



the VOICE MAG

BRIEF FOR CREATORS

RED
APPLE



ABOUT THE BRAND

VOICE – women's media No. 1 in Russia (part of the Independent Media holding)

Its concept: a space for young girls and women with an active lifestyle, where they will always find understanding, inspiration, sincere support and openness in discussing any topics of interest to them. The VOICE believes that the key thing is to be yourself

The VOICE ecosystem: website, magazine, social networks, TG channels, video lines and large-scale events

Brand reach: 26 million users per month

Slogans:

- The loudest female voice;
- Louder, brighter, for you!;
- The VOICE is always with you, wherever you are!



THE CREATIVE OBJECT

THE IDEA OF A COMMERCIAL
TO LAUNCH
A UGC-COMMUNITY
"WOMEN'S COUNCIL!"
IN THE NEW SECTION OF THE
VOICE WEBSITE



A UGC-COMMUNITY "WOMEN'S COUNCIL!"

Concept:

a community of like-minded people focused on respectful and open discussion of any women's topics, without taboos and restrictions on the basis of the largest women's website in the country



Values:

- Sincerity, openness and freedom of expression
- Support for like-minded people
- Personal experience
- Motivation and inspiration
- Creativity and self-expression
- Practical benefits

USP:

- "Pour out your heart", "Share your experience", "No one will judge you here"
- Feed interactivity
- Expert help
- Friendly and respectful atmosphere, moderation by the editorial staff

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PURPOSE: to develop the **idea** of a commercial (TV) announcing the launch of the a UGC-COMMUNITY "**WOMEN'S COUNCIL!**" on the VOICE website

TARGET AUDIENCE: girls aged 18-44, working, with average, above average and high income

EXPECTED RESULT: idea, plot, visuals, video and audio references, video slogans (15 seconds)

VISUAL RANGE/COLOR: the visual range must match the design of the VOICE website: the main colors are magenta and white

FONT: Tenor Sans

TONE OF VOICE: using "you"

ADDITIONAL INFO

Website:

www.thevoicemag.ru

TG channels:

<https://t.me/darkvoicemag>

https://t.me/VOICE_fashion

Media kit:

<https://www.thevoicemag.ru/lifestyle/stil-zhizni/the-voicemag-mediakit/>

Image video:

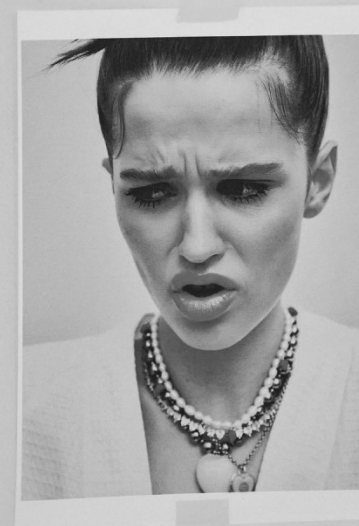
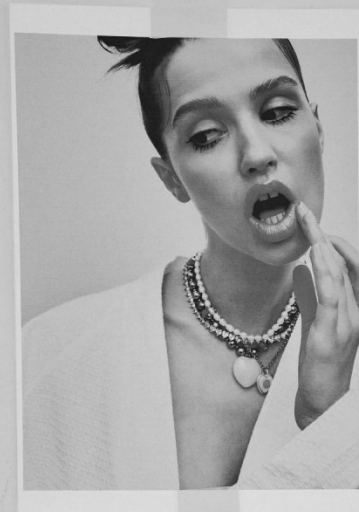
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the
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**WAITING FOR YOUR
IDEAS!
GOOD LUCK!**

With love,

the VOICE
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