

# Chat

## Redesign team

Chat is a popular weekly that was starting to lose ground within its market sector, with several rivals increasing their content and lowering cover prices. The decision was therefore made to refresh the current structure with an increased page count, whilst maximising content and minimising white space wherever possible. The title had to be bursting with value from front to back, with every page working as hard as possible.

To meet this brief, a series of new features and franchises with bold CTAs were devised that would create multiple access points and could slot into any section of content. These came in all

manner of forms (puzzles, prizes, polls, competitions, opinions, write-ins, etc) and were perfect in adding as many easy entry points the Editor wished to include. A suite of new infographics were also created as vector illustrations that could drop into the grid template with ease.

I was also part of the team that was asked to update the existing website to feature the included sections and revised layout.

### Solution

- Shorter reads but more panelled stories

**WORK THAT LOOK!**

**Lottery win!**

**Be brave in bold trousers!**

**Jumpers:** £9.99, £16, and shoes: £19.99, New Look, Trainers: £19.99, £16, Intermarché

**12 pieces dinner set:** £19.99, Bhs

**Shoes:** £19.99, New Look

**For stockist details, see page 64**

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**WORK THAT LOOK!**

**Cossie a-peel!**

**Bag:** £22, Accessorize

**Cushion:** £11.99, www.kicoraplays.co.uk

**Sunglasses:** £3.50, George at Asda

**Umbrella:** £23.60, www.roccandj.co.uk

**Choker:** £9.99, New Look

**Scarf:** £8, Sainsbury's

**Necklace:** £12.95, www.whateabottown.co.uk

**Blouse:** £9.60, www.scandinavianshop.co.uk

**Shoes:** £19.99, New Look

**For stockist details, see page 64**

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**chat**

**Slim C**

**Want to kick-start your weight follow the advice of these super**

**EATING PLAN H ME SHAKE THIN**

**I lost more than 3st and managed to keep it off**

I was always big in my teens, but my weight didn't really start to bother me until I left school. Then I joined a slimming club, and even tried a diet from my doctor, but nothing worked. Then a pal who'd lost loads of weight, mentioned the Cambridge Weight Plan to me – so I tried it. I started in February 2010 and the first week I got so hungry, but I wasn't going to give in! And it was worth it when I lost 7lb.

I'd have a shake for breakfast, porridge for lunch and a healthy meal in the evening.

By September, I'd lost almost 3st and I was down to a size 10 for the first time ever!

These days, I follow the 80/20 rule. That means I eat healthily in the week, so I can have a guilt-free treat at the weekend.

I must be doing it right as the weight hasn't gone back on since!

www.cambridgeweightplan.co.uk

Amber Saunders, 20, Stokenchurch

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and sidebars per page with engaging pull quotes

- Modifying grids to facilitate as many franchises / call-to-arms as required
- Working with editorial to invent and create a variety of new franchises and infographics
- Clearer signposting and colourways between sections using bold colours
- Redesigning various areas of the website to accommodate and highlight the new sections
- Daily "Show and Tell" meetings to all involved in the refresh process

### Outcome

The added additions proved to be popular with the readers and were warmly received on social media. Chat also managed to regain it's market share, prompting several of it's competitors to copy the new franchises.

**BUMPER ISSUE** ONLY £1.99

**WOW! 13-PAGE STARS SPECIAL** Is 2013 going to be the year that **YOUR** life changes?

Jan 2013 Issue 1

# chat

it's fate

**PSYCHIC DIET**

**REVEALED!** The crystals to help you fight the flab

**SAVED BY AN ANGEL**

My thug ex tried to kill our boy

**A DEMON SLITHERED OUT OF LIAM'S NECK!**

40 mins of hell... then my real battle began

**A ROOM OF RAINBOWS** from my dear dead Justin

Morse grew wings

My moggy's an **ANCIENT GOD!**

RF 4 Dec - 1 Jan

0 717 200 889 9

## Thub

Loss? Then er slimmers **HELPED GBS UP** keep the weight off!

**NOW 10ST**

**STAR SLIMMER**  
Losing weight helped my stage career...

I was a singer and dancer at Pontins, and because we were always rehearsing, I'd grab pizzas. Burgers, anything that was easy! Inevitably, my weight kept creeping up, but it was only when I reached nearly 14st that I really noticed - my performance was suffering because I felt so tired. I tried dieting and eating healthily, but I had no idea how much I was actually supposed to eat! Then my mum's friend recommended Diet Chef. So I signed up and loved the pre-packed meals. It's so easy to stick to because there's so much choice. In the months that followed, I lost nearly 5st - and I got engaged, too! I've also learned how to cook more healthily by using Diet Chef recipes. I've had the confidence to audition for other shows, too.

and hope to get a part in a West End musical! [www.dietchef.co.uk](http://www.dietchef.co.uk) Vicky Cooney, 25, Worford, Here

**THEN 14ST 8LB**

**NOW 9ST 12LB**

What a transformation!

**NO TIME WASTED**  
I dropped 5st with half-hour workouts...

When my third child started school, I found myself a loose end. So when, in June 2010, a Curves gym opened up nearby, I thought I'd give me something to do. I also had a friend's wedding in October, and wanted to get down to a size 12. So I joined, and loved the concept of the half-hour workout! In that time, I manage to do the circuit three times. I was given advice and recipe ideas, and my weight was checked once a week. Though other people saw the difference in me quite quickly, it took me two months, before I lost! I got into my size 12 outfit for my friend's wedding, but now I've lost almost 5st and for the first time, I'm a size 8! I'm back to being me again, and I love it!

**For the first time, I'm a size 8**

[www.curves.co.uk](http://www.curves.co.uk) Michelle Corser, 32, Banchoy, Aberdeenshire

**THEN 13ST 5LBS**

**NOW 8ST 13LB**

**THEN 13ST 7LB**

**NOW 10ST**

ch, Bucks

## chat

# Memory Lane

**Coronation meet**

I bumped into Corrie actor Simon Gregson (who plays Steve McDonald) at a club in Manchester, with my buddy Royce (on the left). Made my night!

David Clarke, Northenden, Manchester

**Open wide!**

This is me and my buddy Darren at a visit to Bristol Zoo. We look happy considering we seem to be in the jaws of evil! Zaws! Karen Flayde, Barnstaple, Devon

**Love at first bite!!**

Look what I found making dinner for my girlfriend - how romantic! Mark Cronin, Kaysfield, Cork

**On the tuche**

We and my cousin Jim loved the butter beer at The Wizarding World of Harry Potter in Florida. It's the drink of choice for all wizards and witches! Bethany Kirkbright, via e-mail

**Getting lippy!**

**Who'd have trunk it?**

I'm mad about elephants, so was thrilled when my fella Eddy surprised me with an elephant ride in the Thai jungle! Clive Andrew, Crewe Green, Poyns

**Swingin' sisters**

Just look at this photograph taken on my sister Betty's wedding day in 1968. Sarah, my other sister, was her bridesmaid. Don't they look fat? Mary Tyle, Carlisle, Cumbria

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