

CASE STUDY



The Beano Brought to Life

Client profile

DC Thomson

DC Thomson is a long-established Scottish newspaper, magazine, and comic publisher. Their titles include a diverse range from *The Sunday Post* to *The Scots Magazine* and *Shout*. *The Beano*, their famous flagship comic, has been a much-loved favorite of almost every British child since the 1930s.

DC Thomson, the 100-year-old publisher of Britain's favorite comics, wanted to inject fresh life into the fan club of its most popular comic, *The Beano*, by taking it online. MPS designed an animated digital version of its club magazine to enhance the existing club membership and to boost eCommerce purchases.

Challenge

Enhancing a popular magazine for today's digital readers

The *Beano Club* magazine, a thrice-yearly print magazine, is one of DC Thomson's main links with its club members, and the publisher was keen to look at alternatives that would meet with expectations of their readers and drive merchandise sales. DC Thomson approached MPS looking for a digital solution.

Solution

Creating a media-rich digital flipbook of the *Beano Club* magazine

Given the young readership and the creative potential of the material, MPS suggested that they turn the *Beano Club* minimag into a digital flipbook—replete with audio, video, and animated versions of the regular crosswords and puzzles—using its in-house tool, MediaSuite.

The two teams worked side by side to ensure that the animated magazine retained the quintessential *Beano* appeal, with Dennis and Gnasher aesthetics and a Beano Town background.

By hosting the magazine online with a Flash-based Web player, each issue could be distributed electronically and DC Thomson could initiate a far higher level of interaction with its readers.

The flipbook version of the magazine was designed to direct readers—by strategically placed hyperlinks—to the eCommerce site, where they could browse and buy *The Beano* and other titles such as *The Dandy*, or related merchandise.

"The cost saving on this project was (again) substantial, which allows for much more flexibility with the creative going forward. Overall I am extremely happy and indeed impressed with the level of customer service and I'm excited over the pending prospects to really open up the use of the online platform to become more interactive and indeed reactive to our readers."

Katy Air, Project Manager, DC Thomson.



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