



U.S. Marine Corps and Bates Creative Group Publishing proud



MARINES

United States Marine Corps
Arlington, Virginia
www.marines.mil

batescreativegroup^{llc}

Bates Creative Group
<http://batescreativegroup.com>

Click to download the app



Results

- Transformed venerated print magazine into free tablet app
- Captivated viewers with interactive, immersive format
- Streamlined transition from print to digital publishing by leveraging existing Adobe Creative Suite® workflow
- Analyzed reader interaction with app for continuous improvement of content and features

U.S. Marine Corps Public Affairs transforms trusted print magazine into interactive, relevant tablet app created using Adobe Digital Publishing Suite

Latin for “always faithful,” Semper Fidelis (shortened to Semper Fi) has endured for centuries as the motto for the U.S. Marine Corps. For more than 200 years, Marines have fought, lived, and died with honor in service to the United States. Every Marine, past and present, has earned a place within a proud culture of traditions, symbols, and values.

For decades, these Marines, their families, and retirees have relied on *Marines* magazine, the official magazine of the U.S. Marine Corps, as a source of information and inspiration. The publication features stories about what’s happening in the Marine Corps, including the latest word on new weapons and technologies, profiles of Marines, stories from the trenches, and stunning photography that appeals to audiences both young and old.

To keep pace with and even stay ahead of technology, the publication went totally digital in 2011 with the help of marketing and design agency Bates Creative Group and Adobe Digital Publishing Suite. Today, the immersive and innovative tablet edition transforms the way stories of the Marines are told and shared.

“Our mission is to make sure that we deliver credible, reliable, accurate, timely, and sometimes entertaining information to Marines, their family members, and those who are interested in becoming Marines, or just have a general interest in our Corps,” says Marine Colonel Gregory Reeder, director of Marine Corps Production. “Creating *Marines* magazine using Adobe Digital Publishing Suite gives us the opportunity to offer vivid, interactive, on-demand content right at readers’ fingertips.”



Challenge

- Establish streamlined, cost-effective workflow to take print publication to tablets
- Exceed creative excellence of print publication first issued in 1915
- Continuously improve publication by discovering what audiences consume and want most

Solution

- Take advantage of Adobe Digital Publishing Suite, Enterprise Edition to create tablet version of *Marines* magazine
- Use Adobe Creative Suite for magazine design
- Optimize customer experiences using insights gained through Adobe SiteCatalyst*

Systems at a glance

Adobe Digital Publishing Suite, Enterprise Edition

Adobe Creative Suite Master Collection. Components used include:

- Adobe Illustrator*
- Adobe InDesign*
- Adobe Photoshop* Extended

Adobe Marketing Cloud. Products used include:

- Adobe SiteCatalyst

A print icon, now in interactive digital form

The original print magazine, *The Marines Magazine*, was first issued in 1915 to help inform and connect Marines in World War I. Distributed to active duty Marines—issues were drop-shipped and shared among Marines aboard ship and on bases—its goal was to ensure that every Marine knew what was happening in sites around the world, and what they needed to know for what might come next. Stories then, as they do now, came from the Marines themselves. Over the years, the print circulation grew to 75,000.

The hallmark boldness and advanced thinking of the Marine Corps has always been part of its Public Affairs and publishing efforts. Until 2003, the Corps produced its signature magazine in house, yet the Public Affairs team saw other magazines achieving greater success, leading the team to strive for a new level of excellence.

Always at the forefront and willing to take risks, Marines began searching for a way to raise the bar and established what has become a longstanding partnership with Bates Creative Group, a transformational design firm that brought a fresh perspective and vision to the print magazine. Reeder knew that after working hand-in-hand with Marines to reinvent the Corps' iconic print magazine, Bates Creative could help the publication enter the digital world as well.

At the time, the web was becoming more and more of an information tool, leading the Public Affairs organization to take the publication digital with an online version created using Adobe Flash* Professional. As technology progressed, the team recognized the need to find other ways and other mediums to communicate and stay in touch with its audience as it changed over time.

Collaboration and communication

Today, Bates Creative brings the same innovation and ideas to the interactive tablet edition of *Marines*. Stories for the digital edition always begin with Marines from around the world, telling their stories of on-the-ground situations, tactics, and best practices. Public Affairs Marines then shape and curate stories on topics such as the benefits of protective gear or techniques for firing new weapons.

Bates Creative takes the next step, producing the visuals and design to help ensure that the best possible product is delivered to audiences. One of the biggest challenges for Bates and the Marine Corps, however, was how to take a beautiful print design and transform it into a meaningful, compelling interactive piece.

"The magazine is a very important initiative to the Marines and, as it has evolved, we've been working hard to make sure it tells the Marines' stories in very bold and engaging ways," says Debbie Bates-Schrott, president of Bates Creative Group. "It's great working with organizations that have the guts to try something new, and that's what makes us so proud to work with the Marines."

Bates Creative uses a workflow that includes Adobe InDesign and Adobe Digital Publishing Suite to layout the tablet edition and add interactive content, including short videos and 360-degree views of equipment.



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Colonel Gregory Reeder
Director,
Marine Corps Production

Each digital edition, produced seven times annually, features exclusive stories, direct links to social media outlets, high-definition video, stunning photos, and interactive content, including 360-degree views of items such as a new Kevlar vest or the workings of a color-coded night scope—giving readers vivid, interactive, relevant content. The app also includes methods and insights into physical training and up-close-and-personal portraits of Marines making a difference.

From manual coding to Adobe Digital Publishing Suite

For the first two original digital magazine editions, the Marines and Bates Creative leveraged “best of” content from the print version and developed the apps in Xcode. Soon, however, Reeder and the Bates Creative team found that the process added many unnecessary layers of time, complexity, and work, and made it difficult to deliver on creative expectations.

Adobe introduced Digital Publishing Suite at an opportune time for Marine Corps Public Affairs. It was a superb option for all. The Marines could reduce costs and efforts by more easily translating the meaningful *Marines* stories into digital format; and Bates Creative Group could leverage existing skills in Adobe Creative Suite, and Adobe InDesign for layout in particular, to easily go from print expertise to digital publishing for tablets.

“For Bates Creative and *Marines* magazine, Adobe software is the staple,” says Bates-Schrott. “Adopting Adobe Digital Publishing Suite was like adding a simple new tool to a workflow we already knew. It was a logical step for us when we were already very familiar with all of the Adobe Creative Suite products. We need to meet readers where they are today, and Adobe Digital Publishing Suite has made it easy for us to transition to tablets.”

Continuous improvement, made easy

Among the most outstanding outcomes of moving to Digital Publishing Suite is its integration with Adobe’s industry-leading analytics software, Adobe SiteCatalyst, part of Adobe Marketing Cloud. For example, the entire team can see at a glance that the new *Marines* magazine for iPad—and soon to be available on other devices—is growing at a rate of 2,000 new readers per month. They know immediately that short videos and interactive features such as the 360-degree view of the protective vest are the most viewed items in the app.

“Thanks to Adobe Digital Publishing Suite and Adobe SiteCatalyst, we know that there are hundreds of thousands of views being read from the digital edition and we’re able to better connect with our audience and understand their interests,” explains Reeder.

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Debbie Bates-Schrott
President,
Bates Creative Group



Adobe Digital Publishing Suite and SiteCatalyst not only enable the team to measure the results but also provide insights to help the team continually improve the app. The team can see what people are reading, what they're spending time on, and how they are accessing the content. Adobe products allow producers and editors to make the product even better over time. They can know what people want to see—whether it's firing weapons or canons, or personal stories of those who've been awarded medals.

Reeder describes the experience of moving to Digital Publishing Suite as a three-way win. It's a win for the Public Affairs organization due to cost-effectiveness and the ability to deliver better, more captivating communications. Marines get high quality, interactive content. And it's a huge win for the family members who can find information and connect with the stories of the Marines by downloading a free app.

Says Reeder, "I'm so proud to be in a position to tell the stories of the Marines' valor, courage, honor, and commitment—it's a tremendous and awe-inspiring responsibility. We are inspired every day about the ways we're now able to tell their stories."

For more information

www.adobe.com/products/digital-publishing-suite-family

Watch on Adobe TV

<http://tv.adobe.com/watch/digital-publishing-customer-showcase/marines-magazine/>



Adobe

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