

Leading with trust
changed the story for
Fairfax. Here's how...

**Best new concept or innovation
to create new profit centres**

The Store





GIFTS

ART & PRINTS

HOME & GARDEN

CLOTHING

ACCESSORIES

WELLNESS

BEAUTY

FOOD & DRINK

TRAVEL

TECH

HOME & GARDEN

CLOTHING

ACCESSORIES

ART TO INSPIRE

Discover handpicked emerging and mid-career Australian artists, plus exclusively curated prints.

EXPLORE

In an industry where print and advertising revenues are in decline, Fairfax Media looked beyond traditional subscriptions to successfully launch a single e-commerce destination.

Business problem

With print and advertising revenues in decline, diversifying consumer revenue beyond subscriptions was becoming increasingly critical to the success of Fairfax Media. We looked at our two key assets – a monthly audience of 11.3 million people, and trusted creators of quality content – and saw an opportunity to leverage the two, diversifying our revenue streams by launching a successful single e-commerce destination.

Our solution

Many publishers have e-commerce stores, with limited levels of success. To make a tangible impact on revenue, we needed to convert an audience that was visiting our sites intending to read the news – into valuable online shopping customers. This needed to be a seamless experience, which led to our breakthrough idea: ‘Content-driven commerce’, and a distinct e-commerce brand – The Store – to suit all Fairfax publications and readers.

Research demonstrated that our audience values quality over excess, so we used our in-house expertise in content and curation to bring to life a store that contained only items that came recommended by our trusted journalists. Having a single e-commerce destination harnessed the combined size and spending power of our total audience, maximising traffic and encouraging browsing across categories, driving incremental spend.

Results

By harnessing our two key assets – a large audience and expert curators, we not only created a trusted shopping destination, but we also developed a completely new revenue stream for a traditional publishing business.

In the seven weeks since introducing The Store as a consolidated and distinct e-commerce store, we haven’t only diversified consumer revenue beyond subscriptions – we also grew e-commerce revenue by 700%.



Diversified consumer revenue beyond subscriptions.



300% increase in traffic to the Fairfax Media e-commerce offering.



Monetised the Fairfax Media audience via e-commerce.



700% growth in e-commerce revenue.

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Content-driven commerce. Here's how we found the products our readers didn't know they wanted.

The Store by Fairfax was curated by design experts from our various publications: The design writer from the Australian Financial Review, the fashion and lifestyle editor of The Age, and the art director from The Sydney Morning Herald's Sunday Life magazine, for example. We used their expertise in content and curation to bring to life a store that contained only items that came recommended by our trusted journalists. Having a single e-commerce destination harnessed the combined size and spending power of our total audience, maximising traffic and encouraging browsing across categories, driving incremental spend.

Some of our curators



Eliza Iredale

Art Director of Sunday Life



Melissa Singer

Fashion and Lifestyle Editor of
The Age and The Sunday Age



Stephen Todd

Design Editor of the Australian
Financial Review

Curator excerpt example from The Store



Nude Seven

BY CAROLINE WALLS



*"I'm drawn to Caroline Walls' strong,
graphic use of line and form alongside
a sensitive, beautiful use of colour."*

KAREN MCCARTNEY
Author & design editor



*What I'm buying
for Christmas...*



David Harrison
Design writer

A single destination for our total audience



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Trust built The Store.

Quality

Research demonstrated that our audience values quality over excess: Timeless clothing, collectable art, cool gadgets and home wares by emerging designers. We ensured consistency with the quality our audience expected from the Fairfax brand, while providing a service that they couldn't get elsewhere.

Curation

Through the power of our expert curators and their recommendations, plus expert quotes on every product, we created a marketing platform for 3,000 unique products.

Location

By using the drop-ship model, we made a commission of 30% on every sale, and kept readers within the Fairfax network, rather than driving them elsewhere for purchase.

Examples of content-driven commerce from our publications



ALEX MCCULLOCH
Art consultant

Things I Love

Alex McCulloch is a Melbourne-based art consultant, curator, broadcaster and author committed to promoting and exhibiting emerging and established Australian artists. His consultancy, Orphic Creative, is dedicated to connecting art and business.

"Look for work that can be looked into, which offers new visions on each sighting. You will never regret spending money on original artwork."



The Last Light

BY JAMES DRINKWATER

"James Drinkwater brings together abstract, dream-like images with actual experience of the Australian landscape. His love of colour is drawn as much from nature as it is from his imagination."

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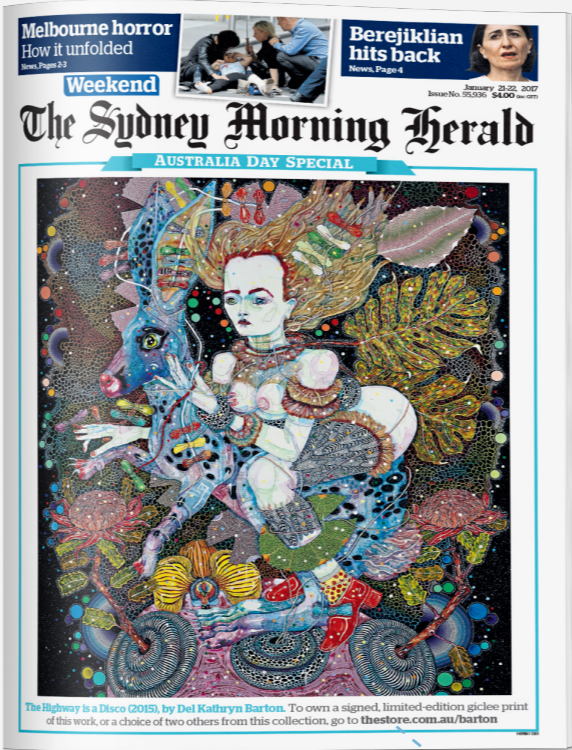


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Examples of content-driven commerce from our publications



signed, limited-edition giclee print to thestore.com.au/barton

Available only from thestore.com.au/barton

Harnessing our print assets to drive our audience to The Store

