

Summary Report

Situational Analysis: Attention spans are shrinking. People bounce from distraction to distraction, and fewer are sitting down to read. The number of Americans who read for pleasure each day has dropped by nearly 30 percent since 2004. Graphic novels provide an easier option for all ages to read, as the pictures can help to tell the story and capture readers' interest. Professor Geert Heetebrij of Calvin University aims to make adventures come to life for all ages with his new graphic novel *The Undergrounds*. On the same fantastical and imaginative levels of titles like *Peter Pan* and *Chronicles of Narnia*, Heetebrij puts forth an amazing tale. Along with Professor Heetebrij, our team will attempt to engage audiences of all ages through *The Undergrounds* by bringing family values back into the picture.

Research: Primary and secondary research were conducted to determine where the book was at in regards to publishing, audience, and overall goals of the author. This research also helped to determine the best strategies and objectives to accomplish the goals.

Primary research included:

- Listening to a presentation of Professor Heetebrij explaining his novel, goals of having it published, and the type of audience he wants to aim towards.
- Viewing comparable social media pages such as "Horsemen Graphic Novel" and "The Divine // Graphic Novel"
- Reading the book proposal Professor Heetebrij sent out to the class groups.

Secondary research included using websites and written documents about the book such as the Kirkus Review.

Planning:

- Goal: Raise public awareness and build a fan base for Professor Heetebrij's book.
- Objectives:
 - Build an Instagram audience of 200 members to increase mid-grade interest in *The Undergrounds*.
 - Re-start *The Underground's* Facebook presence and gain 100 new followers to re-establish the novel's fan-base of parents and librarians by stressing family values.
 - Increase post-engagement on Facebook (liking, sharing, commenting) by about 25%
 - Provide information about the novel to the public

- Direct audiences to the kickstarter campaign
- Audiences: The primary target audiences are Calvin faculty and students, parents for middle graders, teachers, and middle grade students.
- Strategies:
 - Give out up-to-date information on Heetebrij's book to the public via newspaper, social media, and in-person.
 - Publish a press release for Chimes
 - Develop a social media calendar for the novel's Instagram and Facebook
 - Write and record a 30-second PSA to intrigue audiences.
 - Designed an informative online postcard.

Execution: Our team developed content and ideas to engage the community and raise awareness for Heetebrij and his book.

- Conducted primary and secondary research to get more information on the novel, the author/illustrator, and the target audiences.
- Designed a sample postcard for client with information about his novel that he can use in the future.
- Constructed a press release for Chimes to be used to educate the public of Heetebrij's book and get them excited to donate.
- Developed social media messages and created a calendar that shows when to upload them. Each post is specified to a certain audience and was created to engage and spark interest.
- Recorded a 24-second PSA.
- Gathered quotes from the Kirkus Review

Evaluation: The campaign can be considered successful if:

- Social media audience engagement has increased (i.e., increase in likes, comments, shares)
- The number of people who support the Kickstarter is greater than the number who supported the original.
- The press release has been featured in Chimes