Heidi Hildreth | Photography by Mike Smith

44 | *Magazine of the American Revolution* | American Spirit • Winter 2007 | 45



THEN

NOW



THE CLIENT: Founded in 1892, the National Society Daughters of the American Revolution, headquartered in Washington, D.C., is a patriotic women's organization, dedicated to its three guiding tenets of education, historic preservation and patriotism. **THE ASSIGNMENT:** We were asked to create a magazine that reflects the DAR of the 21st century—a modern women's organization steeped in tradition and volunteerism, dedicated to carrying on the spirit, mission and legacy of its founding members. We were charged with positioning the magazine to reach a broader audience, function as a recruitment tool for new, younger members, and increase circulation. **THE SOLUTION:** Hired to produce and publish *American Spirit* in July 2002, Hammock focused on designing a magazine that readers would pick up off the newsstand and be proud to display on their coffee tables. The new design had to appeal to women between the ages of 18 and 54, which is below the Society's average age. The stories in *American Spirit* had to concentrate on the Society's core concerns: history—especially women in history—genealogy, education, patriotism and preservation, showing the human side of American life from Colonial times to the present. Once the HRP was applied and executed, the DAR experienced a 37 percent increase in circulation growth (closing in on the goal of making the magazine a revenue-neutral project), received an outpouring of positive feedback and support from its members, and won numerous prestigious design and editorial awards in the custom magazine category.

[CASE STUDY: NATIONAL SOCIETY DAUGHTERS OF THE AMERICAN REVOLUTION]







RETHINK



[CASE STUDY: THE NATIONAL FEDERATION OF INDEPENDENT BUSINESS]

THEN

NOW



THE CLIENT: The National Federation of Independent Business is the nation's leading small-business advocacy association, with offices in Washington, D.C., and all 50 state capitals. **THE ASSIGNMENT:** Hammock was tasked to redesign and reposition a publication that made members aware that NFIB published *MyBusiness* as a benefit of membership, as well as communicate brand value and serve as a prospecting tool for new members. NFIB also wanted the magazine to generate revenue through advertising and other channels to control production costs. **THE SOLUTION:** The magazine's architecture was designed to allow a mix of NFIB-centric copy and feature stories more appealing to readers and advertisers. Following the redesign, research revealed we had successfully positioned *MyBusiness*, and more than 97 percent of readers understood the magazine came from NFIB, up from near 50 percent. The magazine, which we packaged in combination with other redesigned digital assets and events, has seen increasing revenues each year as small-business marketers view *MyBusiness* as a viable channel for reaching their desired target audience.







REIMAGINE

[CASE STUDY: AMERICAN WATERCRAFT ASSOCIATION]

THEN

NOW



THE CLIENT: The American Watercraft Association brings together personal watercraft enthusiasts, dealers and manufacturers who work to protect their rights to ride and maintain PWC access to all of America's waterways. **THE ASSIGNMENT:** We were charged to reposition the magazine as a PWC general-interest magazine focused on family, recreational use and safety, rather than exclusively on racing and events. We wanted to reflect the excitement and fun of the sport through an inspired and engaging design. Not only did we want to affirm PWC purchasers of their investment, but we also wanted to use the magazine to educate readers on safe, responsible PWC use. **THE SOLUTION:** Research conducted as part of the HRP led us to rename the magazine from *Jet Sports* to *Ride PWC Magazine* to communicate the transition in content, design and audience. Looking to surfing and boating magazines for inspiration, we designed the magazine with clean lines and a clear distinction between departments, features and association news. We mapped out five primary uses for PWC—family togetherness, performance, racing, escape and utility—and focused visuals and editorial copy on each of those areas. We added profiles of AWA's corporate and dealer sponsors, whose support enables the association to continue its mission. On the digital front, in October 2007 we will launch RidePWC.com, a multimedia, integrated platform site designed and built by Hammock to incorporate social media from across the Web into one site dedicated to all things PWC.



GET OUTTA THE GARAGE

WHILE WE HERE AT AIG ENCOURAGE YEAR-AROUND ENJOYMENT OF YOUR PERSONAL WATERCRAFT—WHEN POSSIBLE, BY THE EXCELLENT ADVICE OF WARM CLOTHING AND OTHER GEAR FOR COLD-WEATHER TRIP—WE KNOW THERE ARE STILL A FEW OF YOU WHO THINK YOUR CRAFT THE USUALLY THE FIRST QUARTER OF MARCH INTO THE MAPLE LEAVES.

BY MILO HERRING
ILLUSTRATION BY MILO HERRING

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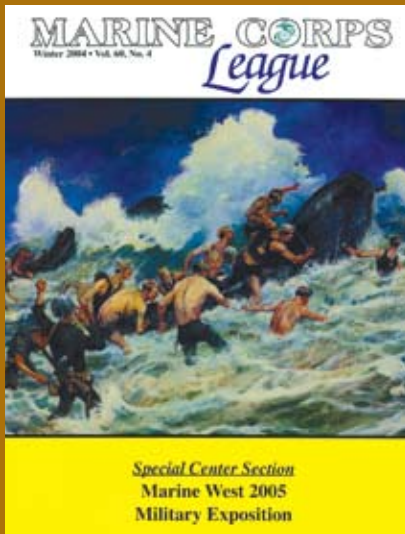


RECHARGE

[CASE STUDY: MARINE CORPS LEAGUE]

THEN

NOW



THE CLIENT: The Marine Corps League is a congressionally chartered organization, founded in 1923 to promote the interests of the United States Marine Corps. **THE ASSIGNMENT:** We were assigned to attract a younger audience of Marines and infuse and invigorate the 26-year-old magazine with a fresh, bold look. The MCL wanted us to tell their story in a way that fosters pride on behalf of readers—in their membership and service in the Corps. **THE SOLUTION:** The initial stage of the HRP centered on conducting exhaustive interviews with stakeholders, members and targeted members—a listening and learning immersion into Marine culture. From those conversations, we proposed a strategic move: Rename the publication from *The Marine Corps League Magazine* to *Semper Fi, the Magazine of the Marine Corps League* to tie into the Corps' motto, Semper Fidelis (Always Faithful). We also recommended increasing frequency from a quarterly to a bimonthly schedule to appeal to advertisers and serve the membership on a more regular basis. Our work resulted in that most enviable of outcomes: buzz creation. According to Executive Director Mike Blum, each member of the MCL Board has told him that *Semper Fi* is the talk of the League and the Marine Corps community, a fact that he's confirmed firsthand in his travels across the county. Advertisers are flocking to the magazine as they view it as a marketing vehicle worthy of their brand. One year after relaunch, younger members are joining the League, and magazine circulation is up 5 percent, desirable outcomes credited in large part to the redesign.



WHAT IT MEANS TO BE A MARINE



THE NATIONAL MUSEUM OF THE MARINE CORPS WILL SHOW THE WORLD WHAT ONLY THE FEW HAVE SEEN

Most museums capture only the past. When it opens on 30 November, 2006, The National Museum of the Marine Corps will attempt to do something far different and more difficult—to impart to non-Marines a sense of the living tradition of the Corps. That goal is engraved above the Museum's entrance: *Enter and Experience What It Means to Be a Marine.*





HOW NOW, CORPS CHOW?

Next to sleep, food ranks near the top of the list of things Marines think about all day. Food even outranks sleep as being memorable: Decades after active duty, veterans can recall great meals in exquisite detail—and lousy ones in more colorful terms. Food evokes memories of place and time and comrades, of bullets flying and blessed respite from battle, of “liberating” supplies to fight boredom and of liberties in exotic places.

ILLUSTRATION BY SP 07



PHOTO BY SP 07

