



Client: **Buongiorno UK**  
Project: **The Lab**  
Platforms: **Mobile Web | MMS | Web**  
Target: **UK mobile phone users aged 18-35**  
My Role: **Managing Editor**



## BRIEF

Define and develop topical weekly magazine for mobiles; create house style; manage staff writers and commission freelancers; write and edit copy; seek national syndication.

## SOLUTION

Small screens, slow speeds and costly tariffs make mobile a very restrictive editorial platform. Acknowledge these limits and the approach is common sense. The Lab engaged its audience with a comic, laconic style reflecting the strapline 'Kill Boredom'. Pages were light and encouraged a participatory culture, with readers' pictures and stories complementing in-house content.

## RESULTS

- UK's first mobile entertainment weekly
- Peak subscription of 75,000 members
- Syndicated by O2, Vodafone, T-Mobile and Orange
- Major newspaper and radio coverage
- Generated substantial new business for client
- Proved value of original, topical, platform-specific copy

