



SYRUP

WE ARM THE FUTURE



PERSONALITY

INCLUSIVE

STRAIGHT UP

**TREND
-SETTING**

UNAFRAID

**GLOBALLY
MINDED**

CONNECTED

TRANSPARENT



FROM THE EDITOR

“It has been a privilege to be a part of the creation of Syrup, and to have been chosen to lead it as editor. With its strong voice and energetic approach to content, Syrup is forging brand new pathways for an incredibly individual and influential generation, defined by their drive for progression and gift for connection. Syrup is the platform I always wished I had when I was 16 and 18 and 21. A diverse platform for a diverse set of voices, empowered to say the things we’ve always needed to hear.”

MAHALIA CHANG, EDITOR



OW
WE

SYRUP is a digitally lead fashion, beauty and culture brand built on trust—not only for our authority, but for our authenticity and our transparency (as well as our taste and humour, of course).

Created as an inclusive space for people aged 16 to 22, we ignite conversation, inspire creativity and celebrate diversity, freedom and individuality.

WE
ARE

A tapped-in brand that speaks to Gen Z **ON THEIR LEVEL**, on topics that matter to them.

We arm next-gen leaders with the information and tools they need to take on any challenge.

A community of informed, connected and progressive young minds, striving for change and purpose.



WHAT WE WDO

With a diverse and unisex approach, **SYRUP** informs, inspires and empowers by providing answers to questions being asked, with content created to be shared.

With our audience still discovering who they are (and all the trends, fads and existential questions that come along with that discovery), **SYRUP** connects and creates conversation with them and between them in an authentic and transparent manner.

HOW

ON THE LEVEL

Using individual voices with a witty, authentic, conversational and personal tone, we speak to our audience on their level.

HIGH-LOW APPROACH

We have a “high-low” approach to fashion and beauty, which focuses both on luxury and affordable content, creating accessibility while also offering an aspirational appeal.

DIVERSE & UNISEX

We embrace diversity and treat all topics as unisex - just as gaming is for girls as much as it is for boys and makeup is for boys as much as it is for girls.

GLOBAL & LOCAL

As Gen Z is a globally-minded audience, our “think global, act local” approach means that our content appeals to their interests, while also covering local news and events.

WE



DO IT

WHO

WE

SYRUP is a brand created for Gen Z, targeting a unisex and non-binary audience aged 16-22.

This audience is one that strives for change and purpose and broadcasts what they believe in, spurred on by knowing that they have the power to make a difference.

FUTURE FOCUSED

With their eyes on the horizon, Gen Z donates, volunteers and engages with political, environmental and societal issues that matter to them.

CONNECTED

Fostering deep and intimate friendships, Syrup's audience believes in the importance of understanding and accepting differences and growth.

REAL

Focusing on real - life relationships, the normalities of life and their own complicated sense of identity, Gen Z are untangling 'the real.'

EXPRESSIVE

Highly creative and imaginative, the audience see creativity as an advantage and an opening to new and unexplored pathways.



WORKING WITH SYRUP



We are transparent. Speaking to our audience's unique views on commercialisation, being upfront about our intentions creates a trusting relationship with our audience, and also allows our advertising partners to use innovative and creative content to reach our unique audience.

When it comes to brand touchpoints, from social media to newsletters, **SYRUP** utilises each platform to deliver unique and channel-specific messaging.

WEBSITE

NATIVE VIDEO

NATIVE ARTICLES

NATIVE GALLERIES

AFFILIATE LINKS

DISPLAY

SOCIAL

INSTAGRAM POSTS
& VIDEOS

INSTA STORIES

INSTAGRAM ARTICLES

TIKTOK – COMING SOON

BRAND EXTENSIONS

– COMING SOON

EVENTS

PODCASTS

NEWSLETTERS

PRINT EDITIONS





GETTING THE WORD OUT

THE NETWORK

- Bauer's existing magazine and website network provides a brand awareness push to the older spectrum of the Syrup audience, capturing interest and extension to share with younger siblings and friends.
- Tap into the younger audiences of ELLE and Girlfriend by targeting common interests

ONLINE

- Off-network digital platforms are native to Syrup audience and are core to growth strategy.
- Syrup will be speaking to the audience in their own environment

OFFLINE

- Key offline activations drive organic awareness of brand, with handouts and sampling pushing back to native channels.
- Engagement with audience at high attendance events ensures broad national awareness coverage



BY YOU

BY YOU

BY YOU

**FOR FURTHER INFORMATION
PLEASE CONTACT YOUR BAUER
MEDIA ACCOUNT MANAGER**

The SYRUP commercial team:
Luxury Group Brand Manager
Kate Herisson
kherisson@bauer-media.com.au

SYRUP Brand Manager
Emma Vangelovich
evangelovich@bauer-media.com.au

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