

## **Playboy Rebranding on Facebook**

Contracted through a local social media start-up company, Social House, Inc., I was hired to produce Photoshop mock-ups of various sections of the new Facebook Profile to be launched in March of 2012. During the design process, Facebook announce that the new “Timeline” format would be standard and we had to rethink the concepts.

The samples presented here exhibit the early concepts as well as the final Timeline Page. The image used on the final Timeline Page concept was not a photograph of actual magazines as we only were provided scanned covers. I converted the flat cover scans to appear as though they were actual magazine covers.

# PLAYBOY

REDEFINING A LIFESTYLE



- Now
- September
- August
- 2011
- 2010
- 2009
- 2008
- 2007
- 1997
- 1993
- 1985
- 1983
- Born

## Playboy

230 likes · 10 talking about this

✓ Liked Message

### Category Goes Here

Onegjds s se s s posetspos ssssgks dgksg sd  
gspgs g g ld s dgs s gskggsgs sd d. Onegjds  
s se s s posetspos ssssgks dgksg ssgs g g ld s.



Photos



Tastemakers



Playmates



Key Club

Welcome to Playboy



## Playboy - Playmate of the Month

Magazine

### PLAYMATE OF THE MONTH BEHIND-THE-SCENES REVEALED

IDA  
LJUNGQVIST

Real.  
Truthful.  
Uncensored.



Like Send Share 377

## OTHERS WHO BARE ALL

GET TO KNOW THE OTHER SIDE OF PAST PLAYMATES.



Sexpun To Come



Wetty Betty



Pamela Anderson



Wetty Betty



Pamela Anderson



Sexpun To Come

Wall

Info

Friend Activity

Welcome to Playboy

Playboy Tastemakers

Playmate of the Month

Key Club

Twitter

www

Visit <http://www.playboy.com/> or  
Connect with us @ <http://ply.ly/>

6,045,248

like this

246,792

talking about this

Likes

See All



## Playboy - Playboy Tastemakers

Magazine

PLAYBOY TASTEMAKER FEBRUARY 2012

### RYAN GOSLING



Wall

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## STYLE

**Q:** WHAT INFLUENCES YOUR STYLE?

FIRST, LET'S REMEMBER THAT MANY ITALIAN MEN WANT TO DRESS LIKE IDEALISED ENGLISH MAN. SECOND, YOU'RE NOT ALONE • IT WAS PRECISELY THIS QUESTION THAT INSPIRED THE SARTORIALIST TO START HIS BLOG.

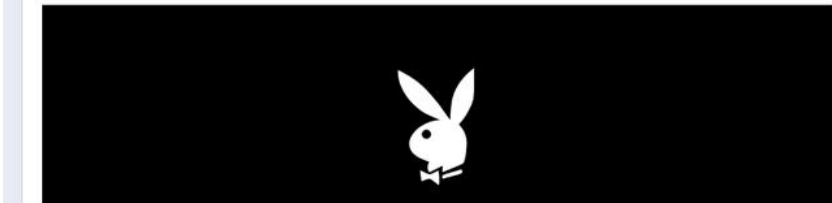


STUFF WE WANT: SUMMER ARSENAL

Grid of items including a Playboy magazine, a camera, a car, and headphones.

DAYS OF SUMMER DRINK PLAY LISTEN WATCH

SUMMER COCKTAILS by Playboy. Includes a photo of a cocktail and a recipe for 'The Strawberry'.



WELCOME TO THE OFFICIAL PLAYBOY FACEBOOK FAN PAGE

You now have access to the latest news, event coverage, and custom-tailored content exclusively for Facebook

MODERATING POLICY
We love Q&A and encourage you to post comments and share your opinions. Our goal is to create a place for independent thinkers, as well as an inside perspective to all things Playboy.

To ensure that your experience is of the highest possible quality, we would like to bring our policies to your attention. This includes what we consider to be appropriate conduct and how the Playboy Facebook page is moderated.

Playboy will not accept the following on our Facebook page:

- Any comments that encourage hatred or discrimination in regards to race, religion, gender, or sexual orientation...
Insulting, aggressive, vulgar, harassing messages or anything that may be deemed as cyber-bullying...
Publish, post, distribute or disseminate any defamatory, infringing, obscene, indecent, misleading, or unlawful information...
Slandering of this or other Facebook pages...
Improper messages or links including spam that are intended to cause disruptions to this page - technical or otherwise...
Links to other sites with questionable or illegal content...
Violation of local, state federal and/or international laws, including copyright or trademark, or privacy and image rights

Additionally, unless explicitly authorized by Playboy, our content may not be used for promotional or commercial purposes. Playboy does not endorse and is not responsible for the actions of user comments or the unauthorized use of Playboy content.

This policy is subject to change at any time by PLAYBOY ENTERPRISES, INC.



ABOUT US

SOCIAL HOUSE, Inc. is a full-service Social Media agency that delivers innovative, scalable solutions to help our clients reduce costs, increase revenue & gain a competitive advantage via interactive platforms.

We work closely with our clients to understand their unique business needs & develop a strategy to best achieve those goals in an innovative & efficient manner. In a nutshell, our services to work as an authentic extension of your Marketing Department, with an in-house feel.

Throughout the entire relationship, we apply 3 key principles:

- Social Media should be authentic to your brand & audience
Social Media should help your business grow & grow with your business
Social Media should work as a natural synergy with your traditional Marketing efforts to save your company time & money

Our consulting team is divided across 3 strategic business units within the organization:

- Strategy Development
Content Development
Community Management

Each department specializes in the custom creation & synergy of Social Media solutions specifically designed to fit your company's needs. With 13 years of Brand Marketing & Social Media consulting experience, we have a track record for giving brands a voice & heartbeat online.