1. OPTION THREE: Creative Response

Create an advertising campaign to sell your book. This should show your understanding of the book, and contain at least 2 different forms of media. Include one “marketing” and one “promotional” media artifacts

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| --- | --- | --- | --- |
|  | Marketing | | |
| Choose one from this column | **Description:**  A poster (movie poster style)  **Parameters**   * at least 11 x 14 in size * pictures and text * Include Five ps chart. * Makes people want to read the novel   **Suggested Technology**:   * MS Word * Photoshop * Illustrator * MS Publisher | **Description:**  a radio ad  **Parameters**   * at least 30 seconds in length * Voice and Music * Include Five ps chart. * Makes people want to read the novel   **Suggested Technology:**   * Audacity * Smart Phone Voice Recorder | **Description:**  A book trailer  **Parameters**   * at least 30 seconds in length * Voice and Music and visuals * Include Five ps chart. * Makes people want to read the novel   **Suggested Technology:**   * iMovie for iOS (ipad or iphone) * MS movie maker |
|  | Promotional | | |
| Choose one from this column | **Description:**  A skit  **Parameters**   * 2 minute skit * Depicts some kind of conflict in the book * Uses actual dialogue or internal thoughts of a character. * Can be videoed or performed live   **Suggested Technology:**   * Smart phone for video * Video camera | **Description:**  A comic strip  **Parameters:**   * at least 9 panels * high quality   + With facial expressions   + Background art * Titles and texts from the novel * Depicting high tension or conflict moments of the novel   **Suggested Technology**:   * Bit Strips for schools | **Description:**  a soundtrack album  **Parameters:**   * 8-12 songs related to the book * A list of all tracks (side a/side b) * explanations for each song choice * An album cover * A title of the album   **Suggested Technology**   * MS Word * Photo shop |

Five P: Chart Tactical Marketing Mix

Name: Book:

|  |  |  |
| --- | --- | --- |
| 5 Ps | What they are | Describe and explain how each ‘p’ works with the book |
| Product | The product refers to all of the features, advantages and benefits that your customers can enjoy from buying your goods or services. |  |
| Price | This refers to your pricing strategy for your products and services and how it will affect your customers. |  |
| Place | Place is about getting the products to the customer, and includes where a product or service is made, sold or distributed. |  |
| People | People refer to the staff and salespeople who work for your business, including yourself. |  |
| Promotion | These are the promotional activities you use to make your customers aware of your products and services, including advertising, sales tactics, promotions and direct marketing. |  |

EXAMPAR Five P: Chart Tactical Marketing Mix

Name: Matilda Murphy Book: The Windup Girl

|  |  |  |
| --- | --- | --- |
| 5 Ps | What they are | Describe and explain how each ‘p’ works with the book |
| Product | The product refers to all of the features, advantages and benefits that your customers can enjoy from buying your goods or services. | This book is a science fiction novel that depicts a world after peak oil. It would appeal to people with interests in   * Science fiction * Dystopia * The environment   Print the book on recycled paper, sustainably sourced with, vegetable inks  Donate a percentage of the profits to environmental causes |
| Price | This refers to your pricing strategy for your products and services and how it will affect your customers. | This book as a paperback should be priced  25.99 upon release in hardcover first 14 months  17.99 in trade paperback next 14 months  7.99 -9.99. in pocket paperback from then on |
| Place | Place is about getting the products to the customer, and includes where a product or service is made, sold or distributed. | This book should be sold by all of the major book sellers both bricks and mortar and online  Other alternative places to sell could include environmental shops, new age boutiques, and other stores with environmentalist or activist clientele  Include bonus author material for the audiobook and in audible.com formats  See about getting science fiction book clubs and podcasts to feature the book. |
| People | People refer to the staff and salespeople who work for your business, including yourself. | The Author should work on developing social media presence on twitter, goodreads, and facebook. Interacting with fans, discussing the books  Examine having the book on endcaps in bookstores. Costs associated etc. |
| Promotion | These are the promotional activities you use to make your customers aware of your products and services, including advertising, sales tactics, promotions and direct marketing. | Possible promotions include  Releasing the book on Earth day  Author book tour to major cities in major book stores  Online engagement in twitter  Reddit AMA (ask me anything)  Releasing a book trailer on youtube. |

Hints and tips - Radio ad 30 seconds. (source wikihow)

1. Understand what the novel is about and how will benefit, improve or fill a need in your target audience members' lives?
2. Think about the target audience for your novel. To whom are you marketing the product or service? What type of person would like to read a book like this one.
3. Describe what the book is about (no spoilers), where it is being sold, when it is or will be available, and why the consumer should spend money it. Answering these questions will give you a framework for how to write a radio ad.
4. Create engaging copy for the book. Remember that most people who are listening to radio advertisements are driving a car. When the music or show stops, they are apt to change the station. The copy must stop them from changing that station, or get through the other thoughts they have in their head while driving.
5. Use multiple aspects of sound to create a desire for the book. For instance, if you are selling a beverage, hearing the bottle open can be enticing. If you are selling season tickets to a baseball team, the crack of the bat and roar of the crowd can grab someone's attention. Rely on these other elements to enhance your ad.
6. Mention the name of the product or service at least three times in your advertisement. If you listen to radio ads you will start to hear that names are mentioned over and over in an attempt to have the listener make an unmistakable connection to the product or service that is being sold. Even the most annoying ads can be effective because the consumer's brain is literally branded with the name of the product or service.
7. Time your ad copy. As you learn how to write a radio ad you want to make sure that it can be performed in 10, 15 or 30 seconds which are common lengths for ads on the radio. Remember also that there might be a second or two for bumper music or disclaimers as well. If the copy is long, omit words which are not needed. If the copy is short, try mentioning another aspect of the product or service.

Improve

Trust

Immediately

Discover

Profit

Learn

Know

Understand

Powerful

Best

Win

Hot Special

More

Bonus

Exclusive

Extra

Exclusive

Extra

You

Free

Health

Guarantee

New

Proven

Safety

Money

Now

Today

Results

Protect

Help

Easy

Amazing

Latest

Extraordinary

How to

Worst

Ultimate

Hot

First

Big

Anniversary

Premiere

Basic

Complete

Save

Plus!

Create



Use copywriter (ad writer) power words ->