

Online Book Reading/ Sales Platform - Pitch Brief



The Challenge:

- Create motivations for users to keep consuming books - preferably by purchasing from CLIENT- while staying true to the brand sentiment of “read freely.”
- We want book-lovers to see CLIENT as the book-purchasing/ reading platform of choice because Kobo always leads them to books that they really enjoy, and as a platform on which a community of book lovers thrives.
- Due to very low margins we cannot offer discounts or loyalty pricing.
- Cannot sell product directly through iPad app.
- We need lots of cool thinking at strategic level to create wonderful buckets of tactics
- Lots of test and learn, A/B test, add it up
- Win will be combo of conceptual thinking that captures their imagination, combined with well-grounded, results-oriented set of tactics. **Instinctively sounds ideas, borne out with testing process.**

Objective:

- **Sell more e-books to CLIENT'S existing customer base**

Target Info:

Existing Kobo Registrants: currently 8 million users across 190 countries.

- 45% of users have purchased 2 or less
- Average user buys 2 books
- Only 10% have purchased more than 10 times.

% of users purchasing from an app is VERY low, but there is a 14% conversion rate from the website homepage.

The older people get, the more books they read.

Insight:

“What next to read is every book lover’s greatest dilemma”

– Nancy Pearl, 2011 Librarian of the Year, Exec Director, Washington Center for Books, author, critic

Opportunity:

- Personalization of services generate stronger brand for reading development and has been an important lesson for libraries.
- Libraries & bookstores have found success with recommendations by creating “pseudo-celebrities” out of specific librarians or staff picks. This validates the skill of the librarian/staff member and creates a human connection with users.
- Allow knowledgeable members to curate reading lists, utilize relationships with local book vendors to offer referral fee for books purchased from curated lists (see Amazon “follow” feature)

Insight:

While many readers do enjoy a “shared reading experience,” people can be very sensitive about sharing information about their reading habits (everyone lies about how much they read, per CLIENT, which indicates a certain level of shame about how little they are able to read) .

Opportunity:

- Social elements should **NEVER** feel intrusive
- Should accommodate every level of reader comfort
- Provide maximum **utility** – such as getting recommendations from friends, opting in to book discussions etc.
- Allow users to organize “book clubs,”

Insight:

Time available to spend reading is becoming an important variable on eReaders

“People have become accustomed to filling in smaller and smaller breaks in their day with reading on portable devices. People are not necessarily reading books, however. What we’re reading frequently is shorter.”

- David Weinberger, a senior researcher at Harvard’s Berkman Center for Internet & Society

Opportunity:

- Time box selections of content - allow user to shop by time based on device tracking of user’s reading speed.

Insight:

Intrinsic motivations for reading predict reading for pleasure:

- **Importance** of reading refers to the belief that reading is valuable
- **Curiosity** is the desire to learn about a particular topic of personal interest
- **Involvement** refers to the enjoyment of reading certain kinds of literary or information texts
- **Preference for challenging** reading is the satisfaction of mastering or assimilating complex ideas in text.

As opposed to extrinsic motivation, which do not:

- **Reading for recognition** is the pleasure in receiving a tangible form of recognition for success
- **Reading for grades** refers to the desire to be favorably evaluated by the teacher
- **Competition** in reading is the desire to outperform others in reading.

Opportunity:

- Implementing a philanthropic aspect to motivate book sales, as opposed to tying CLIENT'S philanthropic efforts to time spent reading, may work to achieve business objectives and alleviate any user stress about how often they actually spend reading.

Our Work Must Address:

Platform

- Develop a digital strategy/site architecture by which we can segment users on a behavioral basis.
- Deliver powerful search results and filtration on each platform to ensure readers always find something they are interested in purchasing and reading.
- Eliminate any confusion or barriers to purchase on any version of the Kobo interface (iPad App, Android, Blackberry, Web, etc)

Communication

- Develop a digital communications plan (email, custom website/app/eReader Store view, notifications, social, ad retargeting, etc) to boost Kobo book sales.

Content

- Deliver meaningful recommendations to continuously guide users to what to read next – curated lists, friends recommendations, etc.

Thought Starters:

People Read When:


- public transportation
- vacation
- reading to kids
- reading for school/university
- summer reading
- social/ bookclub reading

People Read Why:

- friend/referral
- work/skill enhancement
- school/ requirement
- personal development
- escape
- older/bored

How To Read a Book a Week in 2012

 Like  1,039 people like this. Be the first of your friends.

 Tweet  612

Yep, I **finally** did it. I read over a book a week all of the past year.

More than that— I never fell behind or stopped. I was always ahead of schedule for the entire year. So now, this coming year, guess what? I'd like you to do the same. Here's how.



Why in God's Name You Would Want To Do This

It feels awesome. It gives you an amazing amount of ideas. It helps you think more thoroughly. It's better than TV and even the internet. It makes you understand the world more. It is a building block towards a **habit of completion**. Did I mention it feels awesome?

... whatever, just do it already.

Why One a Week?



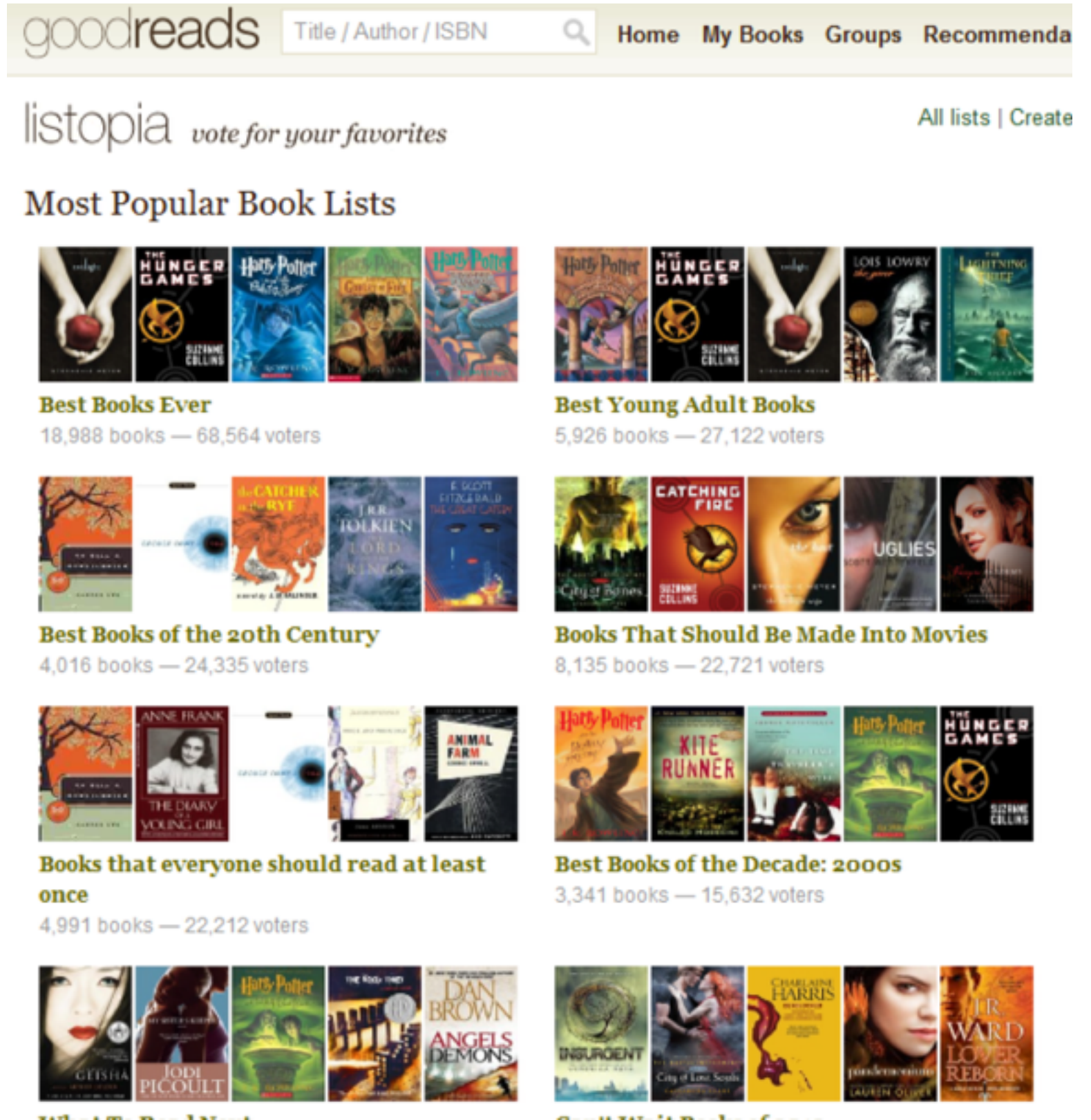
Thought Starters:

Goodreads

In October 2010, the company opened its [API](#), enabling developers to access its ratings and titles.

[7]

In 2011, Goodreads introduced an algorithm to suggest books based on the user's library



Thought Starters:

Reading for pleasure is inextricably rooted in childhood development –

When asked 11-18 year-olds why they read, 55% of these young people stated that books help them understand different people/cultures

40% wanted to learn more about new subjects, and 33% stated that books encouraged them to try new hobbies.

When asked how they would describe reading, half of the respondents described it as relaxing, while a third described it as fun. Two in five also described reading as educational, while a quarter believed it to be informative or for school/learning. Older pupils in particular were more likely to mention the educational value of reading. However, a quarter also described it as boring.

Thought Starters:

Highly Followed People



Seth Godin

1505 Followers
1 Book with Public Notes



“What's your story?” “Will the people who need to hear this story believe it?” “Is it true?”

Note: When I run into people who are struggling with their project, it almost always comes down to these three questions. Look at non-profits or politicians or startups or consultants that are having trouble gaining traction—it always comes down to this.



Douglas Clegg

78 Followers
6 Books with Public Notes



“I loved those memories, and I cherish them even now. By my seventh year, my father had been called to Burma by the British government, for there was a war and he was a trader in wars.”

Note: My father was a Naval officer and was often away for long periods when I was very young. This left its mark on me, and I've noticed that I've written a few works where the father is away — often because of war.



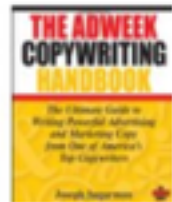
Tony Hsieh

166 Followers
1 Book with Public Notes



“Looking back, a big reason we hit our goal early was that we decided to invest our time, money, and resources into three key areas: customer service (which would build our brand and drive word of mouth), culture (which would lead to the formation of our core values), and employee training and development (which would eventually lead to the creation of our Pipeline Team).”

You May Want to Read



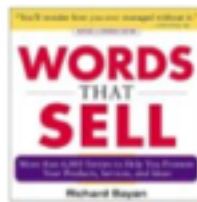
The Adweek Copywriting Handbook...
by Joseph Sugarman



Truth, Lies, and Advertising...
by Jon Steel



A Technique for Producing Ideas...
by James Young



Words that Sell: More than 6000 Entries to...
by Richard Bayan



unicef



TAP PROJECT

ABOUT

RESTAURANTS

EVENTS

VOLUNTEER

DONATE

MEDIA

PARTNERS

THERE ARE THREE
WAYS TO HELP
SAVE MILLIONS

DONATE OR VOLUNTEER TODAY TO GIVE KIDS
AROUND THE WORLD CLEAN SAFE WATER.

DONATE NOW | VOLUNTEER | FIND A RESTAURANT

