"Live Model" in teen magazine

Live Model
- Female
- Male

Genre
- Casual
- Trendy
- Sport
- Evening

Dress

Change:
• Jacket
• Trousers
• T-Shirt
• Shoes
• Make up
• …

Vote via SMS/ www on best dress

Send in MMS with your favorite dress (eg why favorite, price, store, etc.)

Live Model - Blog:

Steven (10/25/04):
No way, this haircut is ridiculous.

Clara (10/24/04) says:
I especially like the shoes and her make up.

Bernard (10/20/04): Where can I get the Abercrombie & Fitch jacket in San Francisco?

- Extension of existing fashion coverage in teen magazines

- Dress model based on given taste

- Discuss and enhance via blog, Web, and mobile

- Partnership with name brands as main vehicle for profit making and innovation
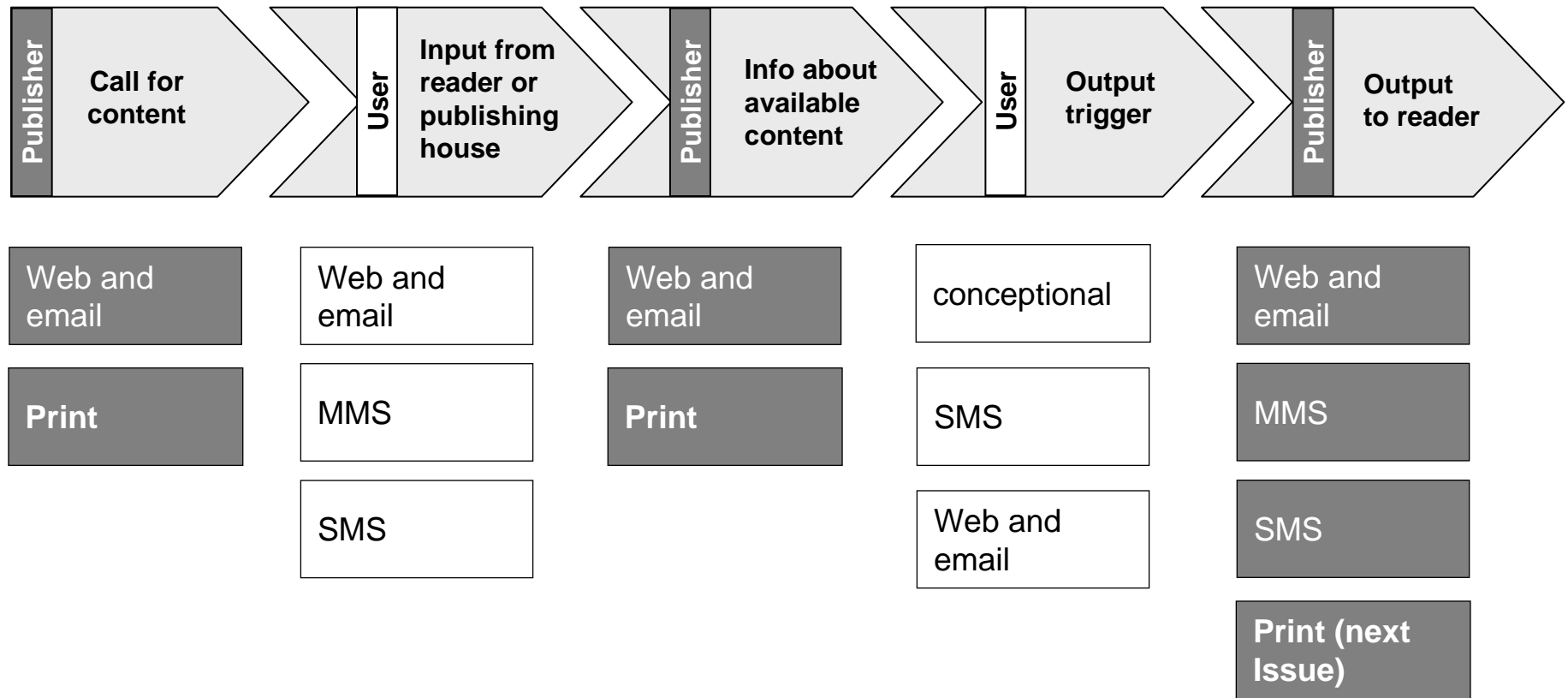
- See our write-up for a more complete discussion. Thanks. (hopefully Patrick will generously post it online) ☺

Publisher	Call for content	User	Input from reader or publishing house	Publisher	Info about available content	User	Output trigger	Publisher	Output to reader

Web and email	Web and email	Web and email	conceptional	Web and email	
Print	MMS	Print	SMS	MMS	
	SMS		Web and email	SMS	
				Print (next Issue)	

The "Live Model" Teen Magazine page:

1) The call for content occurs as well on the web page as in the print magazine.
2) Content can be submitted: for the blog feature via web, for voting via SMS and web, for the "send in picture of favorite personal dress" feature via MMS.
3) Information about where the content is available is provided in the web, as a link on the main page. The print version can contain a hint to the online version for special features.
4) The output trigger is rather conceptional for the basic magazine (results of online results are automatically published in the print version). In an extended version however, we can think of e.g. sending an SMS as trigger for receiving digital coupons. Or asking via web (with e.g. registration) for a mobile coupon.
5) The output will be delivered in the print magazine (e.g. dress of the week form web page, voting results, selected blog comments), in the web (e.g. blog, voting results, "send in favorite dress"), and eventually via SMS / MMS (e.g. mobile coupons).