



Penguin Books

Sampling content in an innovative way

Media Objectives

Penguin has a great heritage as a publisher of literary, fiction, reference, autobiography, academic and classic books available in bookshops worldwide and at www.penguinbooks.com

Penguin needed to:

Promote the launch of Nick Hornby's latest novel 'Slam'

Position www.penguinbooks.com as the leading destination for the latest book releases

The Blyk Solution

Blyk created a two-part MMS dialogue

- Positive respondents received a 90 second audio preview of the opening chapter
- Read by Nicholas Hoult, star of Channel 4's 'Skins'
- Those that replied 'no' were sent an SMS further driving awareness of the Penguin URL

Delivered evenly across the week between 11am and 3pm

- To engage target audience during lunch or on the way home from college or work

A media first for using audio clips to promote a book

Total response 67%

Answer: Yes 51%	Answer No: 49%
<p>Options Select Exit</p>	<p>Options Select Exit</p>
Audio Clip	Awareness
Extract: Chapter 1 Nick Hornby's Slam	Latest releases

Results

A phenomenal 7 out of 10 members engaged in this dialogue

Of the respondents:

- 51% downloaded the audio clip to their phones
- The other 49% were made aware of www.penguinbooks.com for the latest book releases

Insights

The communication proved most effective for key target audiences

- Book lovers 35% more likely to respond
- Book buyers 16% more likely to respond

The huge interest that this campaign generated shows how Blyk media can create a buzz through

- Added value (free wallpaper and audio preview)
- The use of a celebrity that appeals to the audience