



# Meredith Corporation Selects 180i

## Reaching Families Across Multiple Channels

As America's leading media and marketing company, Meredith operates businesses centered on magazine and book publishing, television broadcasting, integrated marketing and interactive media. Meredith has one of the largest consumer databases containing information on American households.

Meredith Corporation desired to create greater marketing awareness through the release of the Meredith Family and Home Network. Meredith chose to combine their online and offline communications together to help achieve growth and market share objectives.



## Integrated Marketing Communications

An integrated marketing communications platform unified Meredith website properties—180i leveraged its unique marketing and technology expertise to help fulfill Meredith's needs. 180i Internet and direct marketing expertise enabled Meredith publication editors to interconnect their stories and marketing communications to the Internet and stage them for targeted marketing campaigns.

An integrated, unified online and offline communications was developed. Also an Internet channel was created to satisfy Meredith's need for an automated campaign engine. These solutions met the needs of Meredith's key marketing properties.

## Internet Marketing

Working with Meredith, 180i helped develop a unified website presence for Meredith's key Internet properties. Meredith teamed with 180i in strategic core areas. 180i delivered marketing value to Meredith by working toward realizing the market opportunity. Connecting Meredith's marketing assets and websites together created



greater customer loyalty and retained existing customers by meeting the specific needs of families and homes.

## **Meredith Family and Home Network**

To release the Meredith Family and Home Network, Meredith teamed with 180i to increase brand awareness and loyalty across all customer contact points. This unified the Better Homes and Gardens (BHG.com), Ladies Home Journal (LHJ.com) and other key marketing assets. Now, Meredith consumers who register or subscribe to Better Homes and Garden, Ladies Home Journal and other magazine offerings will enjoy more benefits from visiting Meredith Corporation online properties. This allows for automated campaigns throughout all marketing communications.

## **About 180i**

180i offers a comprehensive suite of integrated marketing services and solutions specifically designed to help you achieve your strategic goals—across one or multiple channels. Our Fortune 100 / 500 leadership and experience ensure successful projects that reach target audiences and increase sales. From individual campaigns to developing and releasing global multi-phased launches across several verticals, 180i provides a distinct advantage. Excellence, results and service are the foundation of 180i.

## **Find Out More**

To learn more how 180i can help you achieve your goals, please contact us at: **1.866.488.180i** or visit us on the web at:

**[www.180i.com](http://www.180i.com)**



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