



HarperCollins
“I Can Read!”

Social Media Mini Campaign

Creative Brief

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What is the client's objective for this ad?

HarperCollins' objective for the ad is to make the "I Can Read!" book series ("My Very First" to "Advanced 4" reading levels) appealing to early readers and their millennial parents. The client wants for the product to be presented as an opportunity for family time and wants to remind the target market about the subscription to the "I Can Read!" book club and present it as a holiday gift.

What is the product's personality or character? If this product were a person, how would you describe them?

HarperCollins cares about their children's wellbeing and development. They want to give their kids opportunities to grow their social skills and educational ability outside of traditional schooling. *HarperCollins* is good with kids and makes an effort to validate each child's experiences. *HarperCollins* would be an engaged parent of young children who wants to create a wholesome structure for their child's life, especially in the aftermath of a pandemic. They would provide wholesome activities like crafting and reading to their kid(s) with the patience and attentiveness of a teacher.

Who is the audience?

1. Millennial parents with families of young readers

Persona

Jessica and Tom are millennial parents with two kids, Sam, age four, and Katie, age seven. Jessica and Tom care about their kids more than anything, although they are busy at their jobs they do a lot of activities with their kids. Katie can read independently, but Sam is in his early stages of learning to read. Jessica and Tom would like to ensure that their kids' reading skills continue to improve, but it can be hard to find the right books to match their changing skill levels and keep them interested so the "I Can Read!" book series is perfect for their family.

Psychographics

Millennial parents with families often have their parents help babysit or take care of their kids in some way, about 50%.¹ They are very busy, not as financially stable as previous generations and very focused on their careers. Having children is one of the most important things in their lives but getting married isn't as important to them as having kids.² For older millennials, having children becomes even more important than their career.³ Millennials seek comfort from things that are familiar to them when their are uncertain times like the pandemic because they grew up in uncertain times.⁴ They often put their children's needs above their own needs, 84% of millennial moms say that

¹ MARKETING TO MILLENNIALS, US - JUNE 2020 27

² MARKETING TO MILLENNIALS, US - 2021 42

³ MARKETING TO MILLENNIALS, US - 2021 43

⁴ MARKETING TO MILLENNIALS, US - JUNE 2020 34

they would rather buy their child something than themselves.⁵ For toddlers and preschoolers who may be starting to learn how to read, family activities help them develop fundamental social skills.⁶ The market for toddlers and preschoolers has been saturated with 1-2-3 and A-B-C products so other products that help them learn communication skills would be better for the market.⁷ Kids ages six to nine typically have two to three hours a day to spend on leisure activities.⁸ Kids value buying and having items that they can use at home like toys and books.⁹ 28% of six to nine year olds said that they are most likely to spend their money on books.¹⁰ 71% of kids ages six to nine read for fun.¹¹

What does the audience currently think about the brand and products?

Consumers have emphasized the benefits of using “I Can Read!” books to build a routine of reading with their kids, grow a collection of books, and stimulate imagination in their children. The *HarperCollins* collection makes reading fun for parents and children with both nostalgic and new books.¹² There have been negative reviews surrounding problems with wrongful billing and cancellations. *HarperCollins* makes an effort to correct any mistakes customers may have.¹³

What do you want them to know about the product after they see the ad?

The *HarperCollins* “I Can Read!” book series offers a large variety of books for children of all reading levels. The series consists of 5 levels of reading with progressing difficulty. Different degrees of difficulty means that the book club will progress with the skills of children. We want them to know that this will be a great selection of books for their specific child.

Why should they buy this product?

The *HarperCollins* books will be an engaging and fun family activity. Building the habit of reading with their children helps children develop social and academic skills.

⁵ MARKETING TO MILLENNIALS, US - JUNE 2020 43

⁶ ACTIVITIES OF TODDLERS AND PRESCHOOLERS, US MARCH 2021 52

⁷ ACTIVITIES OF TODDLERS AND PRESCHOOLERS, US MARCH 2021 53

⁸ ACTIVITIES OF KIDS AND TEENS, US - APRIL 2020 9

⁹ ACTIVITIES OF KIDS AND TEENS, US - APRIL 2020 17

¹⁰ ACTIVITIES OF KIDS AND TEENS, US - APRIL 2020 34

¹¹ ACTIVITIES OF KIDS AND TEENS, US - APRIL 2020 43

¹² Mommy Bunch

¹³ Better Business Bureau

HarperCollins' selection of books transports children into a new world and brings their imagination alive with enriching stories.

What is the “big idea” that will drive your creative message?

Children who have access to the “I Can Read!” series become enthusiastic readers and creative thinkers. Paired with a parents’ encouragement, reading *HarperCollins* books regularly helps children develop a vast imagination along with skills to aid their academic and social growth.

How and what are your competitors advertising?

- Penguin Random House

Penguin Random House is the publisher of the Dr. Seuss books, some of the most well known children’s reading skills books around the world.¹⁴ Because of the familiarity of the Seuss name, this publishing company is able to use word-of-mouth advertising through discussions between children, teachers, and parents. The Dr. Seuss collection features a seemingly endless array of books and Penguin Random House uses this to its advantage, showcasing at least three book covers in most ads. The ads feature strong, vibrant primary and secondary colors. For the past half-century, ads created for these works (some drawn by Dr. Seuss himself) have featured well-known characters like the Cat in the Hat, the Grinch, and the Lorax. Penguin Random House also utilizes the website suessville.com to sell merchandise, books, and art created by the author Theodor Seuss Geisel himself.¹⁵

- Scholastic

Scholastic is the largest operator of children’s book fairs in the country.¹⁶ It even advertises using its own magazine. It is well-known in public schools across the country for its wide selection of children’s books, both for fun and reading advancement. Typically, it lets the schools do most of the advertising, especially for book fairs and book clubs. Scholastic gives specific instructions on how to reach both parents and children, like using both physical flyers and online ads. Its advertisements typically feature many different book covers, which indicates that there will be a lot of books to choose from. Scholastic offers benefits for both children and their schools (a part of the proceeds go to schools who host the book fairs), making it an easily-accessible and parent-friendly option to purchase children’s reading books.¹⁷

¹⁴ Penguin Random House

¹⁵ [Suessville](http://Suessville.com)

¹⁶ The Fleeting Magic of Scholastic Book Fair

¹⁷ Scholastic

- Literati

Literati advertises by using bright, colorful colors that appeal to young readers of all ages.¹⁸ Its logo features a bright teal and a playful black font. Most of its advertisements, including online ads, billboards, TV spots, and even book fairs feature these colors as well, creating a cohesive color palette across multiple platforms. It has also created many TV spots. Literati is a subscription-based service that puts a strong emphasis on the range of ages that can use its products. For example, it has books for kids ranging from 0-12. Its TV spot “A Magical Reading Adventure” focuses on offering Literati as a solution to messy, rambunctious kids to parents.¹⁹

What creative approach will you use to achieve the client's objectives?

The ad will be consumer-focused to exhibit the benefits provided to parents and their children. To appeal to both parents and kids we will design the ad to capture a young viewer's attention and also express the developmental value in regularly reading at home. We will use a mini movie strategy. Childrens' imaginations are amplified through reading the *HarperCollins* books. The focus of the video advertisements will show a family's interaction with the books. The use of the books will emphasize the family activity angle and five reading levels.

Tone of voice

Exciting, encouraging, fantastical

¹⁸ Literati

¹⁹ A Magical Reading Adventure

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