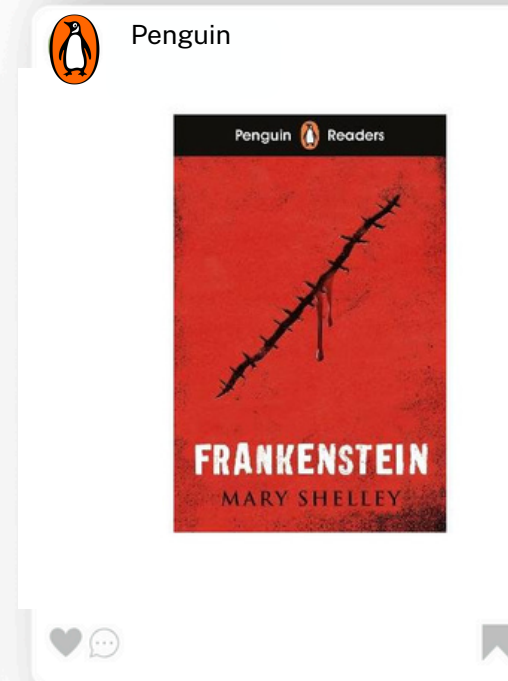
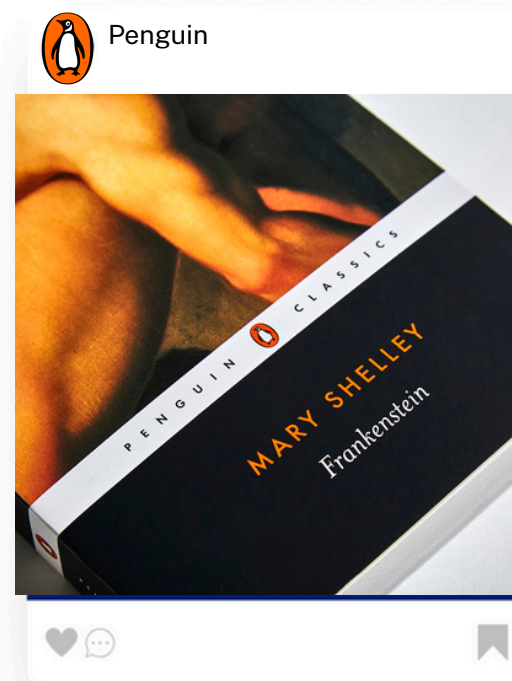


MARKETING PLAN: ***FRANKENSTEIN RECHARGED***

*Repositioning Mary Shelley's classic
for a new generation of readers*



MISSION AND VISION

PENGUIN RANDOM HOUSE EDITORIAL

- **Mission:** to ignite a universal passion for reading by creating books for everyone. We believe that books, and the stories and ideas they hold, have the unique capacity to connect us, change us, and carry us toward a better future for generations to come.
- **Vission:** Through our campaigns, partnerships, and internal initiatives, we strive to shape a more equitable, diverse, and sustainable world.

COMMITMENTS

General

Social impact

Specifics

Diversity, equity and inclusion

We seek to bring people together by amplifying storytelling and diverse voices

Environment and sustainability

We are committed to the practices of responsible book publishing

Free expression and joy of reading

We believe that books, and the stories and ideas they hold, have the unique capacity to connect us

We now present the strategy designed to relaunch Frankenstein for a new generation of readers. Our approach establishes a clear framework with defined objectives, enabling the development of creative and targeted actions to achieve them. This proposal is grounded in insights drawn from a cultural and audience-based diagnosis of the novel's contemporary relevance.

AGENDA

Marketing plan

CONTEXT

- Communication ecosystem
- SWOT analysis
- Diagnosis

STRATEGIC PROPOSAL

- Why Frankenstein?
- Objectives
- Tactics
- Indicators
- Frankenstein week
- Calendar
- Budget

TENDENCIES

- Social media tips

CONTEXT



PENGUIN ECOSYSTEM

Strategic axes

Digital

Partnerships

Sostenibility

Communications
Editorial line and content

Channels

Social media

Website

Press

Audiences

Clients

Employees

Comunnity

Managements

SWOT ANALYSIS

STRENGTHS

Penguin's established reputation in the publishing industry

Resources for investing in social media strategies and global distribution power

Extensive catalogue of acclaimed and diverse authors

WEAKNESSES

Perception among Gen Z that classics are “boring” or disconnected from modern issues

Heavy focus on traditional print formats over immersive or gamified content

Low reach and interaction in digital spaces

OPPORTUNITIES

Increased use of social media for book information

Rising interest in feminism, gothic aesthetics and inclusive reinterpretations of classic works among young readers

Ability to experiment with hybrid formats (podcasts, interactive fiction, social storytelling)

THREATS

Reader attention divided across short-form platforms (TikTok, Reels, etc.).

Competition from indie digital-first platforms like Wattpad or self-publishing tools

Risk of reputational crisis due to seeming outdated if failing to adapt to Gen Z's narrative expectations

KEY ASPECTS TO IMPROVE THROUGH OUR CAMPAIGN

Engagement with digital-native audiences

The campaign provides immersive formats (e.g., podcasts, Instagram dramas, interactive web stories) that resonate with Gen Z media habits.

Repositioning of classics as emotionally and socially relevant

By reframing Frankenstein around identity, rejection, and digital ethics, we tackle the perception of the novel as distant or “too academic.”

Innovation in narrative formats

Our use of transmedia storytelling (e.g., “The Monster’s Diary” podcast and “Frankenstein: The Choice Machine”) brings a dynamic, participatory dimension to the PRH catalogue.

STRENGTHS TO LEVERAGE THROUGH OUR CAMPAIGN

Brand trust and reach

Penguin's global presence ensures that a bold reinterpretation of a classic can achieve wide visibility and legitimacy.

Cultural authority of Mary Shelley

Already considered a literary icon, Shelley's legacy can be extended into feminist and sci-fi conversations relevant today.

Catalogue synergy

This campaign can act as a blueprint for reimagining other public-domain classics in innovative ways, enriching the backlist and appealing to a younger readership.

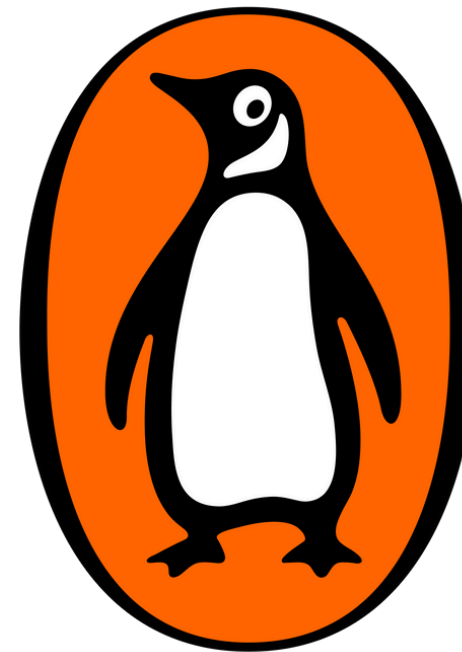
SWOT ANALYSIS SUMMARY

To improve

Engagement with
digital audiences

Repositioning of
classics as relevant

Innovation in
narrative formats



To leverage

Brand trust and
reach


Cultural authority of
Mary Shelley

Catalogue synergy

DIAGNOSIS

Penguin Random House holds a strong reputation in the publishing industry and possesses the resources to invest in innovative communication strategies, allowing it to amplify its presence through social media, cultural events, and cross-platform promotion.

However, **its current engagement with digital-native audiences remains limited**, especially in terms of interactive and transmedia content. **This gap presents a powerful opportunity**: to reimagine classic literature like Frankenstein through innovative, cross-platform storytelling that speaks the language of Gen Z and reignites their passion for timeless narratives.

STRATEGY 

WHY FRANKENSTEIN?

Frankenstein is a culturally **iconic novel with timeless themes** (identity, rejection, and ethical responsibility) that deeply resonate with Gen Z. Its public domain status **allows unlimited creative freedom**, making it ideal for innovative, **cross-platform storytelling**. Reimagining this classic also highlights Mary Shelley's radical vision as a pioneering female author, offering **strong connections to today's feminist and progressive audiences**.

Reinventing Frankenstein is especially relevant given Penguin's long-standing commitment to the novel through multiple editions, demonstrating a long-standing editorial investment in Mary Shelley's work. However, while these editions have contributed to the novel's literary legacy, **most have remained rooted in traditional formats**.

MARKETING OBJECTIVES

General

Reposition Frankenstein as a culturally relevant for Gen Z audiences through a transmedia campaign

Specifics

Increase engagement with Gen Z readers by 30% through immersive and interactive digital content

Strengthen Penguin's brand as a forward-thinking publisher of classics by launching a flagship cross-platform campaign

Drive sales of new Frankenstein editions by 20% over 12 months, supported by digital-first marketing and community activations

TACTICS FOR OBJECTIVE 1 – ENGAGE GEN Z AUDIENCES

- LAUNCH A PODCAST SERIES ("THE MONSTER'S DIARY") THAT FICTIONALIZES UNTOLD MOMENTS FROM THE CREATURE'S POINT OF VIEW.
- DEVELOP A TIKTOK/REELS MINI-SERIES ("THE FUTURE OF CLASSICS") FEATURING GEN Z AUTHORS AND CRITICS DISCUSSING RELEVANCE OF FRANKENSTEIN TODAY.

TACTICS FOR OBJECTIVE 2 – PENGUIN'S INNOVATION NARRATIVE

- PARTNER WITH DIGITAL ARTISTS TO REINTERPRET SHELLEY'S CHARACTERS IN A MODERN, INCLUSIVE AESTHETIC.
- LAUNCH A "PENGUIN REMIX" LABEL FOR REIMAGINED CLASSICS, WITH FRANKENSTEIN AS THE FLAGSHIP TITLE.

TACTICS FOR OBJECTIVE 3 – BOOST SALES

- IMPLEMENT A REFERRAL CAMPAIGN: “READ & HAUNT” – SHARE YOUR EDITION TO UNLOCK HIDDEN STORY CONTENT ONLINE.
- COLLABORATE WITH FEMINIST AND SCI-FI BOOK CLUBS TO DISTRIBUTE DISCUSSION KITS AND DISCOUNTS FOR BULK ORDERS.

TACTICS COMMUNITY PLAN – IN-PERSON (PENGUIN LIVE)

FRANKENSTEIN WEEK (OCTOBER)

- LIVE READING WITH ACTORS AT GOTHIC VENUES (E.G., OLD THEATRES, LIBRARIES, UNIVERSITIES).
- MAKEUP AND COSTUME WORKSHOPS RECREATING MARY SHELLEY'S VISION.

TACTICS COMMUNITY PLAN – IN-PERSON (PENGUIN LIVE)

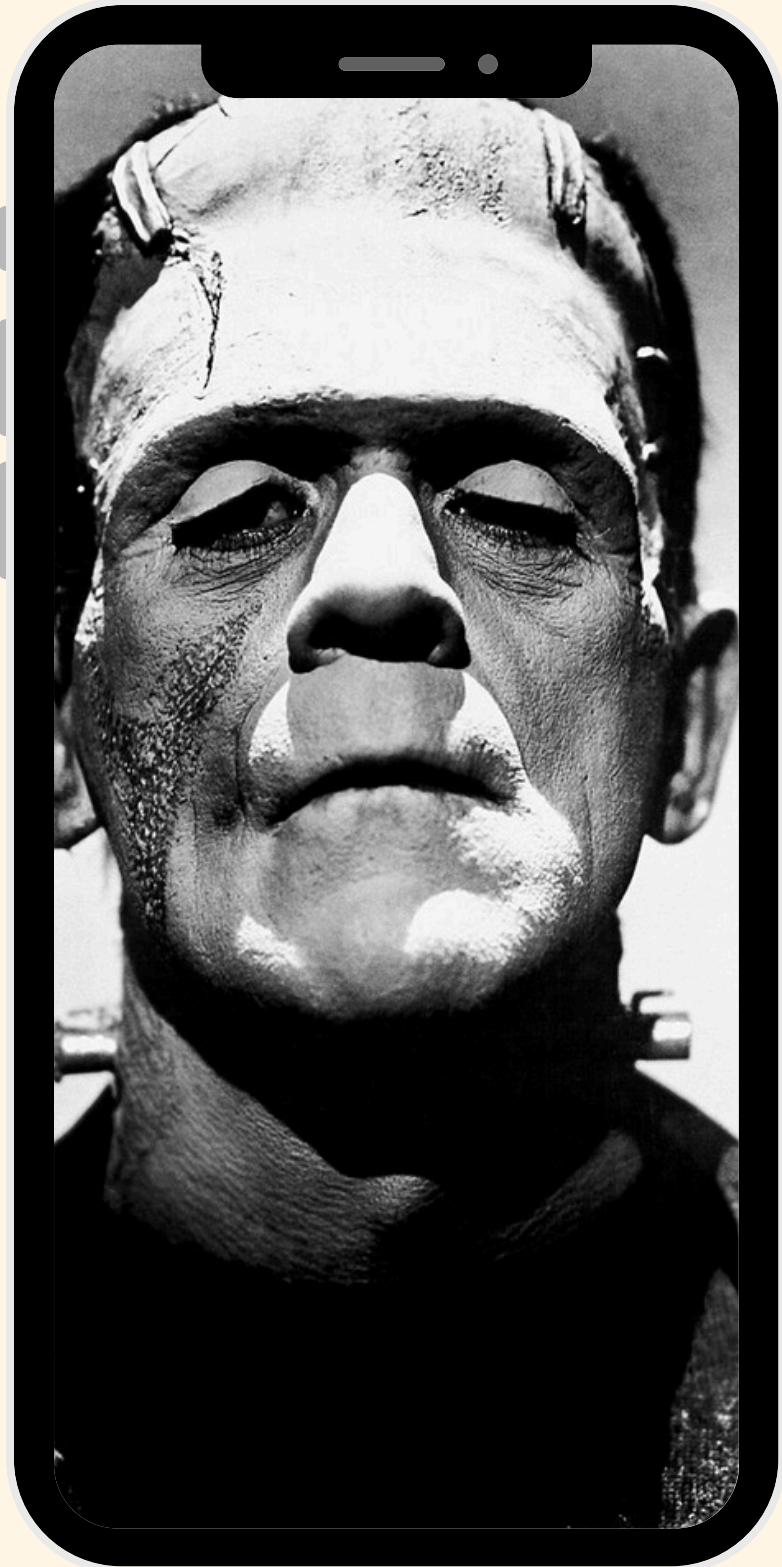
FRANKENSTEIN WEEK (OCTOBER)

- CAMPAIGN EXAMPLE.
CLICK ON THE IMAGE->



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INDICATORS



Social media engagement rate increase (target: +30% within 6 months) / User-generated content using campaign hashtag (goal: 10,000+ submissions)

Downloads/plays of podcast episodes (target: 20,000 unique users)

Sales increase of Frankenstein editions (target: +20%)

CALENDAR

Month	Activities
1-2	Research TikTok trends Meetings with the creative team for the “Penguin Remix” label and the “Read & Haunt” campaign
3-4	Podcast and Tik Tok scripting Influencer & artist partnerships confirmed
5-6	Podcast + TikTok series launch (soft launch)
7-8	Mid-year review, data collection Feminist book club partnership launch Actors and locations confirmed for the Frankenstein week + social media plan
9-10	Frankenstein Week – live Launch of the “Penguin Remix” label and the “Read & Haunt” campaign
11-12	Complete analysis of the results Social Media Presence Satisfaction Survey Develop a strategic plan for the coming year Holiday bundle campaigns + online store promos

BUDGET

According to tentative overhead, the annual budget for the communications plan would be approximately \$150,000.

Month	Communications	Social Media Sponsorship	Frankenstein Week	Monthly Total
January	\$1,800	\$7,816	—	\$9,616
February	\$1,800	\$7,816	—	\$9,616
March	\$1,800	\$7,816	—	\$9,616
April	\$1,800	\$7,816	—	\$9,616
May	\$1,800	\$7,816	—	\$9,616
June	\$1,800	\$7,816	—	\$9,616
July	\$1,800	\$7,816	—	\$9,616
August	\$1,800	\$7,816	—	\$9,616
September	\$1,800	\$7,816	—	\$9,616
October	\$1,800	\$7,816	—	\$9,616
November	\$1,800	\$7,816	—	\$9,616
December	\$1,800	\$7,816	\$35,000	\$44,616
TOTAL	\$21,600	\$93,792	\$35,000	\$150,392

BUDGET

FRANKENSTEIN WEEK

According to tentative overhead, the annual budget for the communications plan would be approximately \$35,000.

Item	Details	Estimated Cost (USD)
Actors (Live Experience)	5 professional actors for immersive theatre performance	\$5,000
Location Rental & Permits	Event space for 2 days (setup + event), permits and insurance	\$6,000
Technical Production	Audio equipment, lighting, staging, video streaming	\$6,000
Event Staff	Registration desk, audience support, community managers	\$3,000
Security Team	2–3 security personnel for full-day coverage	\$2,000
Catering (Food + Drinks)	Coffee station, snacks, water, cocktails for ~200 attendees	\$4,500
Merch & Certificates	Printed certificates, themed lanyards, badges, stickers	\$2,500
Exclusive Campaign Promo	Ads specifically promoting Frankenstein Week (across IG, TikTok, YouTube)	\$6,000

TENDENCIAS



SOCIAL MEDIA TIPS

Tik Tok: The more frequently you post, the greater your reach. The average video length is 43 seconds.

LinkedIn: Quality over Quantity: Brands should prioritize content quality over posting frequency to increase impressions and engagement.

Instagram: Reels are the audience's favorite format. On the other hand, the reach of Stories has decreased, suggesting that this format is better suited to strengthening relationships with existing audiences.

Facebook: Although feed posts are on the decline, Reels have shown an increase in engagement and impressions. For this reason, many brands are repurposing content from other platforms, such as Instagram.

WEEKLY FREQUENCY



MONDAY

Meta

TUESDAY

LinkedIn
Meta

WEDNESDAY

Tik Tok

THURSDAY

Meta
Tik Tok

FRIDAY

Meta

Recommended schedule:

- TikTok: Between 6:00 p.m. and 10:00 p.m.
- Instagram: 11:00 a.m. and 7:00 p.m. and 9:00 p.m.
- LinkedIn: Weekdays, between 9:00 a.m. and 11:00 a.m.
- Facebook: Between 1:00 p.m. and 3:00 p.m.

Total: 7 posts per week

Source: Metricool

C O N C L U S I O N

Reimagining Frankenstein is more than a marketing opportunity, it's a cultural intervention. By combining Penguin Random House's legacy with digital innovation and Gen Z engagement strategies, this campaign positions Frankenstein as a dynamic, living narrative. It revitalizes not only the novel but also the way readers connect with classic literature, transforming a 19th-century masterpiece into a 21st-century experience.

THANK YOU