N26 Case Study

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Bookify AUS Launch

PART 1
Strategy & Creative

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In the following pages, we'll present the strategic thinking, brand positioning, and creative campaign pitch for Bookify, a fictional startup that sells books online.

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A massive bookstore was a great idea Charles M. Barnes had in 1873.
An online bookstore was an even better idea Jeff Bezos had in 1994.
Bookify is a new kind of bookstore. In fact, we're not really a book store.

We are authors, readers and a passionate community who want to celebrate great literature. Bookify is a cultural hub that offers access to local events, digital book clubs, learning groups, and curated collections. We champion books by collaborating with libraries and funding young and often overlooked authors. We bring new content to our customers with unique originals, and our sophisticated algorithm recommends books you'll actually want to read. Ready for it?

Get your book on.

What and Why?
Features

Bookify is much more than a recommendation algorithm or just another source for digital books. Bookify has three major KDs (key differentiators) that separate it from the other players in the digital book market.

The first is 'Booklanes', a tasting menu of curated books users receive after answering a series of questions. Some 'lanes' concentrate on one topic, while others are an array based on a mood or a style. Bookify also offers digital book clubs where users have weekly meetings and participate in AMAs with local authors. Finally and most importantly Bookify is unique because it only sells books. No movies, no toilet paper.

Bookify is dead serious about promoting and defending literature, which allows us to fully concentrate on bringing our users' unique books, events, and a highly curated experience straight to their phones and tablets.

Who and How?
The Target

Bookify targets readers who are after esoteric and unique books, and we curate experiences around them. If Barnes and Nobles are Dunkin Donuts, and Audible is Starbucks, Bookify positions its brand as your local indie coffee shop.

We care about and are totally into books, with our main target being millennials who feel the same. It's important that while we speak in a casual and fun tone, we maintain how serious we are about our unwavering support for grassroots literature. We also always want to show our consumers that we have a deep understanding of their local book scene.

In addition to high-end personal curation, Bookify will also have exclusivity agreements with small publishers. This will allow the company to offer novel content and sprout organic customer acquisition.

Launching in AUS

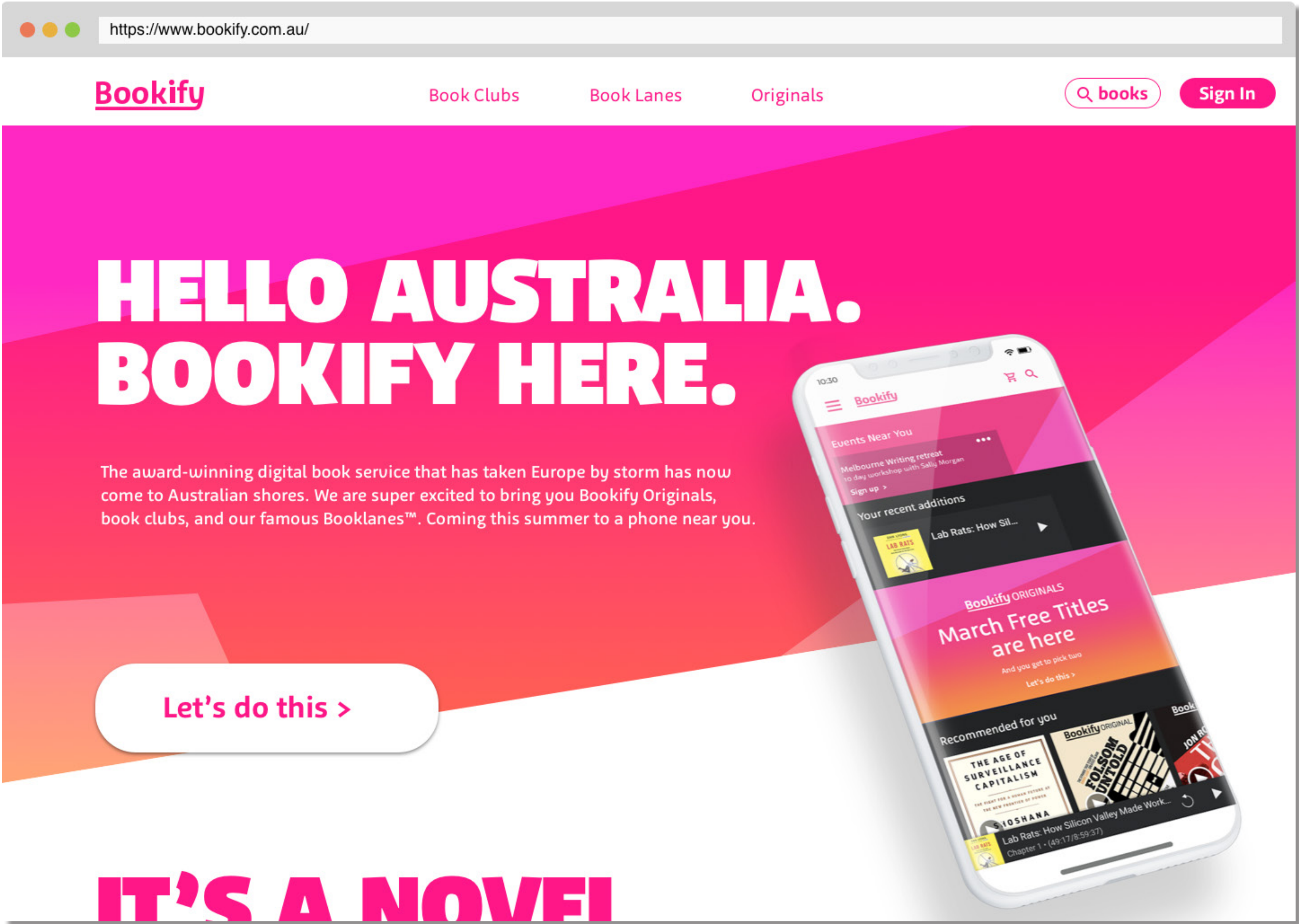The Australian launch will include three fronts.

A launch stunt to get the company noticed and hopefully generate some media buzz.

A classic OOH (out of home ad campaign), targeting major national arteries with contextual ads

In addition to content, we will run digital and social tactics that build on the print campaign and ensure people keep encountering Bookify.

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Bookify

Book Clubs   Book Lanes   Originals

🔍 books   Sign In

HELLO AUSTRALIA.
BOOKIFY HERE.

The award-winning digital book service that has taken Europe by storm has now come to Australian shores. We are super excited to bring you Bookify Originals, book clubs, and our famous Booklanes™. Coming this summer to a phone near you.
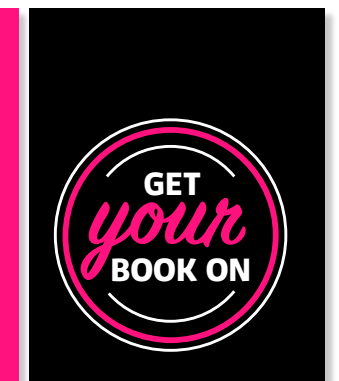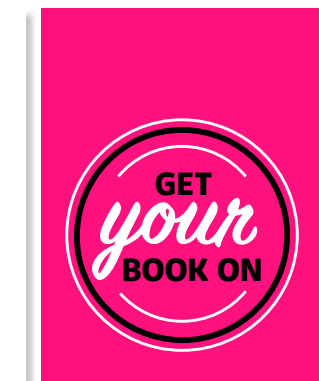
Let's do this >

IT'S A NOVEL

Branding and tone.

Our ads target millennials and represent our company culture and attitude, and as such, we need to challenge some norms. However, we are also champions of a rich history, which we want to maintain and defend. We aim for a combination of a colloquial tone and at the same time respect literary institutions like 'the library'. We also want to connect with local Australian culture, without being condescending, appropriating. We don't pretend to be locals, we will arrive as 'the lovable expat'.
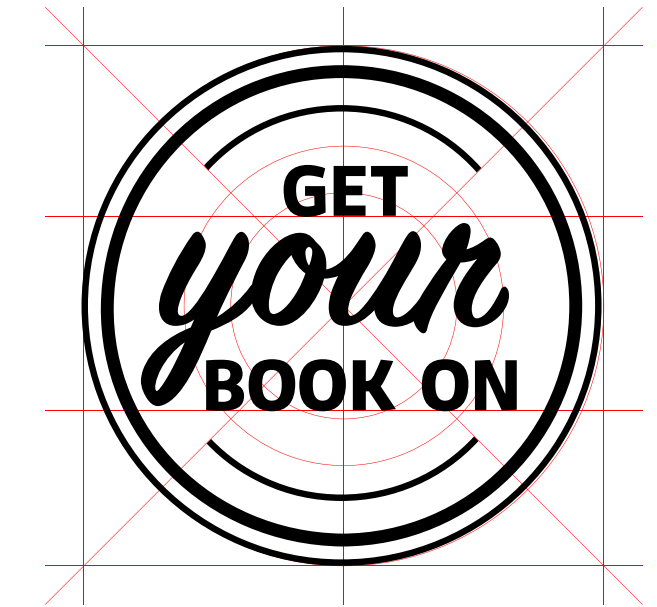

The 'Get Your Book On' stamp mark is based on the British library crest stamp. It was collected as a badge of honor.

NEON PINK FOR A BOOK COMPANY?

Yep, we're crazy like that.

GET your BOOK ON

Bookify

Ready to publish a best seller? Get your book at GYBO.bookify.com

DID WE MENTION ORIGINALS?

More original content than any other bookstore. Like, way more.

Come say hi
www.bookify.au

Bookify

Branding and tone.

The App utilizes the neon pink as the primary color and overlays as secondary colors. The pink stands out for being a Bold, and different, which ladders up to Bookify's ethos and brand heart.
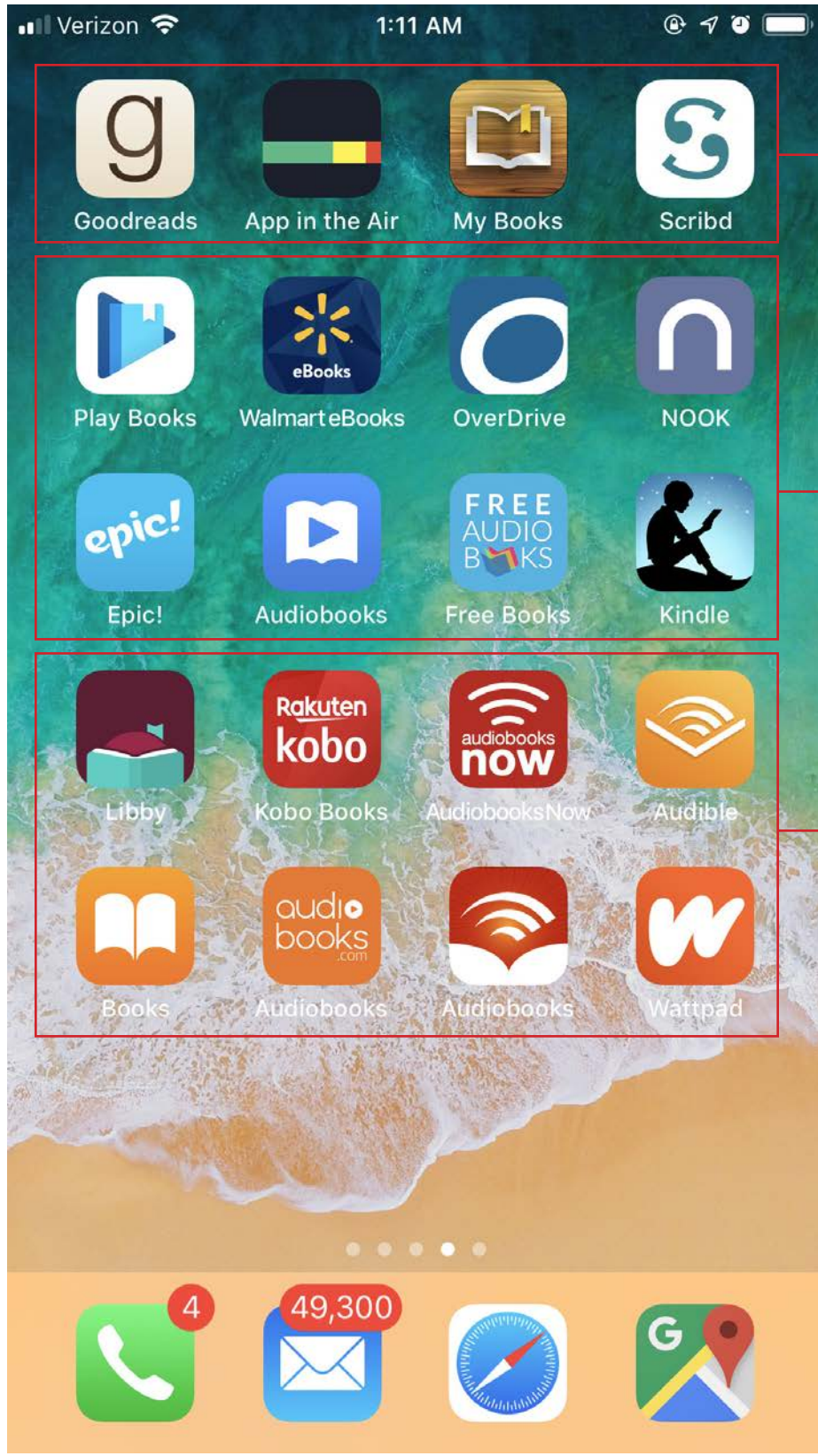
Less well-known reading apps and books stores are neutrals or textured.

Blue apps Include Google's Play Books and Barnes & Noble's Nook.

Some Premium book apps Including Apple Books and Audible are orange.

Bookify's Neon Pink will stand out in most app combination screens. The big and bold B is easy to remember and easy to find.

Launch Stunt: Reading is LIT.

On Launch day hundreds of pink drones will descend on Sydney harbor and make their way into pre-planned drop zones. Each Drone will offload a Box full of Bookify Originals.

We will alert local news outlets to the spectacle and position film crews near the drop zones. We'll use what we capture as the pre-roll video to promote the launch.

Out of Home

The ads are divided into four categories, tactical-ads with the goal to promote product features, tactical-contextual, which are meant to promote a feature in context, brand-attitude ads that establish the voice and vibe, and finally targeted ads which are specific to the AUS audience. While most of the ads concentrate on one area they often work for two or more.
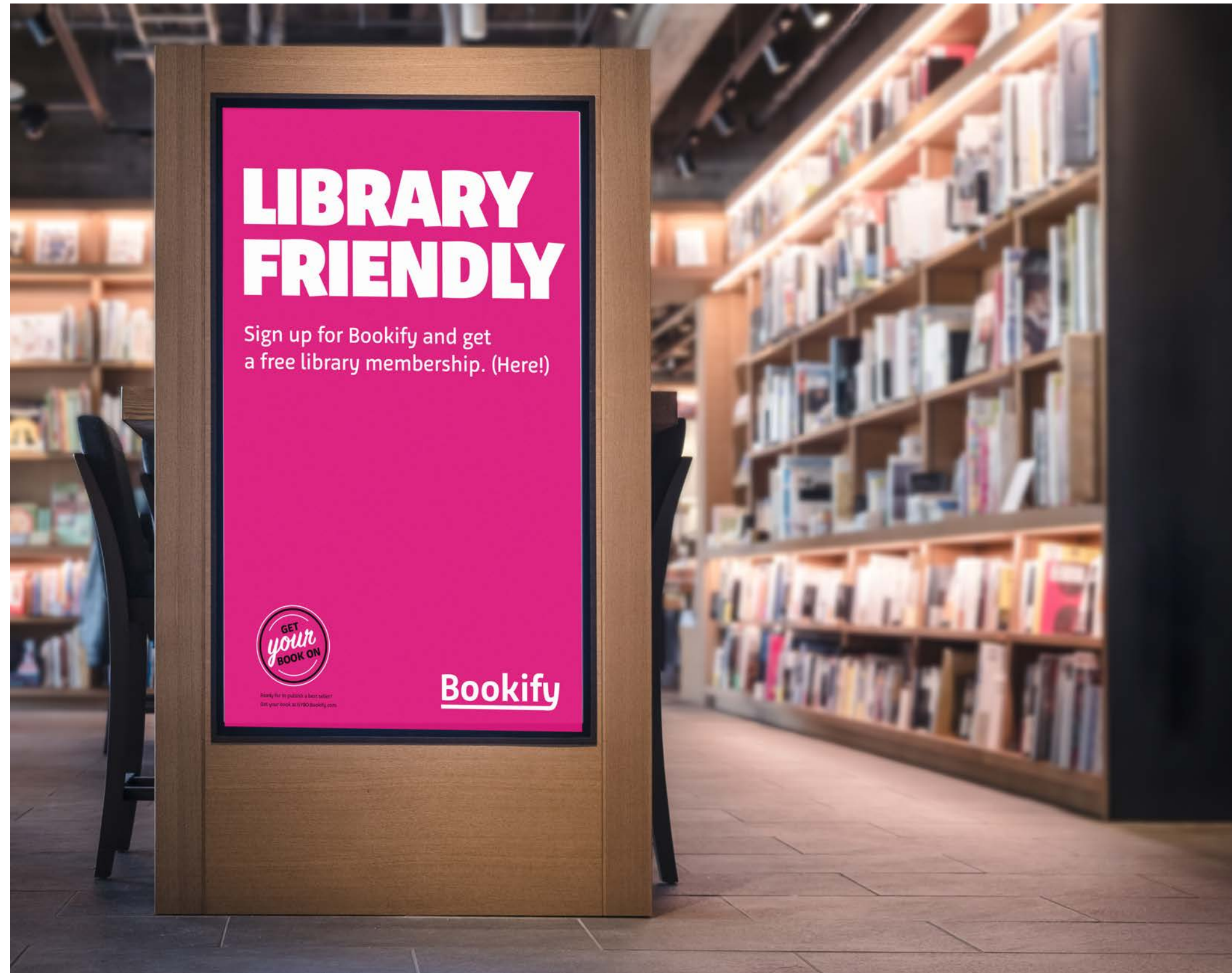
TACTICAL (BOOK CLUBS)

TARGETED (AUS)

TACTICAL (CONTEXTUAL)
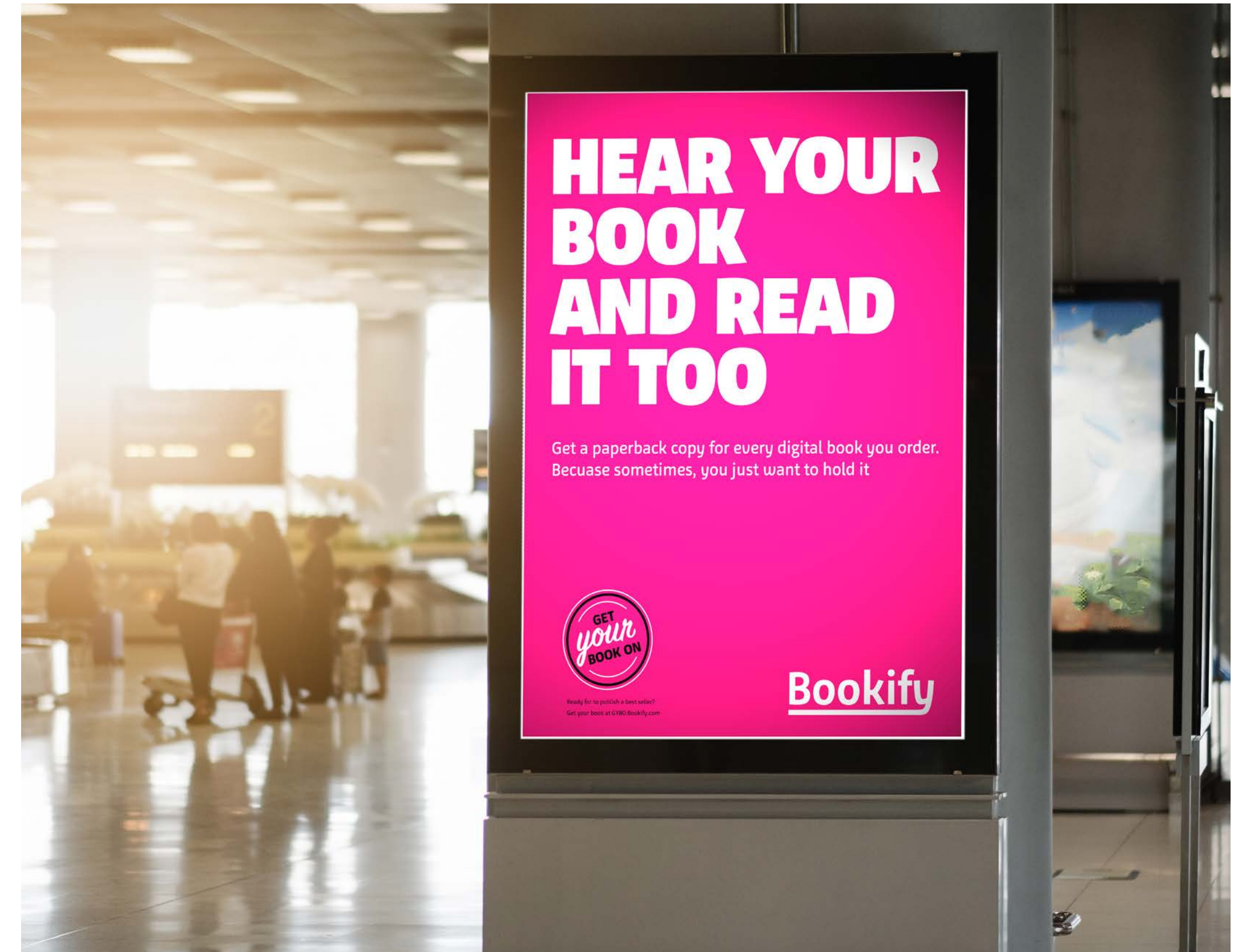
TACTICAL (CONTEXTUAL)

Digital Tactics

Gamification:

Users are incentivised via social and OLAs (online ads)
to join Bookify and partake in digital book clubs, book lanes, and
AMAs. The app will track participation and reward active users.

Contests:

We run a book treatment (proposal) writing competition. The
winners would join a 3-month writing workshop led by an AUS
based bestselling Author.

The books selected for publishing will be promoted on the
platform and published on paperback in collaboration with
Penguin Books Australia.

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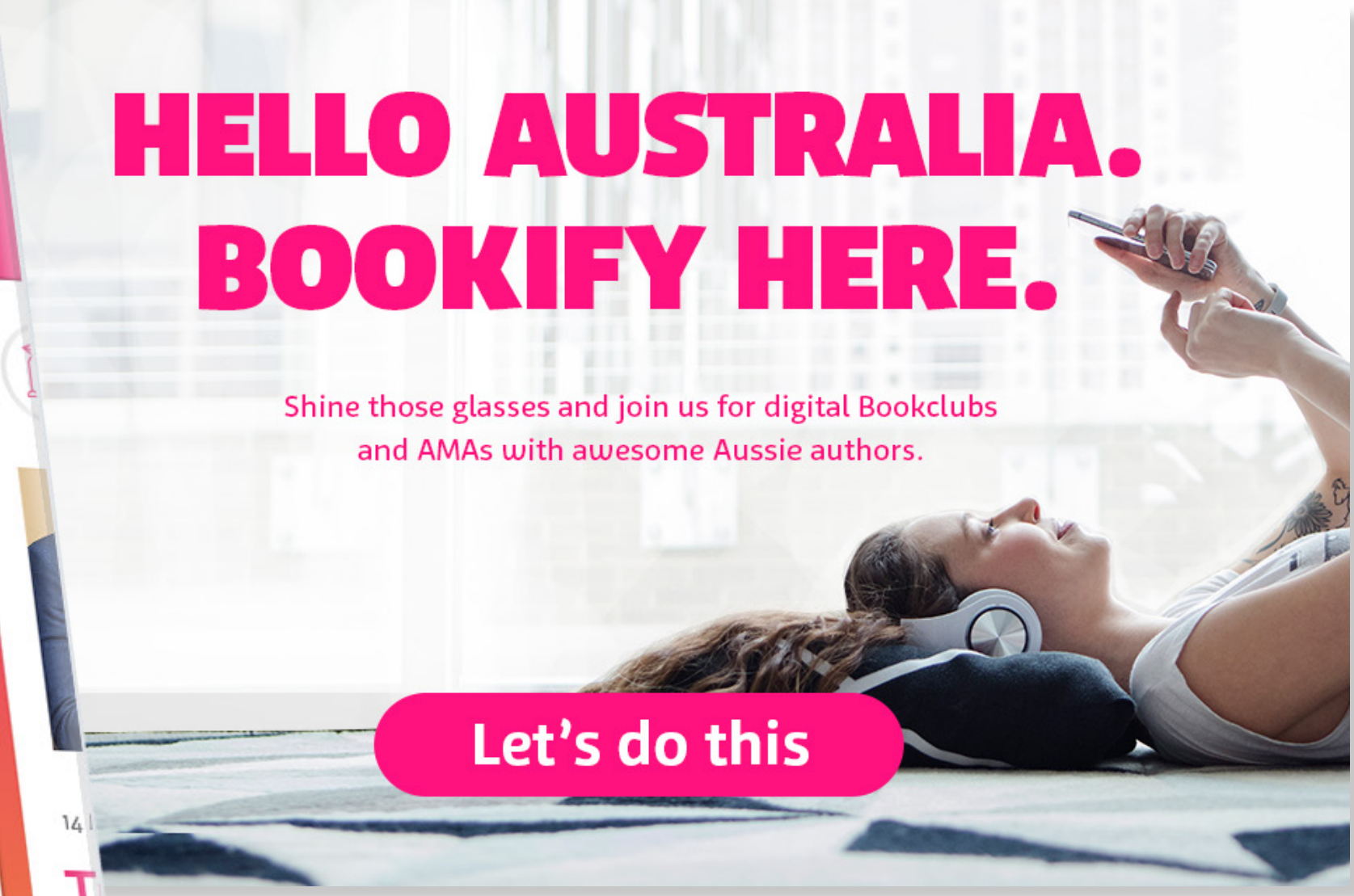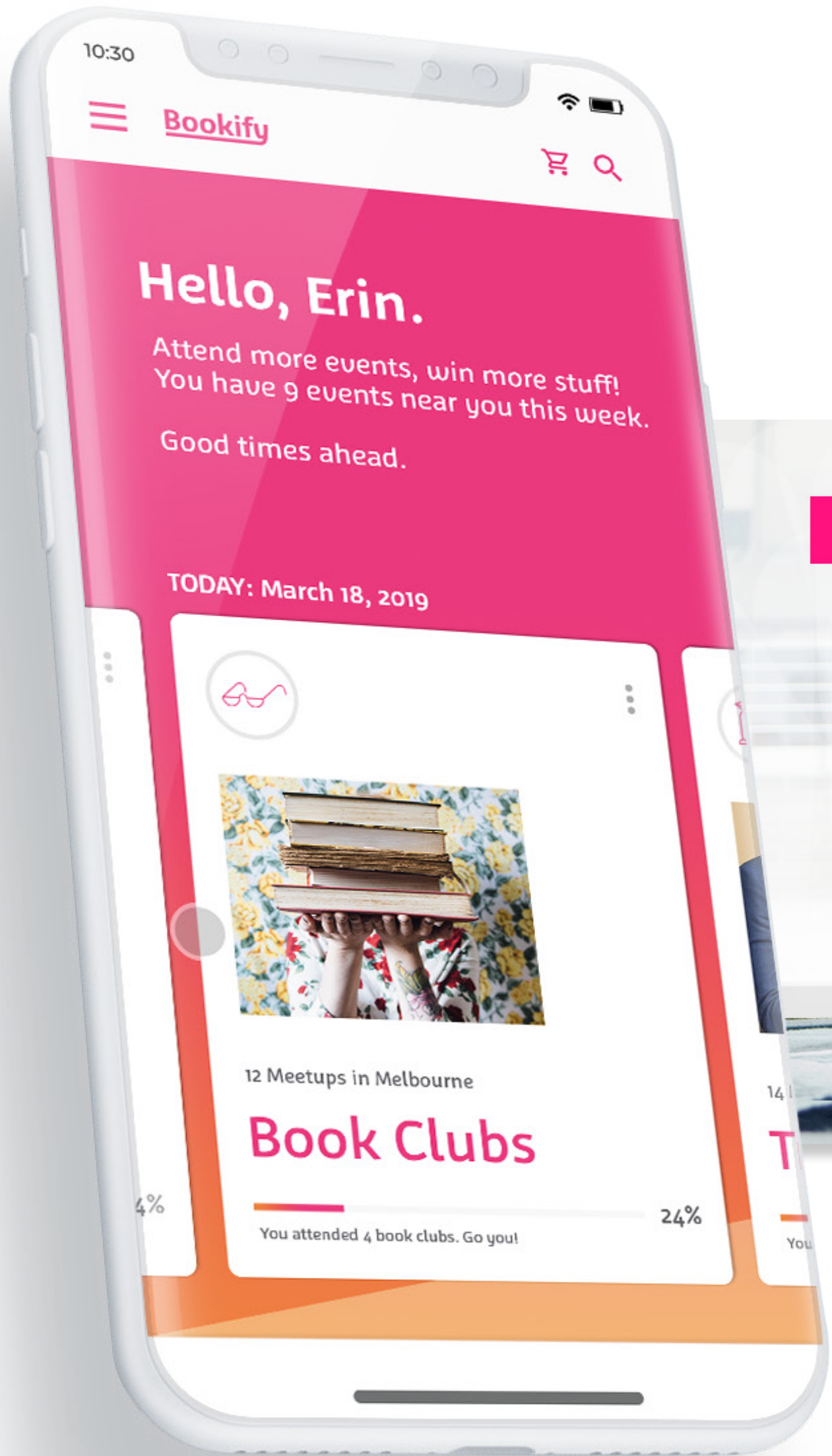
PART 2
ROI & Brand Operations

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In the following pages, we'll break down the campaign into its three
core components: The stunt, print, and digital tactics.
We'll explain to stakeholders why each one works from a branding,
budget and resourcing, and ROI perspective.

Why a stunt?

They are expensive, short-lived and often reek of corporate opportunism.

All valid points. And there are plenty of terrible examples, from a vending machine activated by smiles to ride shares filled with puppies. But, when the execution connects to the brand heart, and at the same time is culturally relevant, the ROI can be massive.
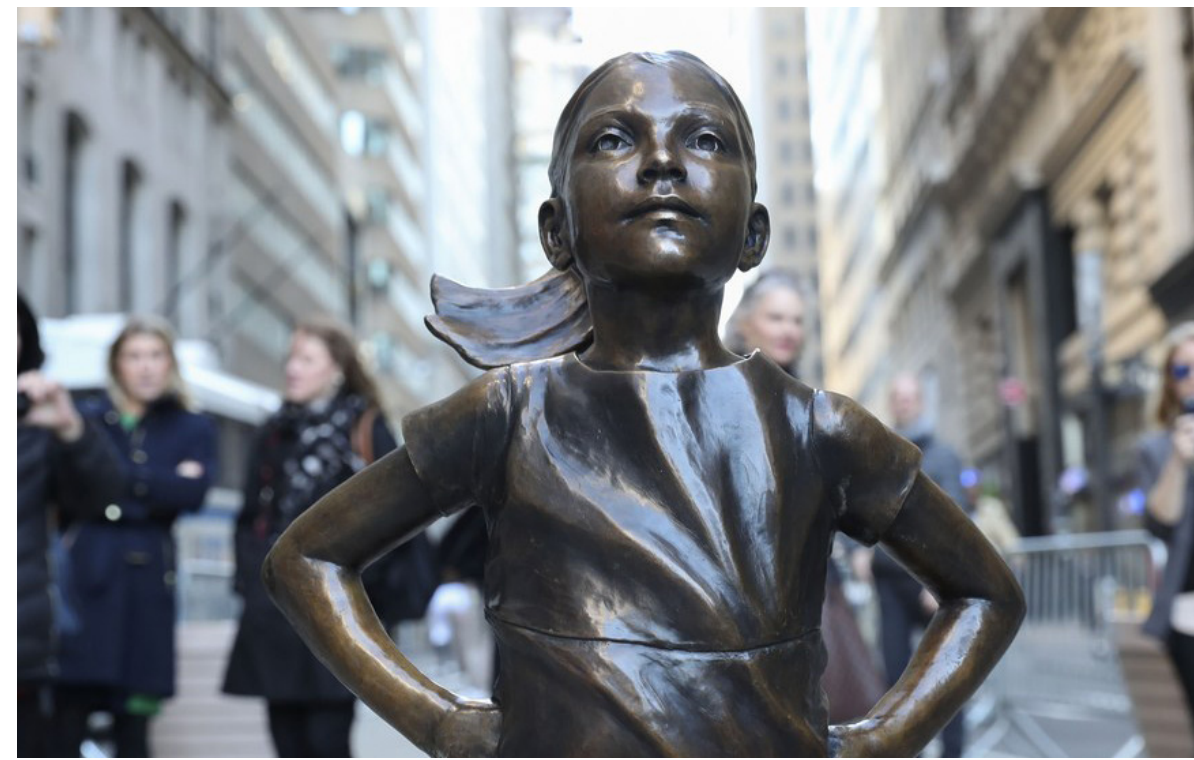
The Drone stunt is both. It connects to the heart of the Bookify brand by bringing 'books to the people' while the 'book drones' allude to speed, efficiency and the futuristic delivery methods Bookify intends to employ.

The following are two successful stunts:

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Fearless Girl

#Meetoo exploded in 2017 and with it a justi-fied demand to re-examine toxic behaviour in the workplace and corporate diversity practices.

The Fearless Girl was dropped on Wall Street in the middle of the night and became a global phenomenon within 24 hours.

State Street Global Advisors a little know firm outside of Wall Street was the talking point of media and news outlets across the country.

Two years later fearless girl has become a Wall Street staple, as important if not more so than the bull.

The Canadian Bear Fridge

Canadians are often overlooked on account of their big, loud neighbor to the south. They may be polite but they are also super patriotic.

The one time Canadians get to eclipse their noisy neighbors is during the winter Olympics. Molson's Canadian passport activated beer fridge was strategically placed in the Olympic village in Sochi, making Canadians feel both proud and special, as they were the only ones who could open the thing.

According to Molson, the stunt helped turn around declines in market share and was worth $6-million.

Why a stunt?
2/2

The cost-benefit analysis is meant to show stakeholders the ROI is worth the risk, while the brand team section speaks to how the team would tackle the assignment and projected resourcing needs.

Cost-benefit analysis:

Bookify exclusively owns the rights to its original content, which leaves printing. Assuming that Bookify has printing partners in place, the book part of the stunt, would have minimal costs. The drones can be rented, and only a few would actually be outfitted with cameras.

Most of the costs would be logistics and ground crews. A nimble shooting day in Sydney costs around $50-80k, which means the cost would stay under $100k.

The video will be used as pre-roll and as content on social. Shooting a spot with actors would cost twice as much, while a testimonial shoot would cost roughly the same.

Assuming Bookify was planning on launching video, running pre-roll or a TVC, and has a media buy in-place, the stunt would not change the marketing budget.

Brand team:

Most of the heavy lifting will be in pre and, in post-production. One brand designer/AD should be able to shepherd the stunt project part-time while contributing to other launch components simultaneously. Additionally, we should encourage an all hands brand-team brainstorm session, where we would start with a short presentation of successful stunt executions, then divide into teams, and come up with more ideas.

The brainstorming process would add roughly 40 more hours, assuming 5 teams of 2 are tasked for 4 hours each.

Team Requirement:

1 Designer part-time for the duration, 5 teams for a half-day.
Expected hours: 80 design hours + 40 team hours
EST team hours: 120

Why print?

Can't we just run some banners and call it a day?

Neuromarketing studies using techniques such as eye tracking and biometric measurements have shown that people engage with print on a higher emotional level than with online ads.

More Neuroscience supports the notion that In many cases people prefer tactile over digital.

Print ladders up to the Bookify's mission. The company offers physical copies of books for every digital one, Bookify is a champion of the library and encourages consumer interaction offline.

Cost-benefit analysis:

No question, a print campaign costs more than a digital one, and in addition, it's harder to measure its success and there's no re-targeting. However, if we strategically place ads where they can have the most contextual impact we will have a measurable ROI:

Are people downloading more books at the airport? In the subway? Near the library? Tangible data that we can track.

It does not mean that we won't support the print with digital ads. In-fact by running both, we could have an amplified impact.

Brand team:

Similar to banner ads we will templatize the print experience. Once the look, feel and tone are sorted, we should be able to mass produce, versions, sizes and different creative.

Team Requirement:

1-2 Teams of a Writer and AD/Designer
Expected Output: 15 Ads in two weeks.
EST team hours: 80-160.

Digital Tactics

As a digital-first company, this is where most of the heavy lifting will happen. After re-adjusting the product to the new market, the brand team role will be to support new features with OLAs (online ads), RMUs (rich media), and content. We are proposing an additional layer: Gamification and Contests.

As self-determined creatures, we are easily triggered and motivated by outcomes. There's plenty of research that supports this idea. While not all 'leaderboards', 'badges' and 'performance graphs automatically mean more engagement, there are plenty of great examples of how gamification can increase user engagement and organic growth.

The premise, in this case, is that users are proud to be 'readers'— 'bookifiers' and 'nerds'. By unlocking these special events they'll feel even prouder. There's also a personal sense of accomplishment in completing a 'Booklane' and becoming an 'expert' on a topic like 'Egyptian history' or 'Oaxacan cuisine'.

Cost-benefit analysis:

The product team is already sprinting to update the app, which is why this endeavor would require additional product resources to build new features.

We can build the features and launch them in parts so that we can test for engagement as we go if the data shows increased engagement and retention (more DAU/MAUs), we'll continue building out more features.

Brand team:

The heavy lifting for the feature part of the campaign would lie with the product team. I would likely assign one designer per feature, part-time.

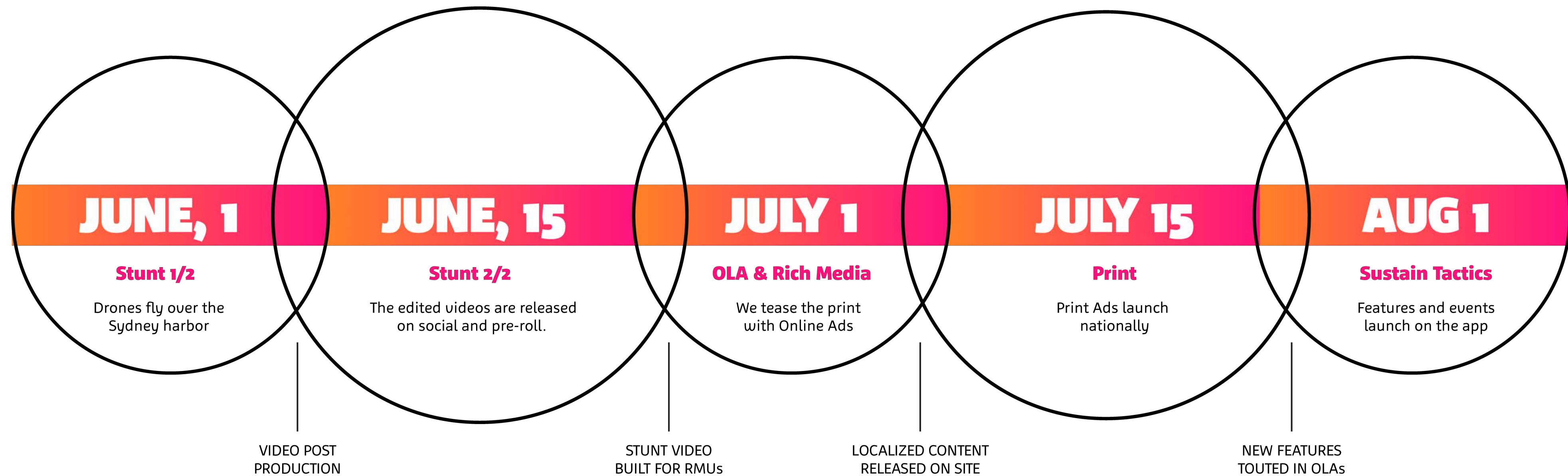Team Requirement:

2 product designers for the duration.
2 brand designer, part-time.
+Dev team hours.
EST design team hours: 240

Two-week sprints: Launch & Sustain.

The brand team will work in 4-two week sprints throughout the launch in order
to build an overlapping media blitz, the product features will be released at the last phase
to allow the product team time to build and test the features in the new market.

JUNE, 1
Stunt 1/2

Drones fly over the
Sydney harbor

JUNE, 15
Stunt 2/2

The edited videos are released
on social and pre-roll.

JULY 1
OLA & Rich Media

We tease the print
with Online Ads

JULY 15
Print

Print Ads launch
nationally

AUG 1
Sustain Tactics

Features and events
launch on the app

VIDEO POST
PRODUCTION

STUNT VIDEO
BUILT FOR RMUs

LOCALIZED CONTENT
RELEASED ON SITE

NEW FEATURES
TOUTED IN OLAs

Thank You!

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This was fun.