"PRZEBUDZENIE" ("AWAKENING") E-ZIN BRAND BUILDING

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Abstract

The article treats on brand building of "Przebudzenie" (eng. "Awakening") e-zin (internet magazine, devoted to soul development), with a special focus on aspects of visual identification eg. logo, layout etc. The article presents the characteristics of "Przebudzenie", the stages of building its image, building the brand with a special attention to issues such as: design of name, logo, typography, or the selection of the appropriate color. The aim of the study is to demonstrate how conscious image building affects the perception. Thanks to interactivity development, mass media communication model changes. The engagement of the sender and receiver is the clue for the proper functioning of this new-born journalism type, which is a key contributor for rapid importance gain vs traditional media types. The author reveals plot of increasing contribution of graphical, visual aspects of internet media models comparing to "paper" media, which often seems to be underestimated by publishers and explains its importance for the internet media identity creation.

Key words: *internet, e-zin, logo, typography, brand building, image, identity*

INTRODUCTION

Through the development of social media, traditional advertising market has changed its character, and brand building has gained an extended form and a completely different dimension. Nowadays the brand is not only the center of content that informs, warrants and certifies. It aims to stimulate, engage and influence. Therefore, an interesting question is a brand building online magazines, so-called e-zines[1] [WICH-SZYMCZAK, 2013: 440] that were extremely popular on the Polish market at the turn of the XXth and XXI century, while in the second decade of the new millennium have lost popularity. Still struggling to survive.

At the end of the twentieth century and early twenty-first century e-zines were used next to a newsletter to promote the company - they were the two easiest ways to reach customers with advertising the project of the product, as the main marketing tool. E-zine was used to create a strong link with the subscribers. E-mag was most often used when the web site was not the main point of reference in the network. For recipient or potential purchaser of products one has to offer some special treatment (only for subscribers, often for free, e-zine offers content not published anywhere else or not available anywhere else). E-zine is therefore a good way to build a strong relationship with readers [CZASNABIZNES].

But what about when the e-zine is a product to be promoted, what to do to make the e-mag existing in the twenty-first century in consumers' minds? Online brand building is neither an easy process, nor fast, but it is a very laborious task. Large team of professionals with interdisciplinary grounding or an advertising agency should be involved most of the times for this process. In theory, it appears that this is the only way to embrace all problems for the the e-zine identity creation.

[1]Name e-zine is derived from the English word 'magazine' and is its acronym (nomenclature developed for the electronic press is very rich: e-newspaper, e-zine, e-mag, e-newspaper, e-mag, e-journal, etc.). Obviously, the name, as in the case of online journalism happens, was taken from the 'paper' counterpart zin, which is defined as: a kind of non-professional editions created by a person or group of people - fans of a subject (eg. music, science, literature, games, fiction, ecology, politics etc.), addressed to the people who share these interests. Zines are published at its own expense, usually irregularly.] As an independent publications usually are distributed in the independent circuit and in small quantities (a few to a few hundred copies).

E-BRANDING BUILDING

Building brand awareness in the internet should be firstly consistent with the strategy of the brand, which includes online and offline actions. E-zine 'Przebudzenie' (eng. 'Awakening') belongs to a small group of brands, which only environmental marketing communications with customers is just the internet. This communication is thus very limited, but not impossible to implement. It is simply less effective than that, which is conducted in these two streams, but in the case of e-zines, where they are in the assumption a non-profit organization and it does not have any financial resources must be sufficient. But if this communication will be carried out very well, in a carefully planned and thought out way, it will be effective. The Internet is a perfect place for free advertisement.

STAGES OF E-ZINE BRAND BUILDING

The first stage - is to create a magazine bearing the recognizable logo and good generic name relating directly to the subject of the magazine (it cannot mislead the reader).

The second stage - building e-zine promoting website.

The third stage - converting website into the vertical portal, with forums bringing together amateurs of the matter.

The four stage - e-zine branding on various social networking portals and other vertical portals.

Every action in the field of online brand building must be carried out on the basis of the strategy, which includes the marketing, identity, PR and sales targets. The definition of objectives determines the selection of appropriate tactics, techniques, and finally the e-marketing tools.

The choice of tools is also important from the point of view of competence or the size of marketing budget. Other objectives will be realized by the banner campaign product, other campaign in the search engine (SEM), and other in brand presence campaign on social network sites. In the case of e-zine 'Przebudzenie' ('The Awakening') one must take into the consideration only the last two points [KOWALCZYK].

E-ZIN 'PRZEBUDZENIE' CHARACTERISTIC

'Przebudzenie' has debuted on the online e-zines market on 7th of July 2005 and it was issued to the beginning of 2006. At this time, there were five numbers published. The subject of the e-zine oscillates around the spiritual development, esoteric knowledge, psychology and other subjects related to the issue of multi-level human development. In July 2011, the title was reactivated, moving away from the forms of e-zine and focusing on the articles publication on-line, or as a vertical portal. Editors of the e-zine were not affiliated with any religious or philosophical movement. The aim of the magazine is to promote spiritual knowledge, to encourage to reflection and experience, as well as exploring the truth in a manner independent of anyone. Editors draw inspiration for texts from many sources of spiritual knowledge and verify them through their own experience. In this way, the texts are created for the e-zine. Editors also encourage readers to contact, exchange of the opinions, provide advice and give tips on spiritual growth. The magazine is published in html format, for download on the website is prepared in the form of a compressed zip archive.

According to editors: 'Behind the idea of 'Przebudzenie' there is an assumption that the average person operates under the yoke of the unconscious determinants, unaware of its true nature and capabilities. Just as the dreamer is not aware of his situation, accepting the creations of the mind as a reality, so human being most of his life going through unconsciously. This observation has also been observed many times over the ages by a significant portion of thinkers and spiritual masters' [PRZEBUDZENIE].

Name / title

'Przebudzenie' is the title of the e-zine, which is also the generic name of the magazine [PISAREK, 1967: 67-81]. Generic name is one part of the components of the image. [WOJCIK, 2010: 84] It is extremely important. In the case of this e-zine, name is perfectly matched to the subject of magazine devoted to spiritual development - referring to the spiritual awakening of man, changing worldview or value system. Thus, it is clear to all interested in the subject and also transparent, well fulfills its role in the identification system - is concrete, short, recognizable. As a verbal record of the e-zine existence generic name is well associated and durable, interacts with other elements of the Corporate Identity (CI), builds specific brand and is its good representative. The official name of e-zine ('Przebudzenie'), fulfills the role of Internet Name Domain (przebudzenie.net/), is thematically connected with it, which is extremely important in building the brand online. The current e-mag also has a subtitle: 'Magazine of the New Consciousness' ('Magazyn Nowej Świadomości').

Logo

Logo is another element of the visual identity of the e-zine [BENICEWICZ-MIAZGA A., 2012:135-136]. In the case of 'Przebudzenie' it was constant, never evolved, there were only changes in background colors of the e-zine.

As is well known, logo most often consists of a signet (graphic sign/figurative mark) and logotype (typographical symbol that is consisting of the selected font typeface). In the case of 'Przebudzenie's' logo, we can say only about the logotype, signet is not present [OKONEK].

All e-zine editions have identical logotype, which features a distinctive light font shape of the letters and consistent usage of white color. Covers design of this e-zine directly refers to the intangible, elusive issues, difficult to grasp. There's a minimalism, that seems to be a little exaggerated. Although the logo is transparent, unfortunately is not attractive, not memorable. [RYCHTER J., CHMIELEWSKI Z., TWORZYDŁO D., 2012:22]



Fig. 1 E-zines' logo



Fig. 2 Vertical portals' logo



Fig. 3 Facebooks' logo

E-zines' logo, unfortunately, is not the same as the logo of 'Przebudzenie' vertical portal and the logo on Facebook, which is a huge mistake in the brand building. With such a simple logo that consists solely of the logotype, and has been deprived of a signet, particular attention should be paid to typography, which is in this case the only distinguishing feature of the brand. The only aspect of connecting between these two logotypes is white fill of the letters. The logo should always be the same in every element of the promotion, vertical portal or profile in social media is a form of branding. In this case, the logo is misleading - there is a noticeable lack of unity and it is not known whether these three elements (e-zine, web portal, Facebook) are interrelated. Only a thorough reading of texts can confirm this assumption. And it is widely known that Internet is a visual medium and that image should us firstly guide to specific content, associations. Facebooks' logo is yet another - there is indeed the same typeface and font color, which appeared in the vertical portal, but editors stocked them in a signet as well. So we have the identity chaos. The point is not to use some kind of logo, sloppy, once this, once that. It may not be impressing, but it must be in the same time period, always the same everywhere. To change the logo, well prepared rebranding strategy is necessary.

Layout

Writing about the e-zine you cannot skip the graphics and illustrations topic that have been used in the magazine. It is good to start with the subject of the layout of the magazine 'Przebudzenie', that is constant pattern of compositional layout of the publication, mainly associated with the text and illustrations placement and the overall shape of the newspaper graphic layout [KWAŚNIEWSKI, 2007: 345]. In DTP, that is 'analog' computer preparation of materials for printing, apart from the typesetting, the greatest attention must be paid to the characteristics and common features of the publication: pages, cover and wrappers, ie elements that are repeated in every subsequent issue of the journal. Constant and characteristic motifs are not only the page layout, table of contents and arrangement imprint, but also margins, the division of the columns, line spacing, font and colors, and also frames and graphics. Thanks to that the publication is unique and stands out among other titles.

Magazine cover is its face, and just like when meeting new people, with the journal there is the same principle of 'first impression'. The cover is what the reader sees in the store at the beginning, and its appearance can greatly affect whether gain the attention of the recipient and his interest. [PRESS-SERVICE] Attractive and interesting cover influences the decision to buy the product as much as the contents of the entire issue. Therefore, the graphic design and analysis of graphical forms used on the cover is an element that cannot be ignored.

In the vast majority covers of 'Przebudzenie' e-zine were multi-colored, eye-catching, but not bright, dominated rather by cold colors, choice of colors on the cover was often associated with the subject of articles inside a specific issue, or season of the year in which the number appeared.



Fig. 4 Cover of 'Przebudzenie' no. 1



Fig. 5 Cover of 'Przebudzenie' no. 2

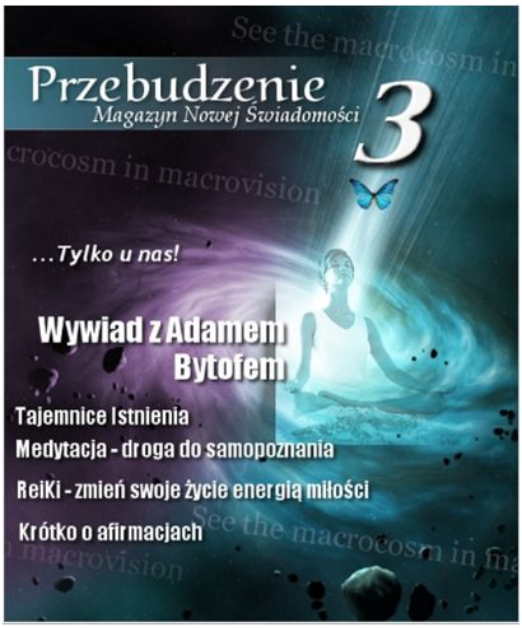

Fig. 6 Cover of 'Przebudzenie' no. 3

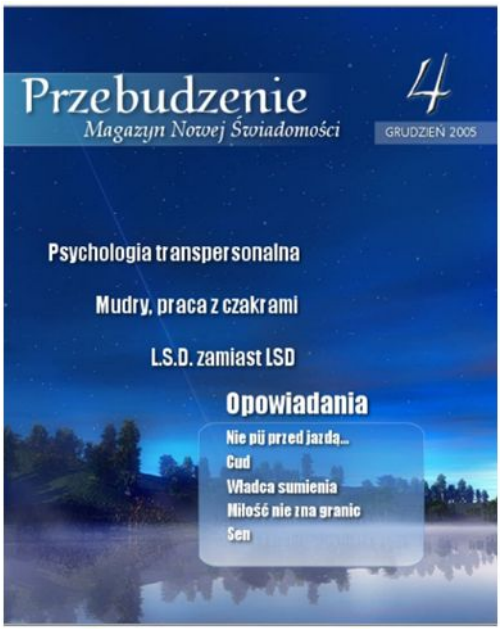

Fig. 7 Cover of 'Przebudzenie' no. 4



Fig. 8 Cover of 'Przebudzenie' no. 5

Layout of 'Przebudzenie' is designed for all issues in the same way:



Fig. 9 'Przebudzenie' no. 1



Fig. 10 'Przebudzenie' no. 2



Fig. 11 'Przebudzenie' no. 3



Fig. 12 'Przebudzenie' no. 4



Fig. 13 'Przebudzenie' no. 5

In this e-zine there was light blue background applied, consistently on each layout page (in any published issue), on the left side there was table of contents placed, the right side was designed to display articles. The layout is clear and transparent, but do not fascinate, neither composition of space, nor typography - one can see that it is amateur work.

'Przebudzenie' is based on html code like a standard website, although technologically advanced for its time. Definitely there is a need to praise the editors for creation of the 'entrance' to the e-zine (the cover) - by doing this e-zine gained similarity to the 'analog' magazine.

WEBSITE AND PROFILE ON FACEBOOK

The Internet is a medium that gives marketers an additional advantage over traditional, offline branding tools - interactivity. However, the brand on the internet should not resonate with the clients, as it should listen to their opinions about the brand, establish a real and honest debate and shape it the right way. And this is the advantage of the e-zines creators over other online brands. These magazines

in its genological assumption have incorporated an interaction between the sender and the recipient - they are partners in e-zines building. Definitely due to the development of information technology, including the internet, the way of communication has changed, and what seems to us to be the base - direct interpersonal communication between people descends slowly from the pedestal. In times of social networks, in times of globalization, time counts the most, and thus the information must reach faster, more efficiently and in a more interesting way. Hence the rapid development of new, attractive forms not only among internet genres, but new forms of journalism as well. E-zines are modern type of journalism, using audiovisual media, addressed to both individuals and entire communities. But the basic model of communication has changed. The Internet is not only the sender but also the receiver. As a polyphonic, modified, processed medium, and co-created by all members of the communication act becomes a space for interaction, development and creation of a community.

To gain a new recipient there is used a model of communication based on the exchange of information between the sender and recipient - that is interaction, and thanks to that these publications become more attractive in the eyes of the readers.

In the twenty-first century, roughly from the year 2004/2005 websites where e-zines were placed, evaluated into the vertical portals. This means that apart from the information that can be found in the downloaded e-zine, this web portal contained a lot of other information or advices. Vertical portals soon supplanted e-zines. The existence of the website makes it easy to reach the journal - proper positioning on search engines allows for quick access to the publication. Website of online magazine can serve many marketing and PR functions.

The most important of these include:

- information about the e-zine,
- e-zine advertising,
- self-presentation,
- community creation
- commenting on a regular basis, eg. on forum issues relevant to the authors,
- activation of the readers and contact with them

Features of a good e-zine evidencing of its modernity, combining graphical and functional aspects - are:

1) the quality of information - content and graphics;
2) presentation of the targets;
3) the ability to make direct contact with editors

Website (ie. 'The media's own') having a unique domain (przebudzenie.net), settled on independent servers gives more opportunities to build brand image online. Of course web site does not give you a competitive advantage today, but its absence is a huge image mistake.

An additional argument in favor of having a well optimized webpage of company/product for SEO (Search Engine Optimization) is a 'bonus' which recently was launched by Google in its service. Search results for a query for brands or products in the first results present official websites of these products / brands, often extended to the so-called. links pages.

Therefore website and Facebook profile function as an e-zine ads, allow to attract new customers through good positioning in search engines. E-zine website serves as a thematic portal, one can download this magazine, take part in discussions on the forum and read the latest articles on spiritual transformation.

Navigation panel and logo of vertical portal:



Fig. 14 Navigation panel

Interesting information for these considerations is the counter of downloads of a particular e-zine issue:

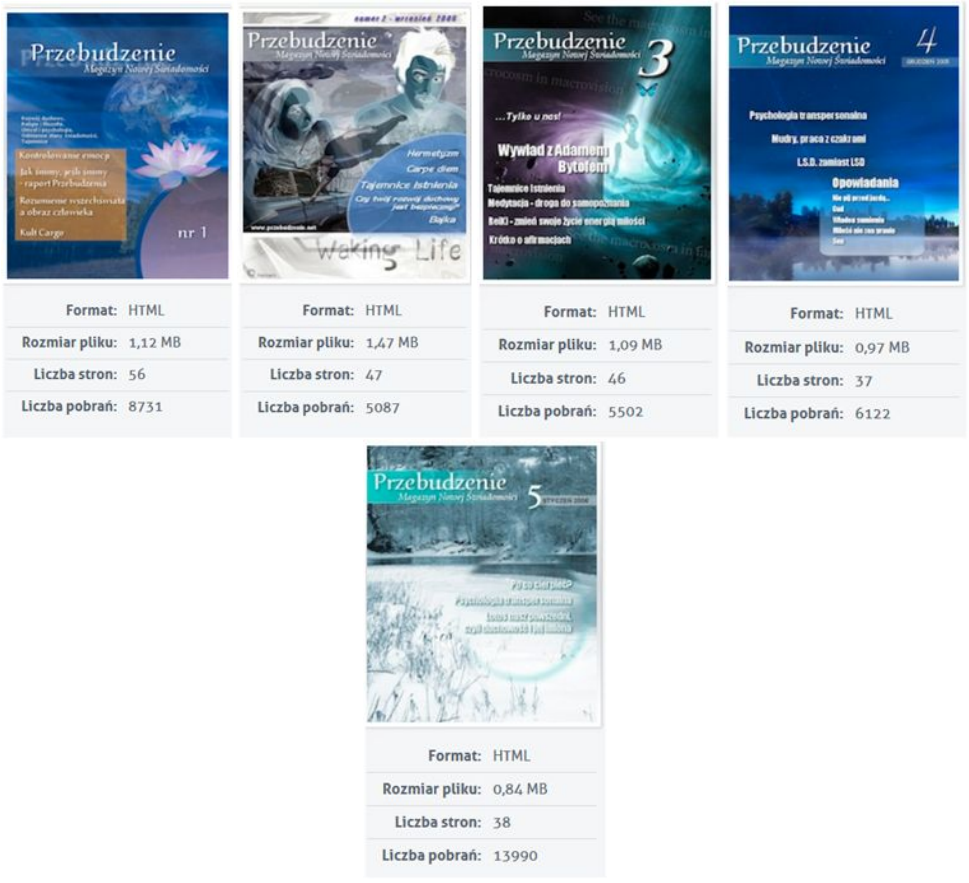

Fig. 15 Download counters

The first issue of 'Przebudzenie' (released in July 2005) to November 2014 was downloaded by 8731 internet users, and the last (released in January 2006) by more than 13,900 people. This result is rewarding this e-zine creators writing about niche topics.

E-zine also has a profile on social network, Facebook. 'Przebudzenie' like 814 people.



Fig. 16 Facebook profile

Editors of 'Przebudzenie' like all other e-zine creators count on interaction with the customer. Facebook profile acts as advertising, soliciting, thus appearing this type of information:



Fig. 17 Facebook editors' post

SOCIAL SERVICES AND E-BRANDING

Having a brand or company profile on social networking sites does not guarantee branding success of the company. To function effectively in Social Media one should calculate allocation of certain portion of marketing budget for this purpose. Unfortunately, not in all cases it is possible - eg. free of charge e-zines do not have any cash. They have, however, comprehensive strategy, goals, competence, the idea for effective communication and knowledge of the social media, and this is already a very good starting point to brand building.

Properly implemented activities in the field of e-branding include:

- a consistent message about the value and unique characteristics of the brand,
- the brand presence in places (websites, forums, etc.) in which are recipients of messages, so called points of contact (touch points)
- dialogue with customers based on a real and honest communication,
- provide customers with added value, eg .: through access to additional online content, newsletters, promotions implemented only in the network.

Brand building online requires the passage of a long journey by marketers to increase awareness and building its reputation. Therefore, the person responsible for the allocation of marketing budgets or responsible for PR activities should start to spend more and more time for advertising and presence in

other types of media (eg. e-zines are often added to paper magazines on its CD [computer papers]). All this steps are made for supporting the brand building in the internet. [KOWALCZYK]

E-branding should be a priority, because in the long run, it results in the achievement of marketing goals and high brand awareness in the market.

CONCLUSION

In the case of e-zine 'Przebudzenie' - its editors could not afford for spending money for their magazine, so they did what they could do - they decided to create the image (as we can assume - for now) based on limited visual system (visual identification system), web portal and Facebook profile. They fulfilled this task well. They have correctly determined the initial situation - collected and analyzed all the useful information such as: the main features, objectives and values that this e-zine should be guided, as well as accurately pointed out the target group. Also, having a good grasp of the e-zines in the Polish internet market, they properly determined the potential competition, against which they stand out positively. In this context, however, raises the pessimistic conclusion that the market of electronic press operates quite unprofessional - short of ideas on creation and promotion of the magazines, though certainly not a lack of will or the ideas of topics and substantive preparation of online journalists. However, it is not enough, because in today's world of e-zines at the same time one has to be a journalist, a computer scientist and a graphic designer. Moreover, in modern e-zine journalism problem of brand building and visual identification is often overlooked. E-zines are often not visually distinguishable from the usual vertical portals, and yet hypertext, multimedia, interactivity and unlimited internet coverage make it became the most common means of communication, giving, as it seems, limitless creative possibilities. The universality of the Internet supports the development of new information technologies, as well as new genres and new communication mediums in online journalism. Thanks to that McLuhans' global village is growing rapidly. Time and space are concepts that gain on new meaning in the 'new media'. There is created a new electronic reality, and all the phenomenon that we know so far, through the media convergence take on new meaning, and create a new virtual reality, where law and order are built from scratch. However, online only consciously developed 'new brands' have a chance to arise.

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