

## **PACKAGE DESIGN MAGAZINE ANNOUNCES THE OFFICIAL LAUNCH OF BXP, BRAND EXPERIENCE MAGAZINE**

This past January, *Package Design* magazine announced the launch of its recently rebranded publication, BXP, *Brand Experience* magazine, during the [2017 Package Design Matters Conference](#) in Bonita Springs, Florida.

BXP's new Brand Mission states:

*BXP Magazine elevates the value of innovative and collaborative brand design as a strategic business competence across the omni-channel path to purchase, to ultimately help brands deliver more relevant experiences that connect with shoppers, win at shelf, own the moment of sale and maximize brand loyalty.*

BXP believes good strategic design can shape consumer behavior and is an investment in brands, not a cost, ensuring design has a proper seat at the table early for better business results. BXP explores consumer and retail facing brand design from concept to shelf, for senior business leaders in marketing, design, R&D/innovation and their design firm and supply chain partners.

The journey to rebrand *Package Design* magazine started nearly two years ago when Gerri Brownstein, publisher, and Linda Casey, editor-in-chief, wanted to ensure that the publication continued to bring the utmost value to the industry and remain an innovative and indispensable resource to its senior marketing, innovation and brand design audience. "To succeed in raising the value of design, we needed to continue to change the conversation with brands, so that we could bring more senior business and C-suite leaders into our community and make them passionate advocates for the role and power of strategic design for businesses and brands," stated Brownstein.

Though the publication was beloved and trusted by avid readers, the industry had evolved, and so, the brand needed to evolve too. The editorial focus had been shifting to more of a brand design strategy, insights and execution resource, and so the name *Package Design*, no longer reflected the new strategic direction. Many readers had become not only responsible for package design, but also for the holistic omni-channel strategy for brand experience and design across all brand touchpoints. Additionally, there was an emerging new group of design decision makers, therefore it was important to broaden the subscriber base to encompass this additional target audience.

To ensure the brand aligned with the evolving industry, *Package Design*'s leadership team started by assessing the readers' current relationship with the brand and how the publication could bring relevance and value to an important segment of non-readers or occasional readers. They solicited the help of LPK, a respected brand consultancy in the design industry, to assist with brand strategy, naming and visual identity, as well the help of Nielsen, a dedicated research partner. Through an extensive amount of research, testing and collaboration, the team aligned around BXP, *Brand Experience*. "It

was a pleasure collaborating with the LPK team on the redesign of the magazine,” stated Don Heyl, Art Director for *Package Design* magazine. He continued, “I feel that together, our teams have produced an exceptional publication that features a sophisticated color palette and visual identity that truly compliments our new strategic direction for the brand.” Brownstein added, “We could not have made this transition without our amazing partners at LPK and Nielson, and we can’t thank them enough for their time, enthusiasm and commitment to making BXP a reality!”

Editorially, BXP’s goal is to facilitate a strong community through provocative and disruptive exploration of strategies and best practices, shopper and design mega-trends, shopper insights, global inspiration, innovation and emerging technologies, materials, tools and solutions, including effective design and supply chain collaboration in brand experience and path to purchase. “We are so excited for the new editorial direction we are taking with the publication,” stated Casey. She added, “While packaging will remain the most important touchpoint in our coverage of brand experience, it will not be in isolation. We’ll explore holistic brand experience strategy and execution across all omni-channel brand touchpoints including POP and retail merchandising, promotion and other in-store media, digital and mobile marketing as well as advertising and social media, to name a few.”

Along with the expanded editorial focus, BXP’s readership base is also reaching new subscriber audiences featuring more senior business leaders in consumer facing goods brands and retail decision makers around the globe. New audience categories include advertising agencies, shopper marketing agencies, research analytics insight firms, quick serve restaurants/food service, retail merchandising, POP, promotional agencies and more.

*Also New for BXP:*

- The launch of the new Chief Experience Officer (CXO) Multi-Media Thought Leader Series in print, digital and video/podcast format – *formerly the Package Design Matters Series*
- A new website designed to maximize user engagement, create a more personalized user experience and generate greater response
- Advanced lead generation tools
- A special BXP State of the Industry Look Book, Resource Guide and Tool Box
- Exclusive research partnerships with consumer shopper insights, trends and innovation companies like Stylus, Nielsen, Mintel and others
- In-depth certification programming partnerships as well as other digital web-based content curriculum as part of a new online educational series offering

Visit BXP’s new website to learn more about the brand at [www.bxpmagazine.com](http://www.bxpmagazine.com).

Want to receive your own copy of *BXP* magazine? [Subscribe here](#).

For information on BXP's advertising opportunities, download the [2017 Marketing Planner](#).

View the digital edition of Jan/Feb BXP [here](#).

### **About *BXP Magazine***

Published 10 times a year, BXP, *Brand Experience magazine*, elevates the value of innovative and collaborative brand design as a strategic business competence across the omni-channel path to purchase, to ultimately help brands deliver more relevant experiences that connect with shoppers, win at shelf, own the moment of sale and maximize brand loyalty. BXP believes good strategic design can shape consumer behavior and is an investment in brands, not a cost, ensuring design has a proper seat at the table early for better business results. BXP explores consumer and retail facing brand design from concept to shelf, for senior business leaders in marketing, design, R&D/Innovation and their design firm and supply chain partners. For more information, visit [www.bxpmagazine.com](http://www.bxpmagazine.com).

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