

Playboy puts clothes back on for new mobile app

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Playboy magazine's new Playboy NOW mobile app is tailored to its updated "safe for work" strategy, which emphasizes lifestyle and culture, such as this Playboy article about Gustave Flaubert's "Madame Bovary"

Playboy on Thursday launched a new mobile app—but don't look for nudity.

The magazine's new Playboy NOW mobile app for Android and Apple

devices is tailored to its updated "safe for work" strategy, which emphasizes lifestyle and culture over buttocks and breasts.

The move follows a plan unveiled last August for its website to promote "highly sharable content" for the 60-year-old brand. According to the trade publication AdWeek, the plan has boosted the number of visitors to the Playboy website by 258 percent in the year to January.

"The strong acceptance of Playboy's brand position in digital, as exemplified by the high levels of engagement on Playboy.com, Playmates.com and all of our social media channels, is a clear indication that our digital strategy is working," said Scott Flanders, chief executive of Playboy Enterprises.

"We've devoted considerable time and resources to create a unique, smart and provocative experience on our mobile-optimized websites, which users and advertisers are both enjoying and which the Playboy NOW app brilliantly reflects."

The new app will include a daily briefing on "the top five things users need to know" for each day.

On Thursday, the topics included "East Jesus is the Last Hippie Haven in America"; "What '8 Minutes' Got Wrong About Sex Workers"; "We Drank the World's 5 Weirdest Beers"; "Spare Parts from the Playboy Garage: Porsche 911"; and "YouTuber Lauren Francesca Shows Us All Her Personalities."

Playboy made its name with undressed females but that is no longer a novelty in the freewheeling online world.

"Playboy NOW is a one-stop-shop for the busy man who wants to be entertained, informed, amused and seduced," said Cory Jones, [senior](#)

[vice president](#) for digital content at the group.

"The [app](#) has a mix of original content, as well as specially curated [content](#) from Playboy.com, creating additional touch-points for our loyal users who are interested in immersing themselves in Playboy and generating compelling, integrated opportunities for advertisers to harness."

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