

## D&AD Penguin Books

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The brief for Penguin is to find a way to make more young people read for fun, whether the solution be through classrooms, or through avenues outside traditional learning such as service based ideas.

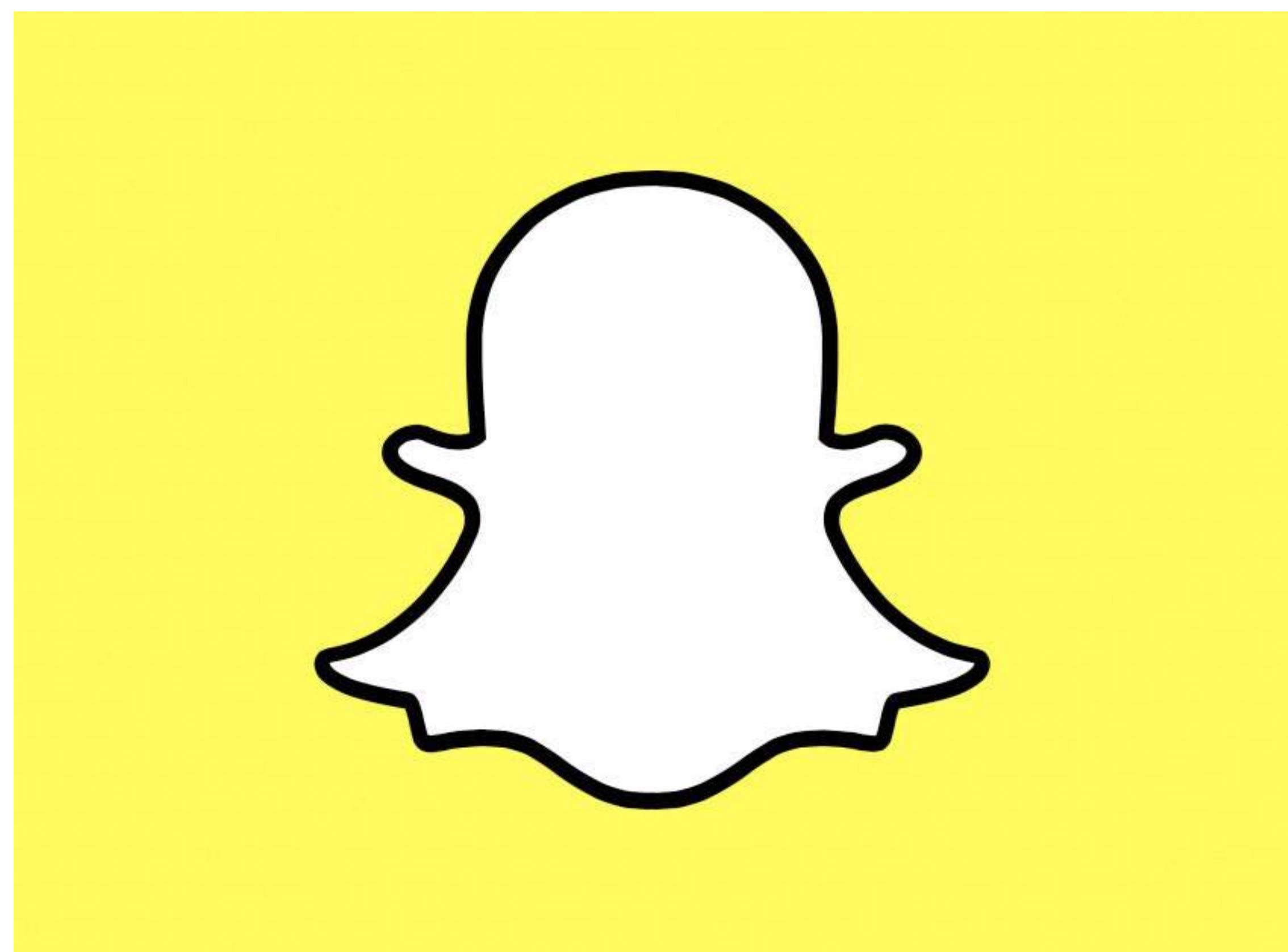
I'll explore a range of ideas ranging from promotional messaging and s.w.a.g. to service based solutions like digital book clubs and discussion boards.

## Research and inspiration

Brands popular among 13 - 18 yr olds



Thrasher and Supreme are both extremely successful in the target age range and have at least one thing in common, they both used to be skate brands. I wouldn't suggest Penguin starts making skateboards but they could certainly take an ad out in thrashers magazine and could make use of Supremes marketing style of exclusivity and luxury (hopefully without being a monument to pointless consumerism).

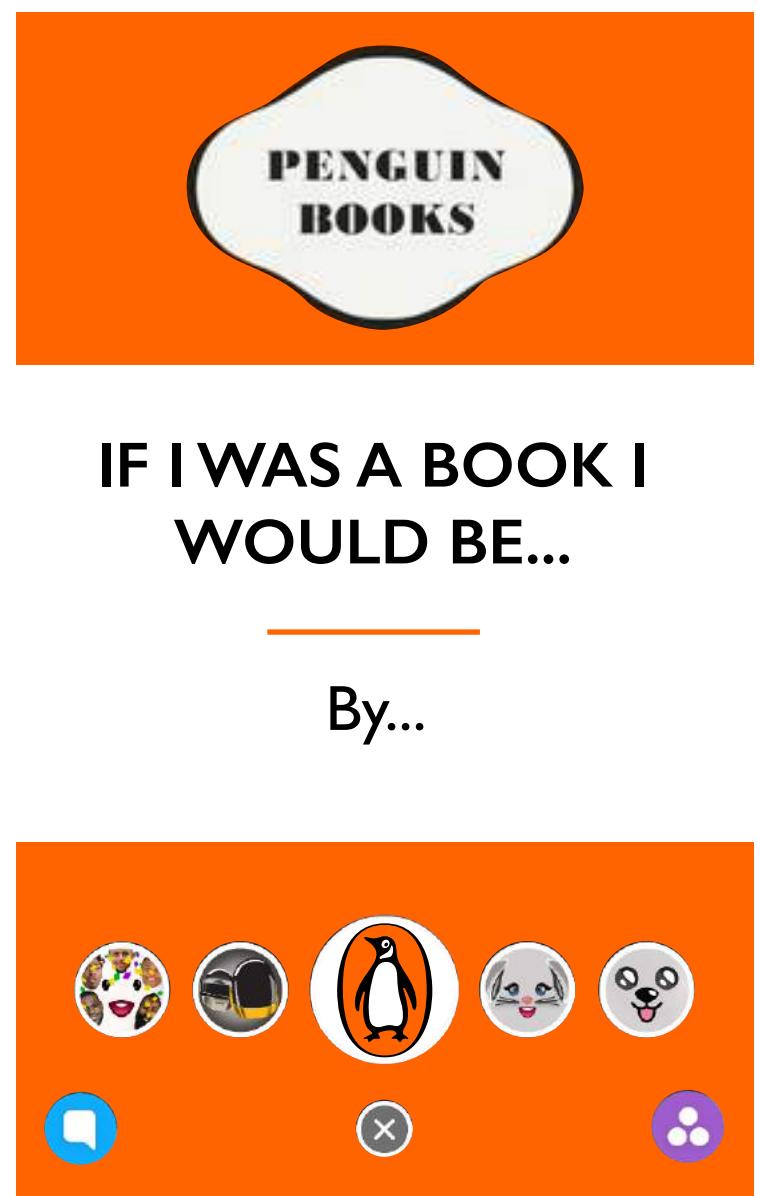


Snapchat is extremely popular among young users so it would make a great place to connect to the audience.

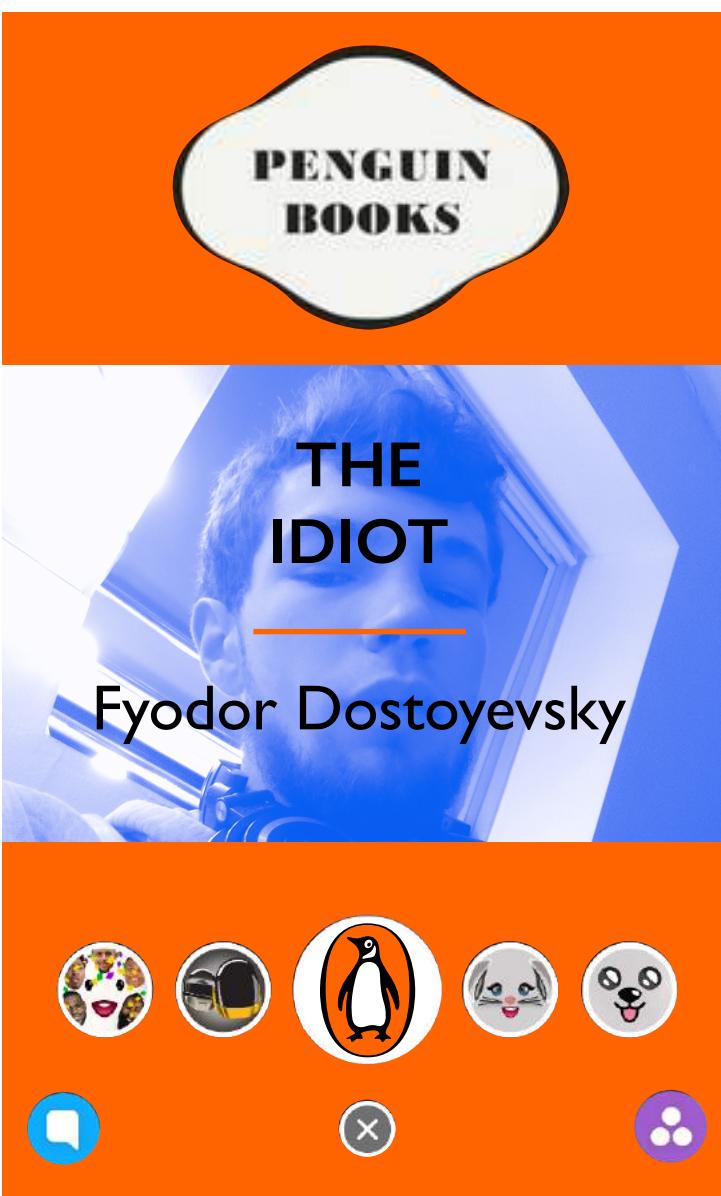
## Solution

Snapchat profile and filter.

Sticker packs with books.



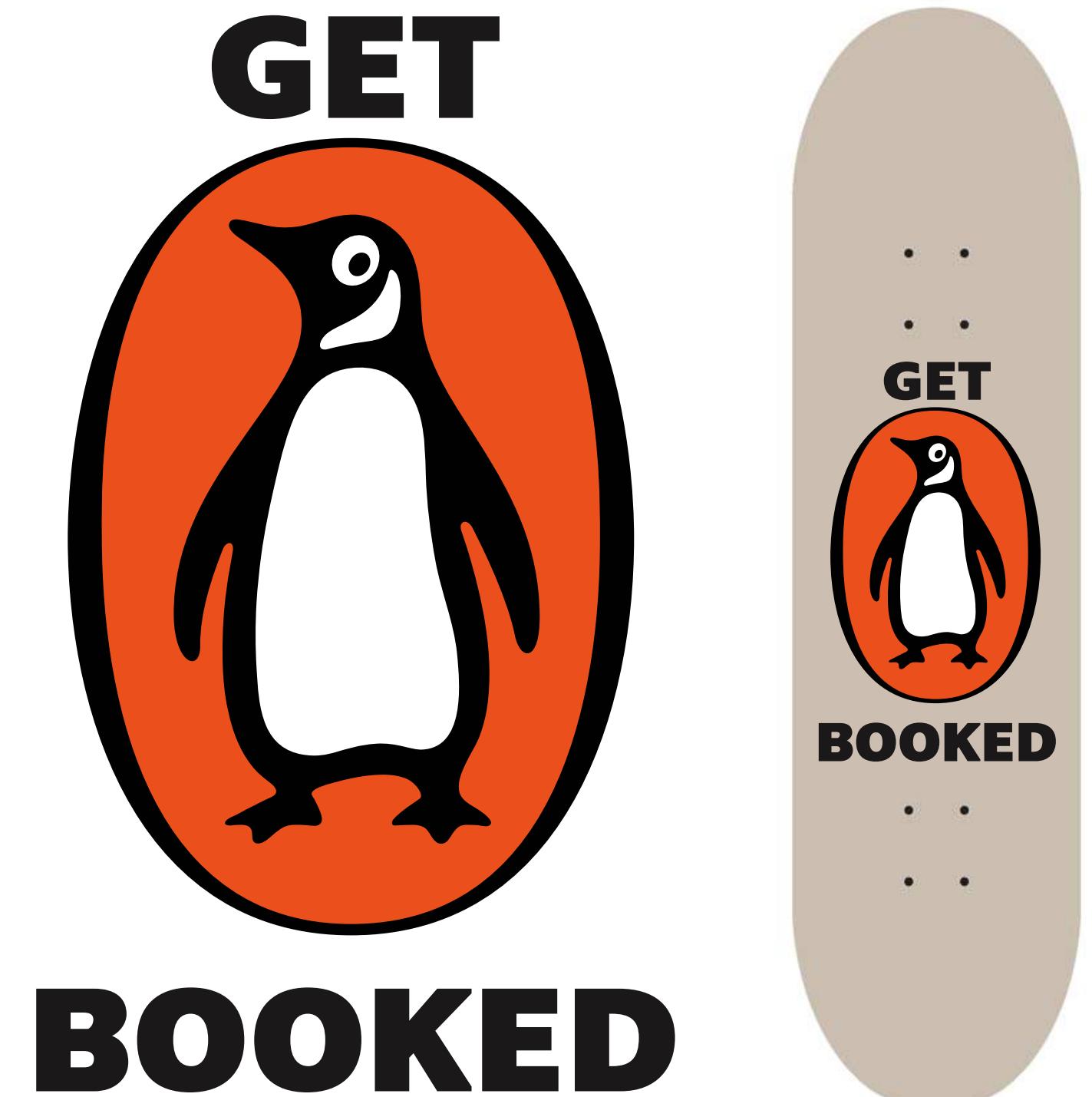
Snapchat filter to engage teens.

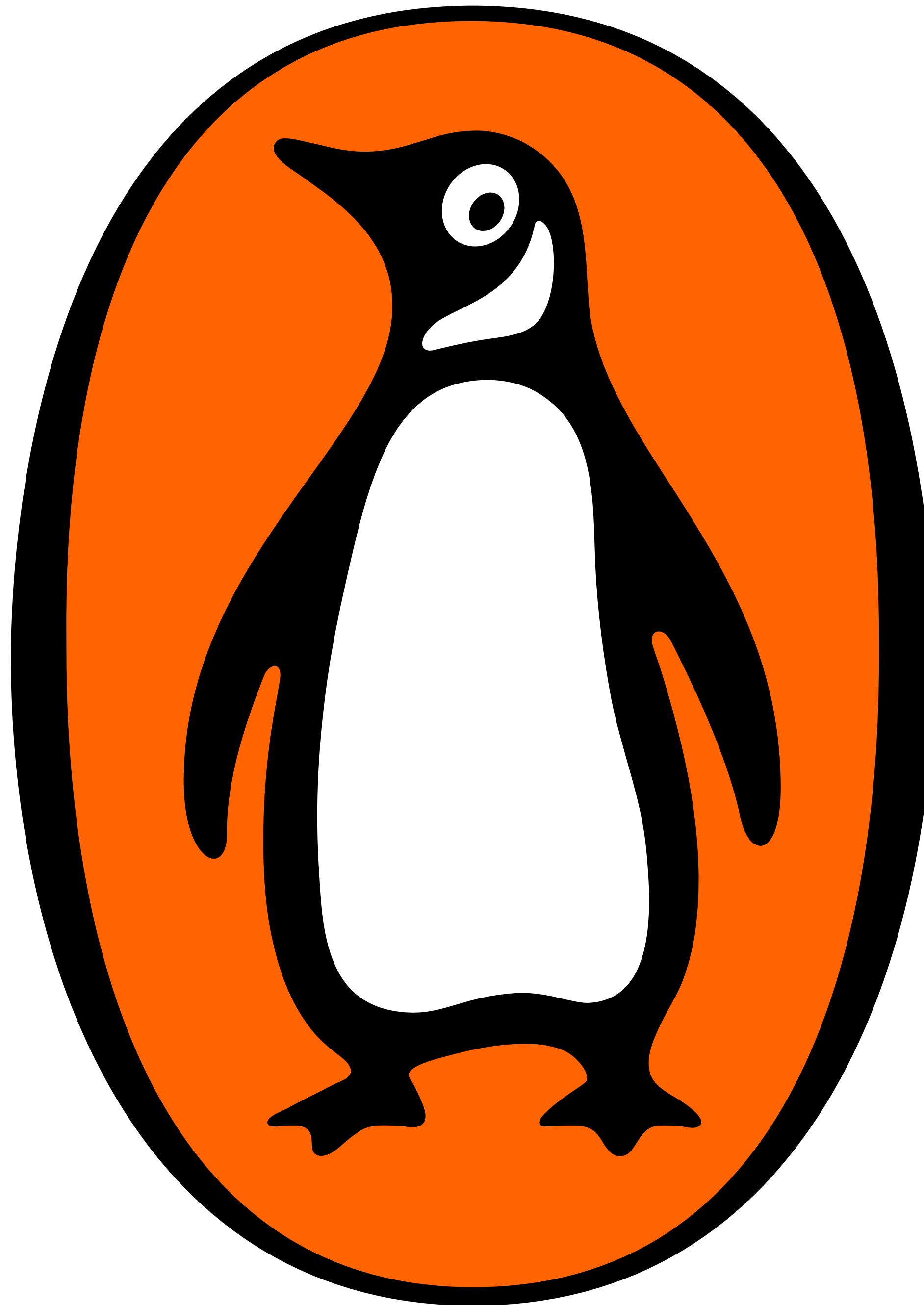


Face goes in the white section behind the text.



Rip off supreme for fun and profit, and to get revenge for Barbera Kruger.





# Penguin - D&AD Young Blood

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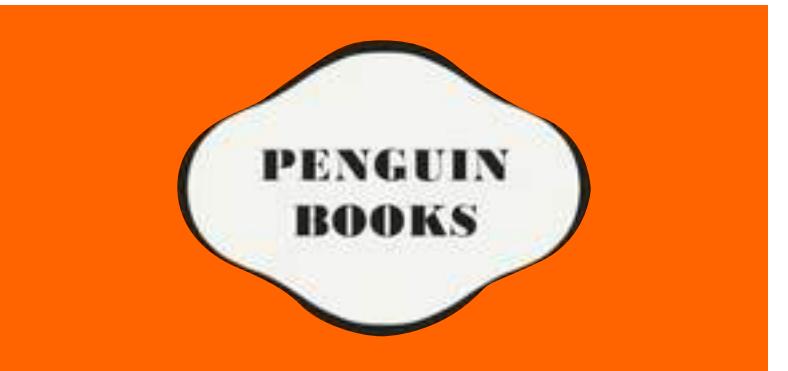
## Daniel Kernan

I'll address the brief on two fronts, firstly engaging a young audience by providing an experience of the brand that sits comfortably within the styles that are popular among the young both aesthetically and through the mediums used. No teen wants to use or consume brands that are overtly designed by adults for a teen audience (like penguin teen) think streetwear, rather than school uniform.

Secondly I'd propose using the penguin logo in a more forefronted manner. Nostalgic brands are extremely popular and nostalgia is a powerful tool even for those too young to realise it, brands that have a legacy flaunt it and it works. Many brands also use nostalgic imagery, such as the polaroid camera for Instagram. Penguin is an institution, the authenticity of the brand will be enough to make reading penguin books a worthy milestone for teens, whereas reading books designated 'teen' feels like being put in a box.

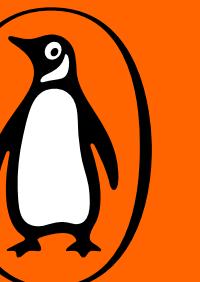
# Social Media

Using social media to provide slightly edgy content is a great way to garner interest in a brand and face filters are a fun way to get some interaction with the audience. Choice quotes from books are also a good idea as short form textual content is really popular.

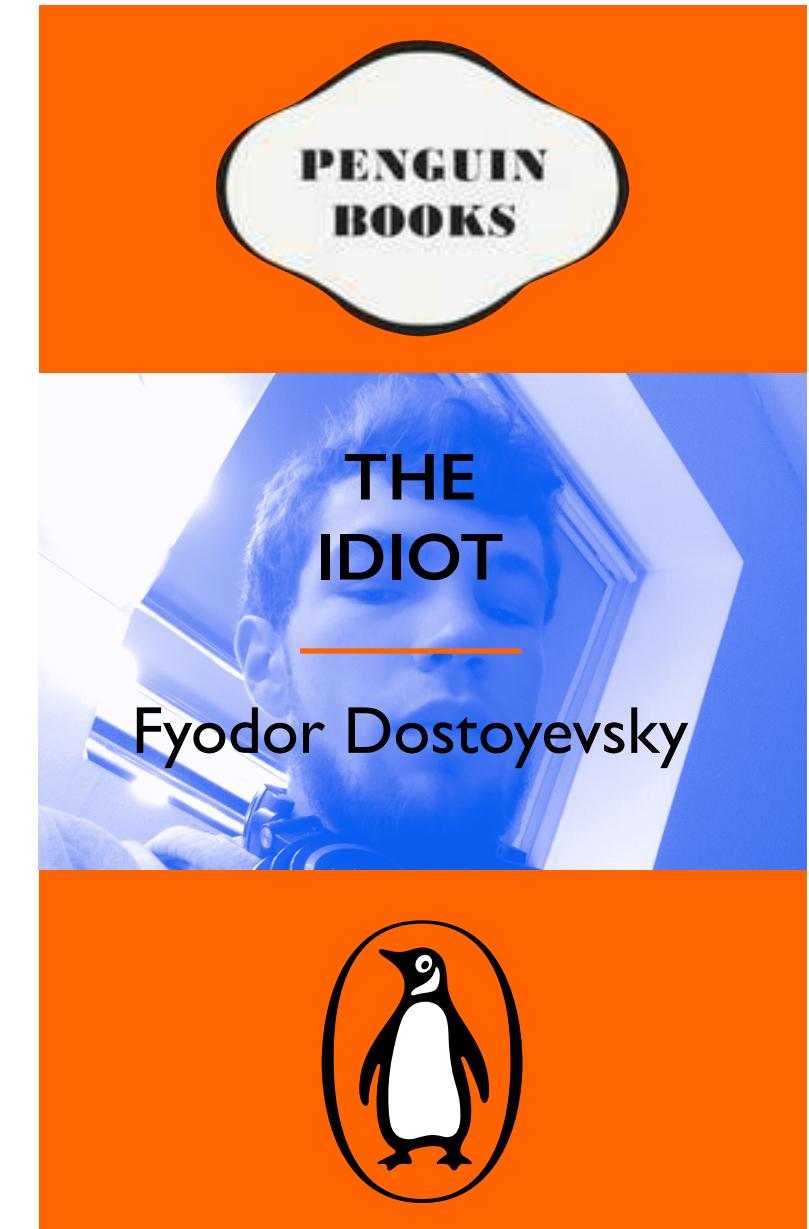


**IF I WAS A BOOK I  
WOULD BE...**

By...



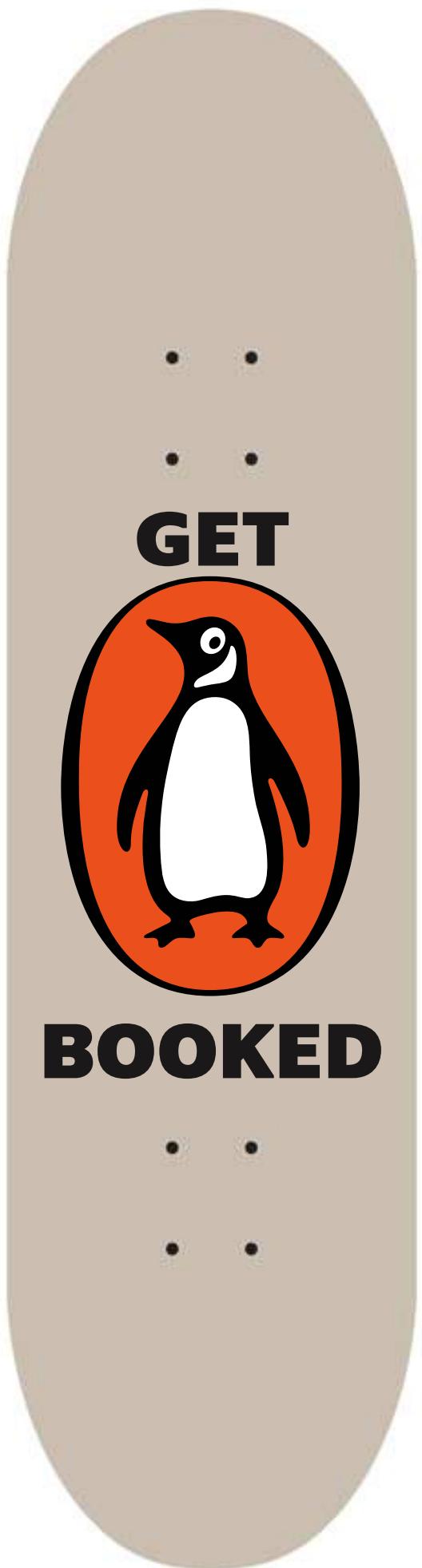
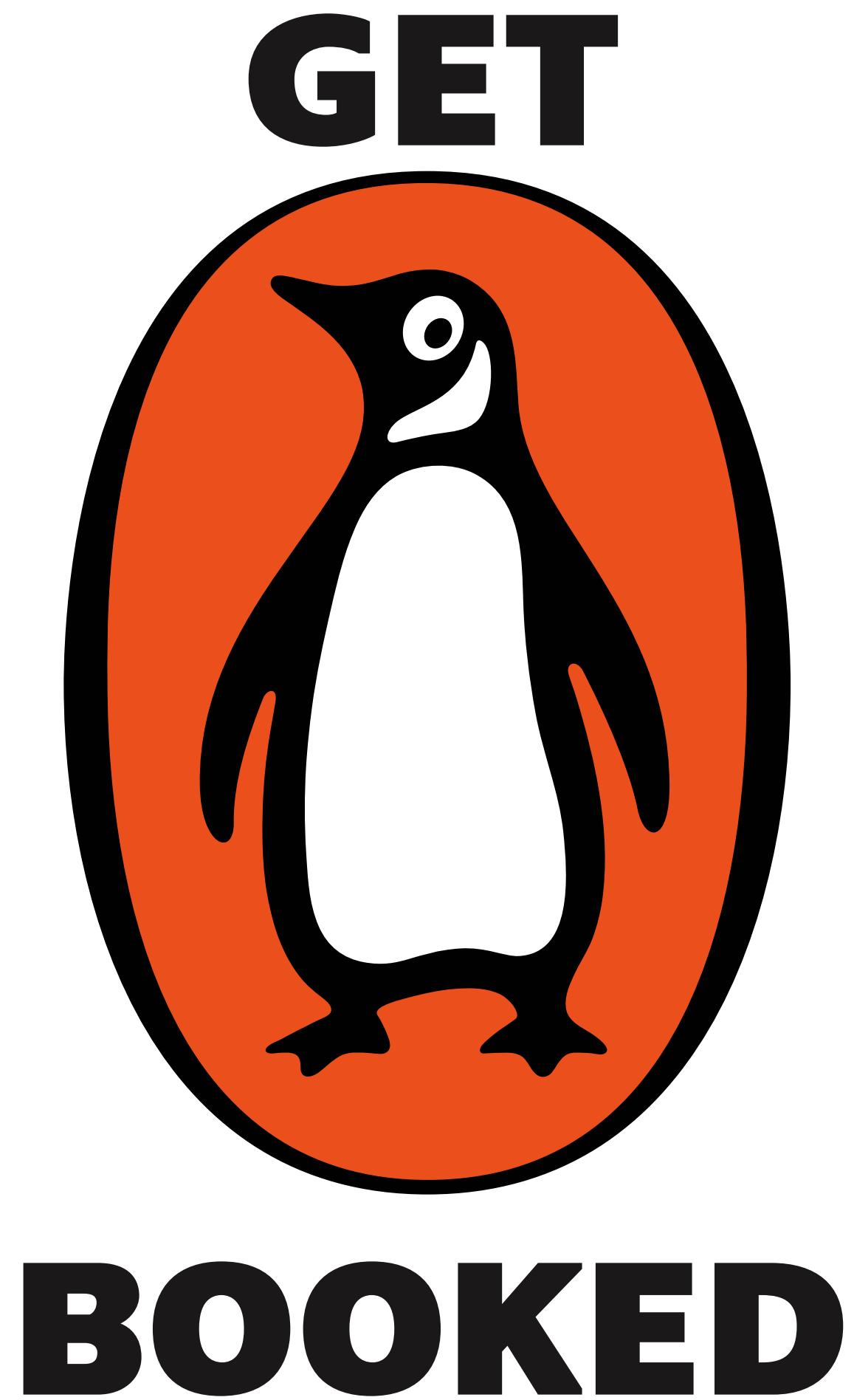
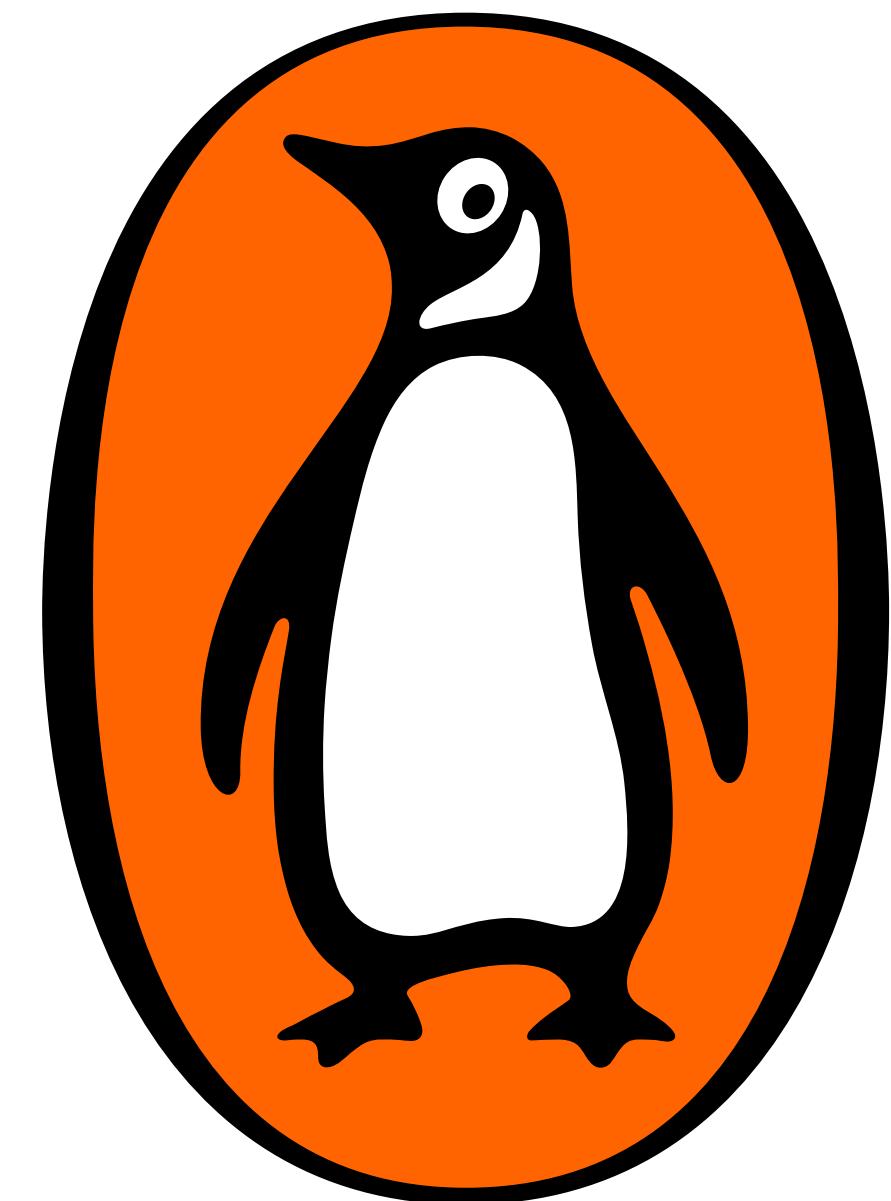
Snapchat filter to engage teens.



## Stickers & ephemera

People love stickers for some reason, laptops, lampposts and everything inbetween is covered in them in every major city, it's free advertising and it also mentally puts Penguin in league with brands like supreme, thrasher, and other youth faced branding.

# Penguin Books



# **Moving forward**

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There are lots of opportunities for Penguin to refresh itself and bring a better quality of entertainment and learning to teens.

While outside this brief, a small clothing line would be very advantageous to the brand, even though it's not directly making kids read, it does raise the question of what Penguin is to them. Nearly all popular youtubers sell merch of some sort, so a t-shirt and hat line would be a good decision.