



Case Study: Outdoor Sells Books

Client: Penguin Books Canada

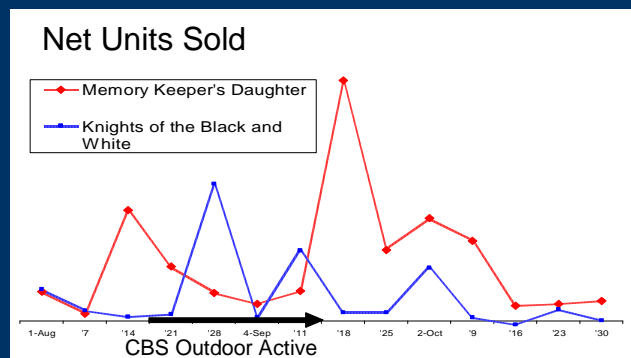
Book publishers in Canada have traditionally relied on print to support their marketing efforts. In Fall 2006, Penguin books worked with CBS Outdoor to see what we could do for book sales.

The results were “amazing!”

- The campaign used Transit Shelters and Station Posters in the markets of Toronto, Montreal and Vancouver to promote two recently released books: “Memory Keeper’s Daughter” and “Knights of the Black and White”. Weight levels were approximately 60-75 GRPs per market running for 4 weeks beginning at the end of August.

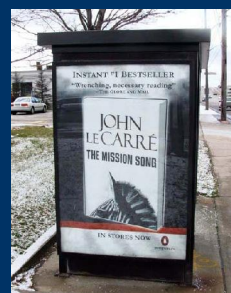
Here’s what happened:

- September 12th:**
“This campaign has brought us an order of 7500 copies from Costco.”
 Penguin Marketing Director re: Memory Keeper’s Daughter
- September 18th:**
“Both these titles have hit #1 on the Bestsellers list!”
- December 12th:**
“More coming on both titles – the numbers doubled in September after the Outdoor.”



The creative was developed in-house by CBS’ own creative team working with the Penguin Books marketing department.

Was the client convinced?



They’ve booked 2 more campaigns.