

# Destiny Magazine launches with reverse psychology

Destiny magazine, Khanyi Dhlomo's new business publication for women, will launch with a clever ad campaign that is bound to get people talking. When every advertiser is shouting to the public, “buy, buy, buy”, this new marketing campaign says, “Don't buy”.

Khanyi approached advertising agency, morrisjones&co to launch the magazine. “The challenge was to stretch a small budget to make a big splash,” says Dhlomo. The solution? The invention of a pseudo society called “The Women's Anti-Career Group” – made up of conservative women who are horrified at the prospect of women entering the business world. The campaign consists of warning messages urging women to stay away from Destiny's dangerously influential content.

Says Angel Jones, Executive Creative Director of morrisjones&co, “The beauty of this campaign is that it will take people by surprise and heighten curiosity around the magazine. Our target market is intelligent women who hate being told what to do. They will love the irony and will be allured by the cheeky chutzpah of the campaign”.

Indeed, the target market for Destiny is professional women who see themselves as being quite different from their mothers and their more traditional female peers. They see themselves as different in four ways; more rebellious, more independent (emotionally and financially), more educated and more outspoken.

The campaign launches on 15th October with a TV, radio, outdoor, instore and web campaign. The advertising creative team was Toni-Lee Cheiman and Nicole Rocha and was shot by director, Guto Bussab.

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