

Penguin Uses Mobile To Promote Teen Novel

Penguin Books is one of the best known book companies in the world. **Nick Hornby** is a bestselling author with several novels that have been made successfully into films, including **About A Boy**, **Fever Pitch** and **High Fidelity**. When Penguin launched Hornby's latest novel **SLAM** - his first to be directed at teenagers - they decided to reach this audience by using a very innovative mobile campaign that involved downloadable audio, celebrity voices, and mobile network.

Penguin had two key objectives for this campaign. First was to directly promote the novel **SLAM**. The second was to promote the Penguin online book store as a destination for latest book releases. The Campaign Penguin decided to run the campaign which targets 16 to 24 year olds, and is completely ad-funded.

The basis of advertising was to establish a conversation between the brand and the consumer. In this case, the conversation consisted of a number of messages. The messages were sent to opted in subscribers from 11am to 3pm throughout the week, with the intent to engage the audience at lunch or on the way home from school or work.

The first MMS was an image of the cover of the book. It also offered a "Free Audio Preview". The second part of this MMS explained a bit more. It offered the subscriber an audio recording of the beginning of the first chapter of the novel. In addition, the reading was done by **Nicholas Hoult**, the star of the British TV show **Skins** and a very well known celebrity for the teenage group

Continued

At this point the consumer could simply text 'Y' or 'N' to respond, and then the second part of the "conversation" would depend on which response was sent. For those who sent a "Y" text, they were given the chance to listen to the audio clip. For consumers who replied with a "N" text, they were sent a screen which acknowledged that they didn't want to hear **SLAM**, but still suggested that they go to the Penguin website to learn about other new releases.

The results from this campaign were very impressive. 7 out of 10 subscribers who received the message engaged in the dialogue by sending a text response. Of those that responded, 51% of them responded Yes and downloaded the audio clip to their phone. In addition, subscribers who had described themselves as 'booklovers' were 35% more likely to respond. This means that over 30% of the targeted audience actually ended up with an audio preview of the book in their phone - this is a very high percentage, and clearly a great promotion for the book.

Continued

Smartphones Grow, And The Mix Is Shifting

The Mobile Marketing Association has released their **December Mobile Metrics** report, and the data shows that smartphones continue to grow in the market, representing 33% of mobile ad requests, up from 22% in May. Demonstrating again, that mobile is growing due to its unique ability to engage your customers in a meaningful conversation.

DID U KNOW ?



Show class, have pride, and display character. If you do, winning takes care of itself.

Paul "Bear" Bryant

sales@directconnectmedia.net
bcowen@directconnectmedia.net
740-945-9474

R U Missing UR Customers?

to Unsubscribe reply: unsubscribe@directconnectmedia.net