Connor Gotto connor@thisisirresistible.com

# BUILDING BRANDS FOR THE FUTURE

thisisirresistible.com

@thisisirresistible



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### Problem

- Traditional publishers continue to battle with digital advancements, meaning:
  - An expected increase in output across formats (editorial, audio visual)
  - Unattainable set-up costs to facilitate this at scale
  - Changing reader expectations that favour access, authority and exclusivity

## Solution

A cross-platform approach to deliver specialist media to audiences in line with consumption habits:

- Leverage industry collaboration to produce and deliver one-of-a kind content that appeals to audiences
- Establish a core set-up to create content that's scalable in line with revenues
- Focus on audience and content to maintain sustainable brands

## **ROADMAP TO DATE**

Digital relaunch delivers record traffic and ad revenues

Newsstand expansion into supermarkets, HMV, etc.

APR

**'22** 

JUN

**'22** 

MAR (22

NOV

APR **'20**  RETROPOP launches in print nationwide with a network of industry leading contributors

IRRESISTIBLE is incorporated with Gotto as Founder & CEO

Journalist Connor Gotto launches RETROPOP as an online entertainment site, building an organic readership, digital presence and attracting industry attention



\$4.99

BEVERLEY KNIGHT Her fifth

chapte

All the old 45s

**FUN BOY** 

Their lips unseale

EXCLUSIV

CIO

PLUS!

'I'm all t

ready for

THREE

DANCE FLOOR DIVA CLAIRE RICHARE

\$4.99 ANDY TAYLOR | DURAN DURAN LEGEND RETURNS

nside the

ABBA star

solo comet

Is this their final album?

EXCLUSIVE

AMES BLUNT SCOUTING FOR GIRLS V V BROWN

Are We There Yet?, Glastonbury

'Whether it gets released or not, I'll still be making music!'

ROLLING STONES JAMES ARTHUR PETE WATERMAN LEVEL 42 FIVE STAR ABBA VOYAGE LOADS MORE!

and why he's never gonna stop.

THE ULTIMATE POP MAG

Behind pop's

ONLY

## WHERE WE ARE

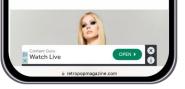
Owner of the UK's leading monthly pop music title

MAGAZINE SALES NEWSTRADE (UK) +14.25% SUBSCRIPTIONS (UK+ROW) +221.95%

ONLINE STATS GLOBAL REACH >6Mn Views WEB TRAFFIC >250K UMV



Acazar reunite for 'one night only' Eurovision performance The Contest returns to Sweden on the 50th anniversary of the supergroup's iconic victory with Waterloo, which will be celebrated.... the content of the first of the sets.





## WHO WE WORK WITH BMG







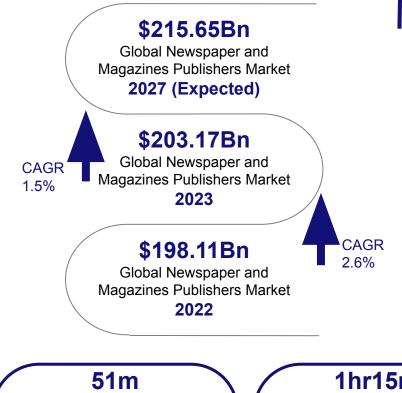


#### WH Smith ASDA Ahmv

PLUS! BRA



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## MARKET

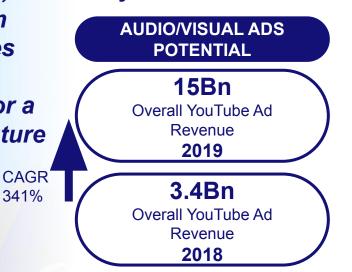
Global market growth BUT the number of UK consumer magazines has halved since 2010

Time spent reading physical press daily +18% '18-'23 **1hr15m** Time spent reading online press daily +25% '18-'23



MARKET

A multi-format, cross-platform approach gives brands the foundations for a sustainable future Internet users spend nearly 2½ hours a day on social media



Ads seen on social are Gen Z's top way to discover brands

504.9Mn Expected Global Podcast Listeners 2024 30% ROI Short-Form Video Engagement 2022

## **COMPANY STRUCTURE**

#### **IRRESISTIBLE** PUBLISHING

Overseeing IRRESISTIBLE's own brands internally while also working on strategic collaborations, Publishing covers content across platforms and mediums, including print and digital, and delivers products to consumers.

## IRRESISTIBLE

A team of industry-leading creatives including copywriters, journalists, photographers, videographers and sound engineers, all of whom work collaboratively to deliver content seamlessly and at the highest quality.

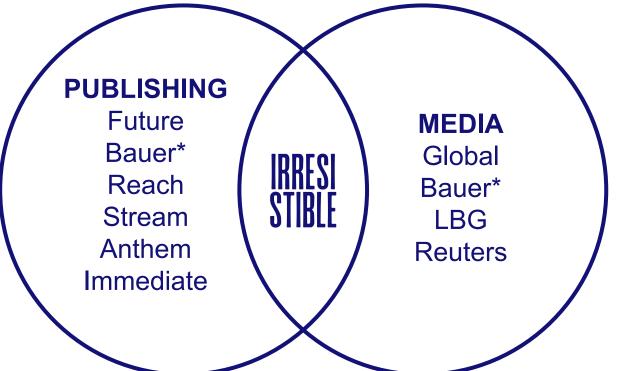
### IRRESISTIBLE LABS

An in-house creative solution, devising campaigns with a focus on automation and optimisation to propel brands via compelling content that grabs consumers' attention and drives action.

#### A full service creative network



## **INDUSTRY LANDSCAPE**



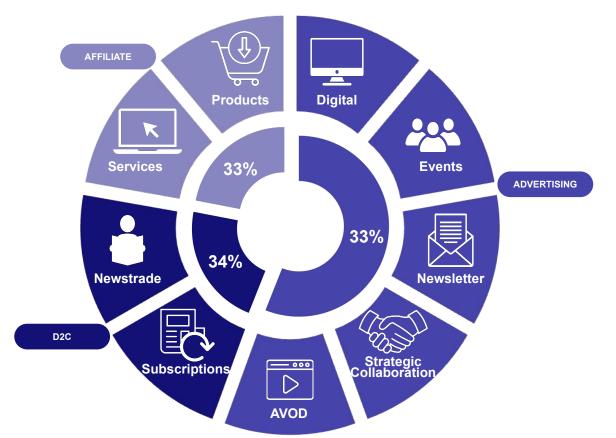
"A cross-platform approach, operating in the physical and digital spaces across editorial, audio and video to propel brands, attract audiences and drive profitable revenues."



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## **REVENUE STREAMS**





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## **MARKET STRATEGY**





#### MAIL DROPS

Targeting industry executives with invitations to launch event

#### **PRESS** Coverage from industry launch to gain exposure for IRRESISTIBLE's services



#### SOCIAL MEDIA

Targeting creatives on platforms such as TikTok and Instagram for brand awareness



#### LINKEDIN

Expanding to a wider network of potential clients who may utilise IRRESISTIBLE's services



## THE TEAM

#### FOUNDER & CEO Connor Gotto

#### **PUBLISHING ADVISER**

Toby Granville (via Newsquest)

#### **DIGITAL & GROWTH ADVISER** Ross Barnes (*via The&Partnership*)

#### **ART DIRECTOR** Owen Connolly (*via Smash Hits*)

#### EDITORIAL CONTRIBUTORS

Simon Button (*via Attitude*) Fabio Magnocavallo (*via Euphoria*) Donna McConnell (*via MailOnline*) Darren Scott (*via Gay Times*)



BUILDING BRANDS FOR THE FUTURE

ASK

Y1 Q3

Y1 Q2

**Y1** 

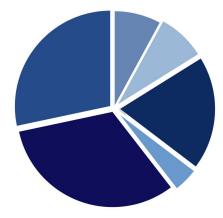
Q1

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Focus on international

## £375,000

#### for 10% of IRRESISTIBLE



Capex (Studio)
Marketing Cost
Personnel

Cost of Revenue
Other Overheads
Tech Costs



markets

**Y3** 

Launch supplementary bookazine titles (projected £35k revenue/edition)

Relaunch RETROPOP globally with editorial, audio and visual content

Flesh out core team and establish London HQ for content creation and collaboration

## **THAN A MEDIA COMPANY**

CONTACT Connor Gotto connor@thisisirresistible.com

**THANK YOU**