

# NOWNNESS

Culture in Motion

# **NOWNESS is a global platform for the culturally curious, creating and curating the best in video**

Providing an inimitable lens on Architecture, Design, Fashion, Art, Travel, Food and Lifestyle, NOWNESS has set the standard for what excellence in digital storytelling looks like for nearly a decade.



# NOWNESS GLOBAL REACH

Pioneering publishers Modern Media Group and Dazed Media have created a new venture Modern Dazed to harness a unique audience in China and the West

**NOWNESS** offers a truly global reach through both **NOWNESS.COM** & **NOWNESS.CN**, offering a total reach of over **105 million** through the websites, App, social media platforms and the affiliate networks of **DAZED MEDIA** & **MODERN MEDIA**.

Clients can work with both **NOWNESS.COM** & **NOWNESS.CN** or focus on one key territory to communicate their messaging.

NOWNESS



Homepage Promotion, Newsletter & Social Media Amplification

**DAZED MEDIA**

Extended Reach through the Dazed network, including **Dazed**, **AnOther** & **Another Man**

NOWNESS  
CHINA



Homepage Promotion, NOWNESS App, Wechat & Weibo



Extended Reach through the Modern Media network, including Modern Weekly, InStyle China, WeChat & Weibo

TOTAL REACH: 70  
MILLION

TOTAL REACH: 40  
MILLION

COMBINED AUDIENCE IN CHINA & THE  
WEST:

**110 MILLION**

# NOWNESS.COM REACH

Our industry defining formats and genre-defying visual narratives reach a global monthly audience of over 20 Million through our website and social media platforms.

Monthly Unique Users: **1.12 Million**

Monthly Video Views: **13.1 Million**

Social Media Followers:  
(31% increase since 2017) **2.9 Million**

Registered Members: **132,000**



# NOWNESS CHINA REACH

Our Chinese site, Nowness.cn, reaches over **12 Million** users through it's site, App and social media channels.

Monthly Unique Users: **3.6 Million**

NOWNESS App downloads: **2.9 Million**

Social Media Followers: **5.8 Million**

Monthly Video Views: **20 Million**

Our audience is located across China:

Shanghai | Beijing | Hangzhou | Guangzhou  
Shenzhen | Chendu |

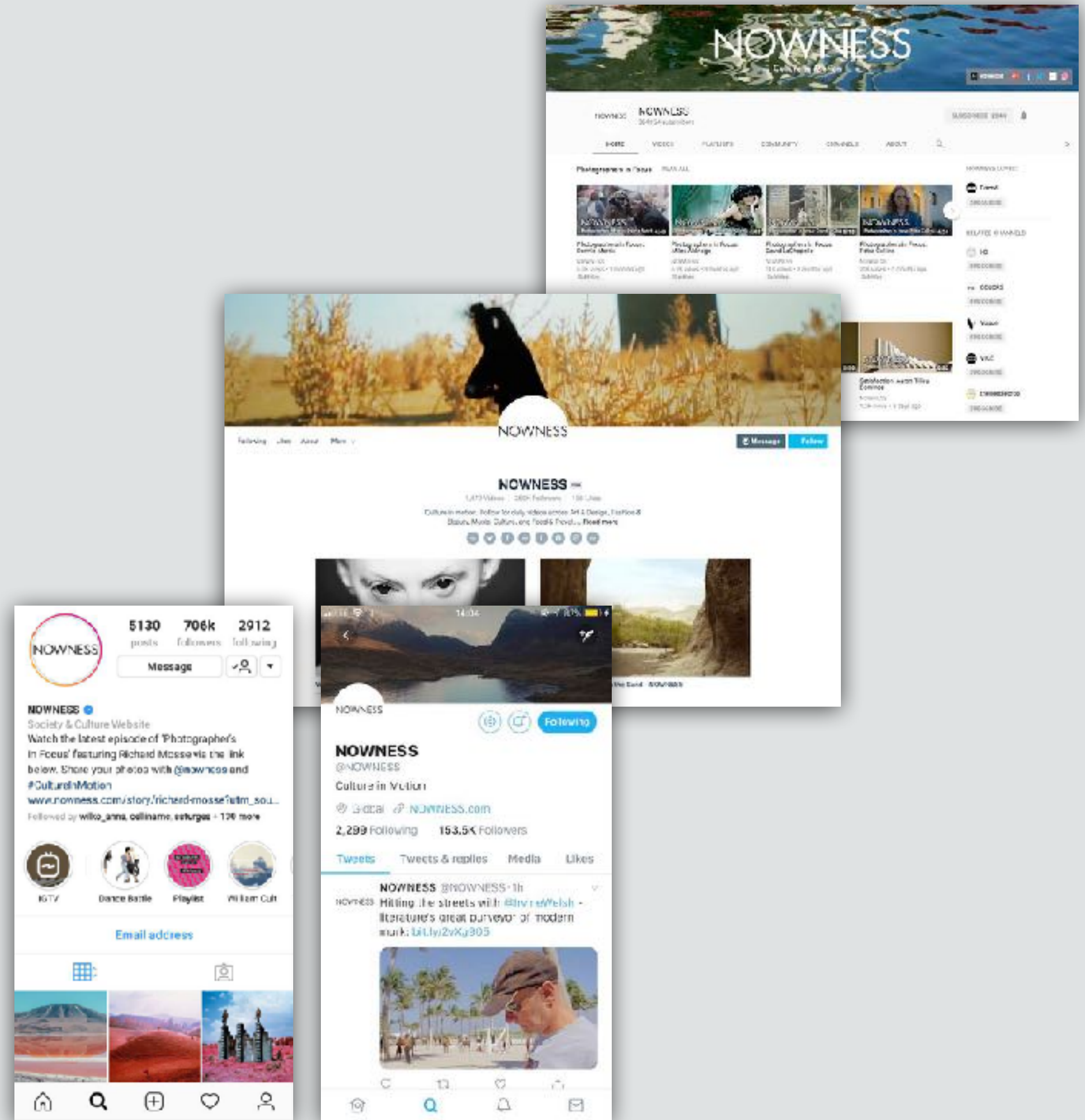


# SOCIAL MEDIA

A key part of NOWNESS' success comes from its vast and highly engaged social media audience with a reach of **19 Million+** every month.

Instagram, Facebook, Twitter and Youtube are key to distributing content to our audience, offering the highest levels of engagement and interaction in the market (+ **144%**)

Through our native partnerships we maximise the use of social media, offering the latest innovative formats across these channels to deliver the maximum value to brand partners.



## AUDIENCE PROFILE

At NOWNESS, we inspire the influential and influence the aspirational.

**52%** Female / **48%** Male

23%: **18-24** | 41%: **25-35** | 25%: **35-55%**

Average Income: **£100k**

## LOYAL AND ENGAGED

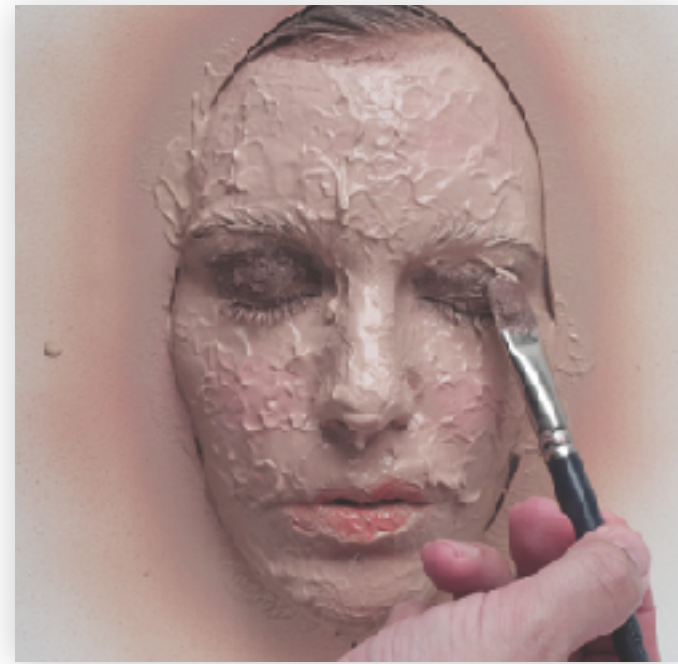
**46%** average completion rate per video

**93%** of our followers are very likely to recommend us to friends and colleagues

**74%** of our followers visit NOWNESS at least once a week



# The NOWNESS audience don't simply reflect culture, they make it, with a host of character traits and personal attributes



## CULTURALLY CREATIVE

THE NOWNESS AUDIENCE IS 2.5X MORE INTERESTED IN VISITING ART GALLERIES AND MUSEUMS AND KEEPING UP TO DATE WITH NEWS ON CULTURE

GAME CHANGERS IN THEIR CREATIVE FIELDS AND ARE 2.9X MORE LIKELY TO SET TRENDS AMONG THEIR GENERATION

3X MORE LIKELY TO CONSUME CREATIVE CONTENT THAN AN AVERAGE INTERNET USER



## STYLISH

THE NOWNESS AUDIENCE IS 3.2X MORE ON TREND BUT THEIR STYLE IS UNIQUE AND INDIVIDUALISTIC



## OUTGOING & GLOBETROTTERS

THE NOWNESS AUDIENCE IS 3.5X MORE LIKELY TO ALWAYS BE UP FOR AN ADVENTURE AND KEEN TO SEEK NEW EXPERIENCES

3X TIMES MORE LIKELY TO SPEND OVER £5K ON TRAVEL & ACCOMMODATION EVERY YEAR

3X TIMES MORE LIKELY TO TAKE OVER 3 HOLIDAYS A YEAR AS OPPOSED TO THE UK DIGITAL AUDIENCE



## COMMERCIAL BEHAVIOUR

THE NOWNESS AUDIENCE IS 3X MORE LIKELY TO INVEST IN LUXURY BUYS

3X MORE LIKELY TO SPEND MONEY ONLINE

3X MORE LIKELY TO SPEND £10K PER QUARTER ON PERSONAL ITEMS FOR PLEASURE



## TECH SAVVY

THE NOWNESS AUDIENCE IS 3.2X MORE TECH SAVVY AND EXPLORING THE LATEST IN TECHNOLOGY CONSTANTLY.



# An audience and network of opinion leaders and creative influencers

NOWNESS is the creative industry's go-to resource for progressive cinematic storytelling.

Our creative network of on-screen and behind-the-lens creative talent lead by Jefferson Hack, makes us industry leaders in culture.



Bjork, Musician  
Marie Schuller, Filmmaker  
Barbara Anastacio, Photographer  
Miranda July, Filmmaker  
Mykki Blanco, Music Artist  
Solange, Musician  
Kelis, Musician  
Adwoa Aboah, Model  
Marie Schuller, Filmmaker  
Patricia Uriqiola, Designer  
Marc Newson, Designer  
Florence Welch, Musician  
Benjamin Millepied  
Larry Clark, Filmmaker  
Yves Behar, Designer  
Piero Lissoni, Architect  
Rene Redzepi, Chef  
Devendra Banhart, Artist  
Aaron Tilley, Photographer  
Chelsea McMullan, Filmmaker  
Matt Lambert, Filmmaker



Virgil Abloh, Fashion Designer  
Travis Scott, Musician  
Pat McGrath, Makeup Artist  
Jefferson Hack, NOWNESS Founder  
Ana Lily Amirpour, Filmmaker  
Michael Anastassiades, Designer  
Simon Porte Jacquemus, Fashion Designer  
Inez and Vinoodh, Photographers  
Tom Dixon, Designer  
MIA, Musician  
Ai Weiwei, Contemporary Artist  
Mark Hix, Chef  
Eileen Myles, Poet  
Nicolas Winding Refn, Director  
Hans-Ulrich Obrist, Curator  
Richard Rogers, Architect  
Bouroullec Brothers, Designers  
George Lois, Graphic Designer  
Wolfgang Tillmans, Photographer  
Jasper Conran, Designer  
Amanda Levete, Architect

## **COLLABORATE WITH NOWNESS**

Offering highly original content through film, social media and native storytelling, NOWNESS push the boundaries on creative partnerships enabling clients to connect to our global influential audience on multiple levels.

# SELECTION OF PREVIOUS BRAND PARTNERS

RIMOWA	COS	Sàfilo®	CALVIN KLEIN	<i>Cartier</i>
	<i>Fairmont</i> HOTELS & RESORTS	FLV		GUCCI 
			A. LANGE & SÖHNE GLASHÜTTE 1/SA	Dior
		 CONVERSE®		FARFETCH

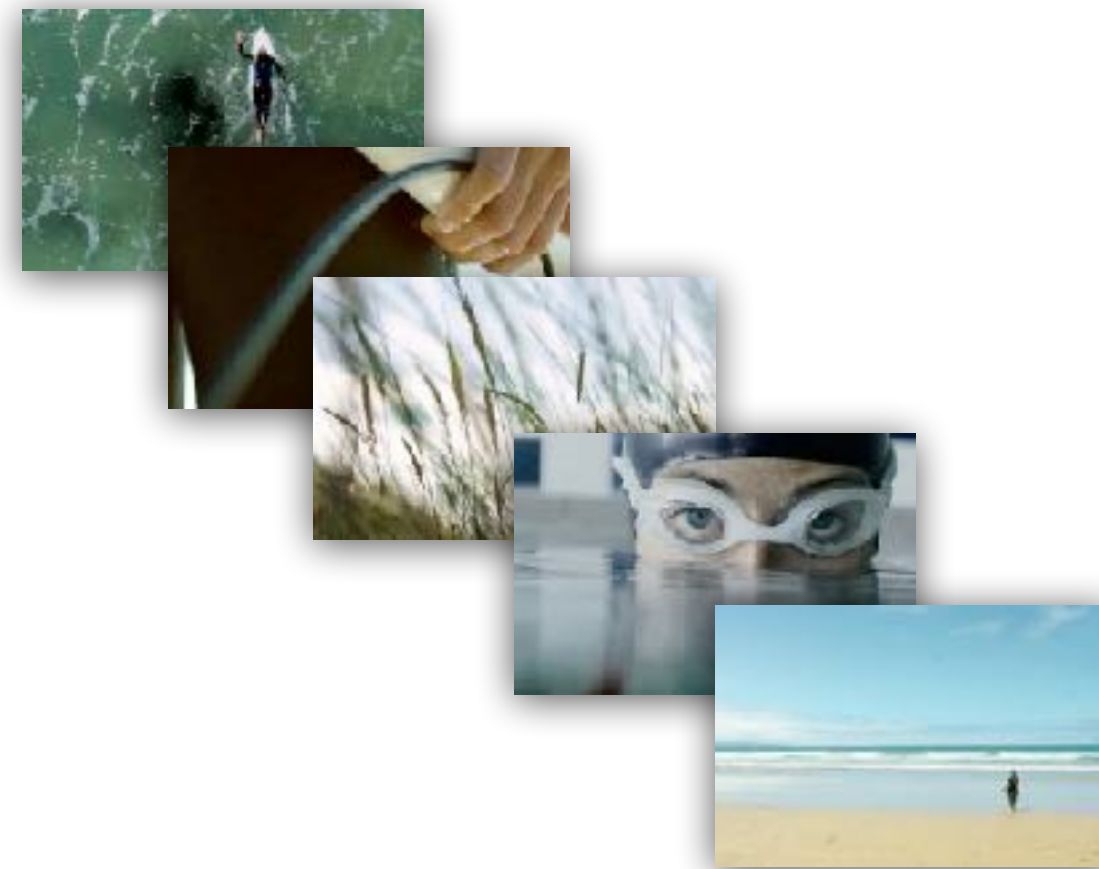
# 1. BESPOKE CONTENT

Premium campaign-driven film, alongside a suite of storytelling assets tailored to brand communication objectives.



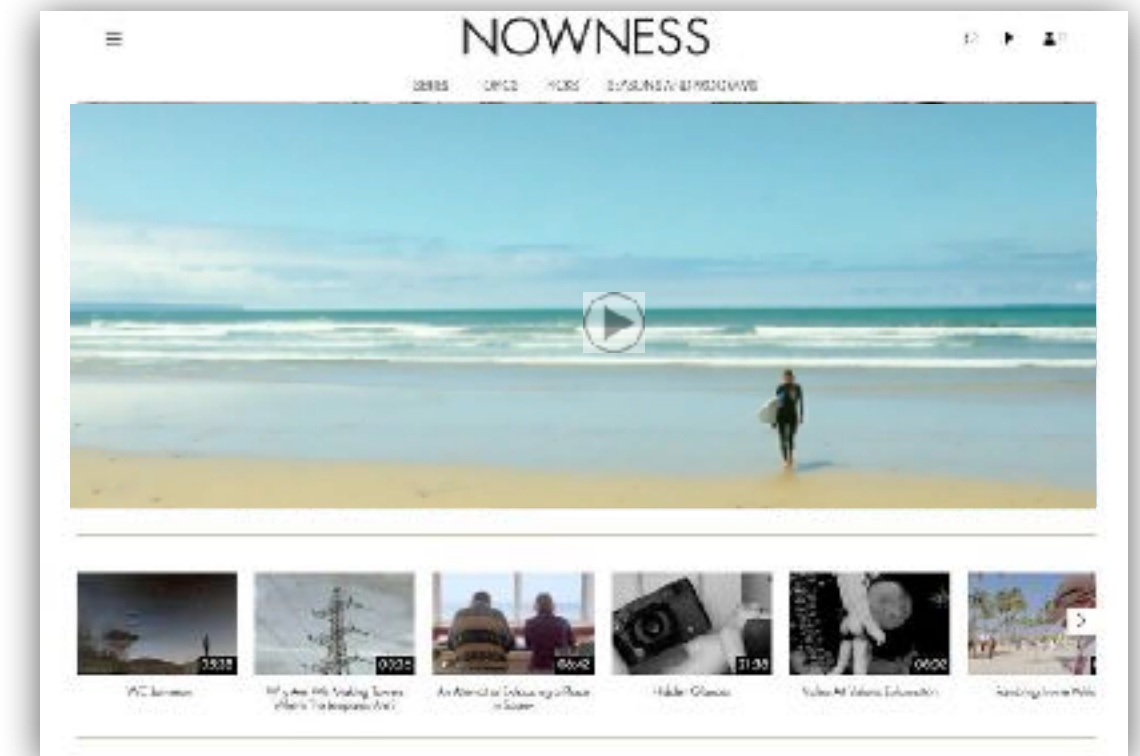
## NOWNESS

Hero video creation/  
Social Media Edits



## ASSETS

Images/GIFs/Graphics



## NOWNESS

Global distribution/  
White Label Usage



## 2. NATIVE PARTNERSHIP

### SUPPORT AN IDEA, A VISION, A CONCEPT

#### A. ORIGINALS

NOWNESS original creative editorial ideas tailored to brand positioning

- + A pilot episode of a potential format
- + A series with a minimum of three films

#### B. ESTABLISHED SERIES

Tailored versions of existing NOWNESS series — an opportunity for partnership

*\*Pictured Series: 'In Residence: Ruth & Richard Rogers'*

# 3. DISTRIBUTION

Distributing existing assets to target the New Luxury Generation across our network and leverage across socials.

## HERO PICKS CAMPAIGN

2 weeks

**FB:** 4 links & 1 embed video

**IG:** 1 story & 1 post

**TW:** 4 posts

**150k Video Views Minimum**

## LARGE PICKS CAMPAIGN

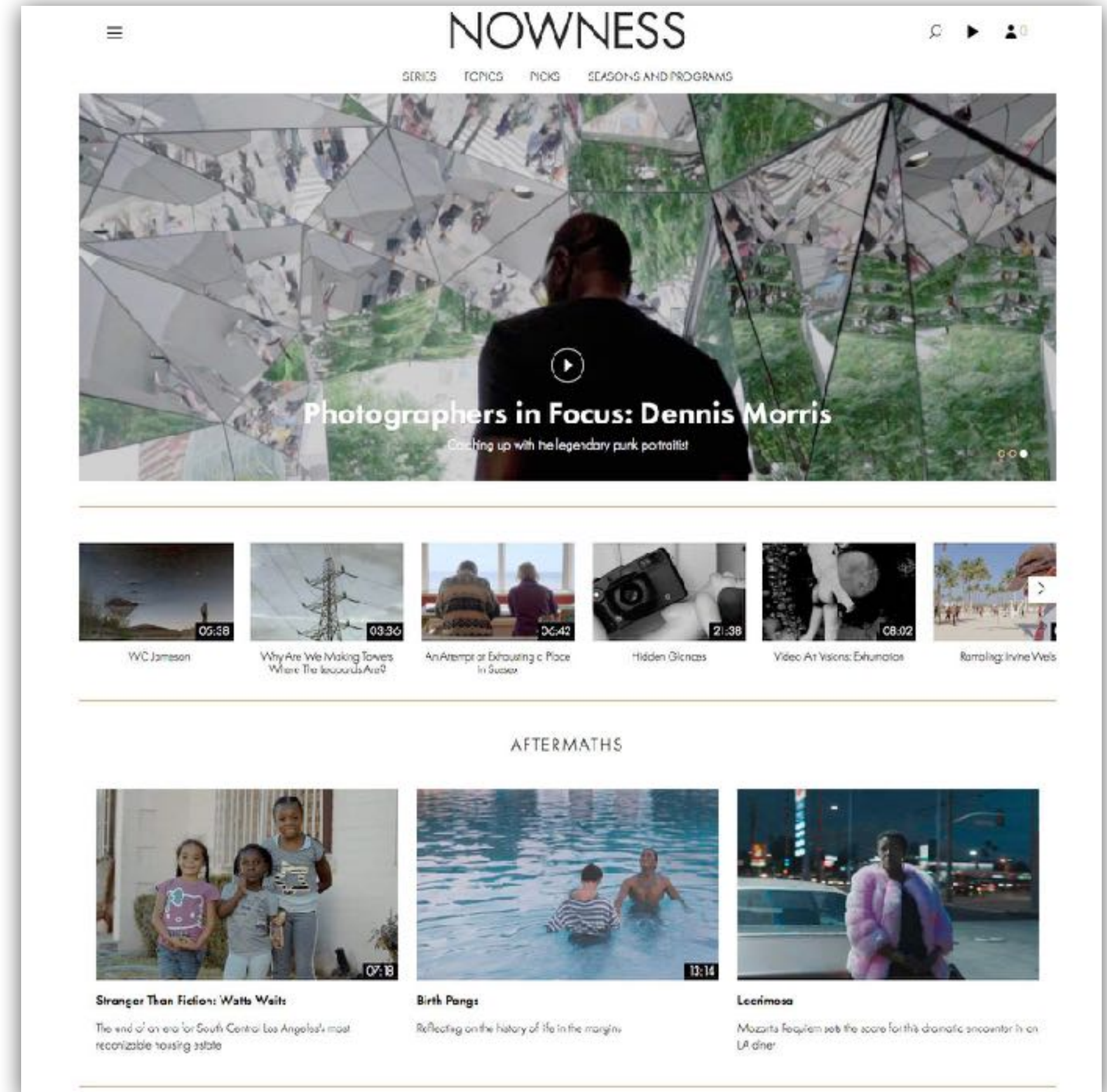
1 week

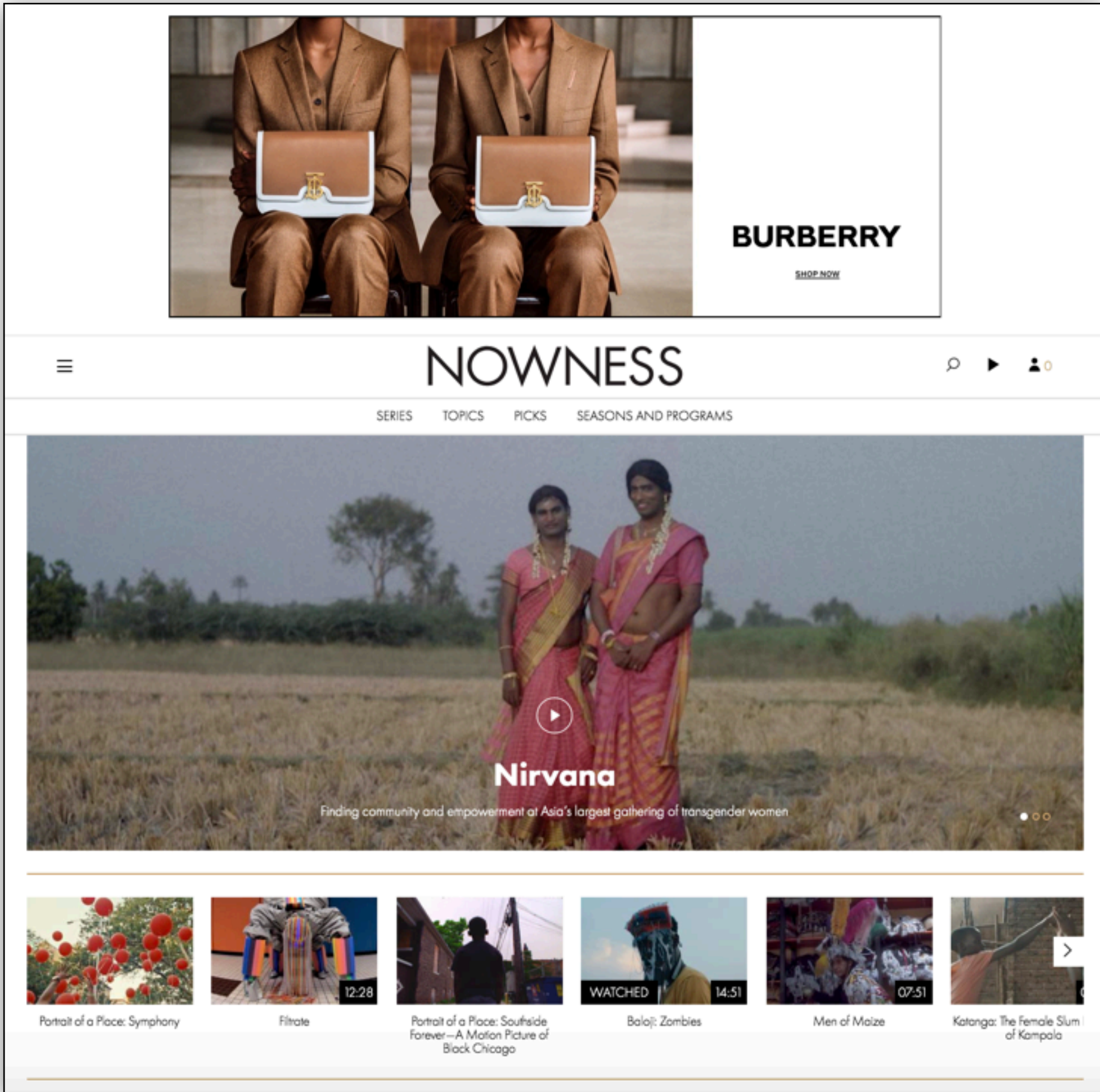
**FB:** 2 links & 1 embed video

**IG:** 1 story

**TG:** 2 posts

**80k Video Views Minimum**





# 4. NEW ADVERTISING FORMAT

**NOWNESS** introduced its **first ever luxury display advertising format** in early 2019 offering brands a huge amount of real estate on our most impactful area of the site.

The luxury advertising format sits at the top of each page and allows for logo/branding placement as well as a showcase of video content. On the Homepage this format is also supported with 2 x additional parallax units built in to compliment the ad.

The format is **fully reactive** with different versions being served depending on the device used to access NOWNESS.

**Full Site Takeover 1 x Day**  
15,000 Impressions | 0.25% Estimated CTR

**Full Site Takeover 1 x Week**  
105,000 Impressions | 0.25% Estimated CTR

**Desktop:** 1024 x 400 | **Tablet:** 728 x 400 | **Mobile:** 300 x 600



## 5. EVENTS

### REAL WORLD EXTENSIONS FOR PARTNERSHIPS

NOWNESS have access to a world class events team as part of DAZED MEDIA enabling the brand to throw an incredible range of events on a global scale, from private screenings through to chic cocktail parties, sweaty raves, luxury dinners, and everything in between.

Most recently NOWNESS exhibited 'BEYOND PERCEPTION' during Shanghai Contemporary Art Week, inviting artists and filmmakers to interpret the words 'boundary' and 'interface'. Those involved included Japanese electronic and visual artist Ryoji Ikeda, French multi-media artist Laure Prouvost (Tank 2), and sound and performance artist Lu Sisi with additional contributions from Wu Chi-Tsung, Zeitguised Studio and Frederik Heyman.

*\*Pictured: "Flotsam & Jetsam: Monobloc" by Zeitguised Studio*



# **CASE STUDIES**

# BURBERRY



# The Dreamers

## The Dreamers

**Creative women across the globe who have imagined their own worlds and made them a reality**

Burberry and NOWNESS have partnered to make a trilogy of films about trailblazing creative women who've defined their own rules around the world. As unusual figures in prestigious industries The Dreamers had to carve out new paths to become successful. There were no templates. They are true visionaries.

**Featuring:** The Labeque Sisters in Episode One, Two more episodes to come

## Come Together

### **Honoring modern masculinity through dance in this new partnership with Harrods**

Nowness worked with Harrods to launch their Mens Superbrands space, commissioning Acclaimed British portrait photographer Campbell Addy to direct this coming-of-age allegory featuring four dancers who explore movement in pursuance of authentic existence.

TOTAL VIEWS: 1.16 Million  
ENGAGEMENT RATES: 15%



# HARRODS

# Come Together



GUCCI

The Gate

## The Gate

**An Internet breaking video launch, installation and event campaign for Bjork's new video**

NOWNNESS partnered with Björk and Gucci to launch THE GATE –a new music video directed by Andrew Thomas Huang and creative directed by Björk, Alessandro Michele and James Merry.

15 Million views through the NOWNESS network

200k Posts of user generated content



# Beyond

## **Beyond Perception, Shanghai** **A groundbreaking visual arts** **exhibition in Shanghai's** **newest gallery space**

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# Perception

# NOWNNESS

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