

THE DANDY RELAUNCH

Cover mount, or Freebie

Free gift, associated with the majority of modern children's publications; many children buy comics because of the cover mount. (Gift not shown here)

Fashionable dress

Connotes modernity – not rooted in old-fashioned traditions.

Key, iconic character

to remind the audience that this is still the comic they know.

Modern, spiky drawing style

Computer-generated, up-to-date, reminiscent of the popular 'manga' style.

New tag line

Price, connotes a Bargain

Promise of the New

Children always like new things

Puff

advertises a reason why the audience would want to buy the comic, visible in the magazine racks.

Strong, bright colours

appeals to children

Title/Masthead

Eye-catching to stand out on the magazine rack; multi-coloured outline harks back to traditional Dandy covers.

Website address

so that the audience can extend their connection with the comic and its characters online.

Words like Bigger, Better and Gross

present the comic as having advantages over its rivals,

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