

# Barnes & Noble

## *Booksellers*

# Meet the Team



**Michael Toddy**  
Copywriting Apprentice



**Ashita Banda**  
Strategy Apprentice



**Mariam Ali**  
RM Apprentice



**Ivy Stokes**  
Production Apprentice



**Varonika Ware**  
New Business Apprentice

# To Be Read

☐ Backstory/Research

---

☐ Strategy

---

☐ Rebranding

---

☐ Influencer Strategy

---


☐ Creative Executions

---

☐ Future Considerations

---





Since the dawn of the printing press, books  
have been paramount in humanity's  
entertainment and education. Over the last  
century, a name has risen to the  
top—***Barnes & Noble***. But despite being  
well established and well read, they're not  
without their problems.





# Reality Check

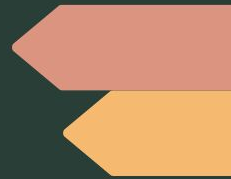
Barnes & Noble is seen as **outdated** and needs to be **updated** to survive in the modern world.

## Our Objective:

To make Barnes & Noble the **ultimate destination** for all things book.



# Barnes & Who?



Barnes & Noble is the leading book retailer in the US, offering customers a traditional **brick and mortar** experience.

Co.



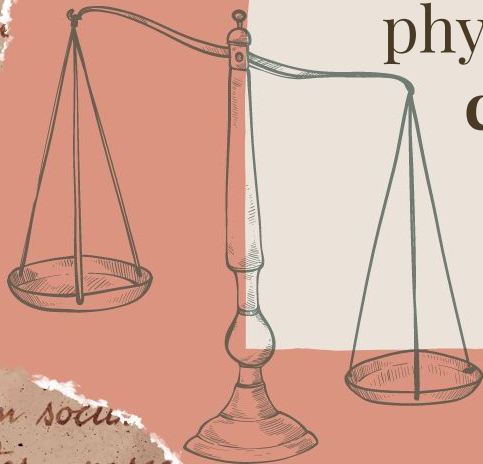
## Competitors

Online book retailers provide the basics for readers but **fail** to serve as “**third spaces.**”



# Advantage

Barnes & Noble allows readers to **browse** and **immerse** themselves into the world of books, and has the physical space needed to foster **community** and **comfort**.





# Our Readers

## Target Audience

- 21-35 years old female
- Busy navigating the **transition** from college to work life.
- Have **limited** free time
- Prioritize work/life **balance**
- Long for **healthy** fulfilment, but are often sucked into the trap of **instant gratification** that the modern world feeds us.



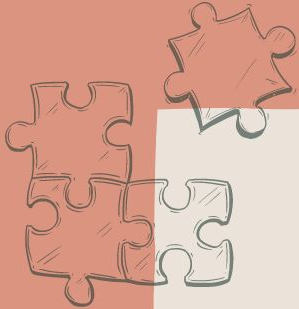
# What's the story?

Reading rates are in **decline** across the country. Turning pages has been replaced with **doom scrolling**. For those still reading, the ability to **browse** and **discuss** books is vital to their reading experience.



# Culture





Reading has been  
*sidelined* by modern  
life.

Problem

# Persona



Jovanna is a 26 year old physical therapist, she got back into reading during the pandemic but has since returned to **browsing Tik Tok** and **binge watching Love Island** after long days of helping clients. As a fan of the **physical**, she has always been drawn to the **tactile** experience Barnes & Noble offers.



# Insight

Books are an *escape* from the  
*daily grind*.



# Strategy

**BARNES & NOBLE** wants to mobilize young adults (Gen Z & Millennial) who are bandaging the **chaos of life** with unhealthy **brain rot** habits which they find **difficult to break**.

The **PROBLEM IS** that reading has been **sidelined** by modern life.

**HOWEVER**, there's still a **desire to escape** into stories.

**WE NEED TO** reinvigorate people's lives and **show** them the new **worlds** Barnes & Noble opens;

**SO THAT** they **choose reading** over other forms of entertainment

**HELPING TO** increase **foot traffic** in-store and **sales** among Barnes & Noble.

Let's turn a  
new leaf...







Turn Pages,

Come Alive.

buzzing with life





## MANIFESTO

For many young adults, reading time has been marginalized by the merciless merry go round that is early adulthood.

Whether it's doom scrolling, school, or careers that have them eying for an exit, they need one—pronto.

Because they're sick of microdosing pleasure through swiping and clicking.

They want a full dose of satisfaction, not fast fleeting instant gratification.

They miss the fulfillment they used to find at the end of a chapter.

They long for an outlet that doesn't steal their attention, but earns it.

That captivates them, yet sets them free.

That leaves them wanting more without wishing they didn't.

Enter Barnes and Noble, the portal from our world, to all the others.

By rebranding ourselves as THE place for all things book,  
we hope to turn a new leaf for those with limited leisure time.

We don't just sell escapes, we are one.

Because when you turn pages— you come alive.

# Turn Pages, Come Alive

Turn Pages, Come to a Decision – escape choice paralysis

Turn Pages, Come Together – escape isolation

Turn Pages, Come Away with Us – escape on the go



# Comms Strategy

Marketing Objective	Messaging	Channels	KPIs
<b>Awareness</b>	Escape through reading	Rebrand Website Organic Social Paid Social (Boosted, OLA) Influencer Retail Media OOH	Traffic Clicks, Views, Impressions Clicks, Views, Impressions CPM, ER Clicks, QR Scans Traffic, QR Scans
<b>Consideration</b>	Reading is communal	Influencer Retail Media OOH Website & App	CTR, CPE CTR, Clicks Vending Machine Sales Time Spent, Clicks
<b>Conversion</b>	Barnes & Noble is THE place for your reading community	Website & App OLA Influencer Retail Media	Sales ROAS Affiliate Revenue, ROAS Return on Ad Spend, ROAS

# Rebranding

# Rebrand Goals

- Bring Barnes & Noble back to **relevance**
- Lean back on what **consumers** know
- Make design **visually engaging**
- Clarify that the brand is **digitally** and **physically** cohesive





# Brand Evolution

BARNES & NOBLE BOOKSTORE

BARNES & NOBLE



BARNES  
& NOBLE

BARNES  
& NOBLE

# Branding - General



**Barnes & Noble**

**Header font: Fraunces**

Body text font: Playfair Display

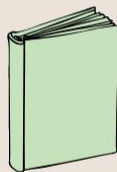


#493A26



#283E37

## Campaign Branding



#C5E2BC

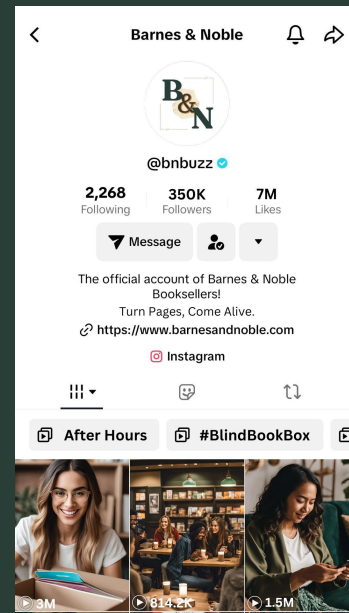
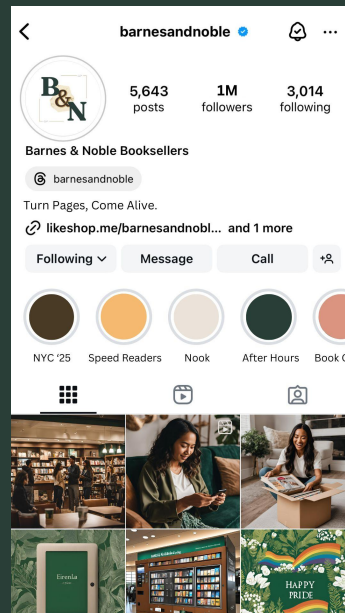
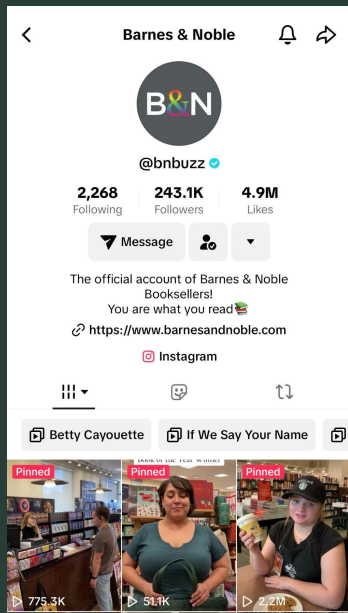
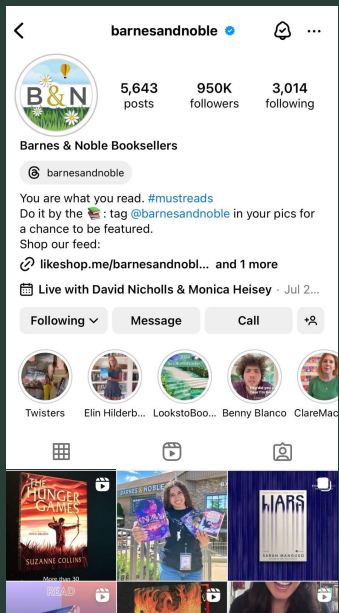


#F5B96F



#DB9480

# Refreshed Social Profiles



# Influencer Strategy

Get

Busy young adults who feel **trapped** in their day to day.

To

See Barnes & Noble as **THE** place to buy books and escape to.

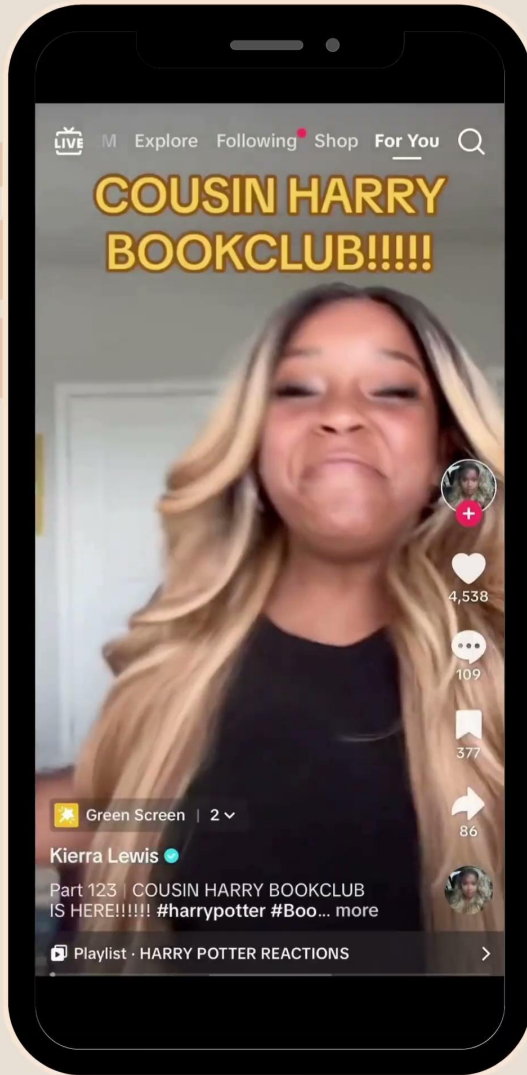
By

Partnering with **millennial and gen-z** content creators to showcase how they “**Turn Pages and Come Alive**” in their experiences with Barnes & Noble as **Brand and Community Ambassadors**.

# Creator Persona

	Barnes & Noble Ambassadors <i>Existing Book Creators</i>	Community Ambassadors <i>Lifestyle Creators</i>
Creator Personas	People that are avid Barnes & Noble fans and have high engagement in BookTok	People caught up in the hustle and bustle of life seek to further explore their existing interest in reading.
Content Messaging	Priority Messaging: Turn Pages, Come Alive  Secondary Messaging: Turn Pages, Come Away with Us Turn Pages, Come to a Decision	Priority Messaging: Turn Pages, Come Alive  Secondary Messaging: Turn Pages, Come Together
Content Types	<ul style="list-style-type: none"><li>• Trip Content (GRWM)</li><li>• BookTok (Book Reviews with Affiliate Links)</li></ul>	<ul style="list-style-type: none"><li>• Blind Book Box (Unboxing videos)</li></ul>
Deliverables	Instagram stories and posts, Short Form Video (Reels/TikTok)	







# Our Creators

## Barnes & Noble Ambassadors



**Kendra**

@Kendra.reads

134K  
3.5M



**Jaysen**

@ezeekat

740K  
39.8M



**Tray**

@trayreadthat

104K  
4M



**Kierra**

@kierralewis75

1.5M  
55.8M

## Community Ambassadors



**Vidya**

@queencitytrends

3.3M  
449M



**Natalie**

@corporatenatalie

703K  
40.6M

# Ambassador Trip Messaging & Flighting

Timing	June	July	August
Vibes	As summer rolls around, people are planning their <b>escape</b> and looking forward to their <b>time off</b> . The days are <b>longer</b> .	Influencers receive <b>PR invitation</b> with limited edition books, engraved Nooks, etc. to NYC for a weekend for <b>B&amp;N After Hours</b> and book club etc.	Two day adventure in NYC (Barnes & Noble HQ) with diverse creators to KO Barnes & Noble experiential events.
Customer Insight	Summer is kicking off and customers have <b>more time</b> and looking for beach/pool/vacation <b>reads</b> .	In the peak of summer, people are seizing the moment by taking <b>indulging in personal</b> hobbies/activities .	Summer is ending so customers are preparing to head into the fall season and they <b>still want fun activities</b> to look forward to.
Influencer Storytelling Approach	<ul style="list-style-type: none"> <li>- Come out of your reading slump with the extra time.</li> <li>-POV/DITL of busy schedule but time to escape with a book</li> </ul>	<ul style="list-style-type: none"> <li>-Excited with their new gifts and a trip to NYC in a month</li> <li>-Build anticipation tagging Barnes &amp; Noble, use hashtags</li> </ul>	<ul style="list-style-type: none"> <li>-BTS &amp; exclusive content of Barnes &amp; Noble HQ</li> <li>-First impressions of NYC, Barnes &amp; Noble and other content creators on trip</li> <li>-Inside look into Barnes &amp; Noble at NIGHT</li> </ul>



# Turn Pages, Come to a Decision

---

# Blind Book Box

On the Barnes & Noble app we'll have a **Tinder-style quiz** where users swipe left or right on various books and story elements.

At the end of the quiz, they are matched with a literary theme.

They can then sign up for the monthly subscription to receive a book (and swag) based on their results.

The quiz changes every month, and unboxing videos are encouraged #BlindBookBox.





# Bookstops

We'll place OOH QR codes at bus stops and train stations in college towns and cities. When scanned, they provide 30-minute audio samples of various books.

Upon sharing their email, consumers earn points towards their next purchase.



# Turn Pages, Come Together





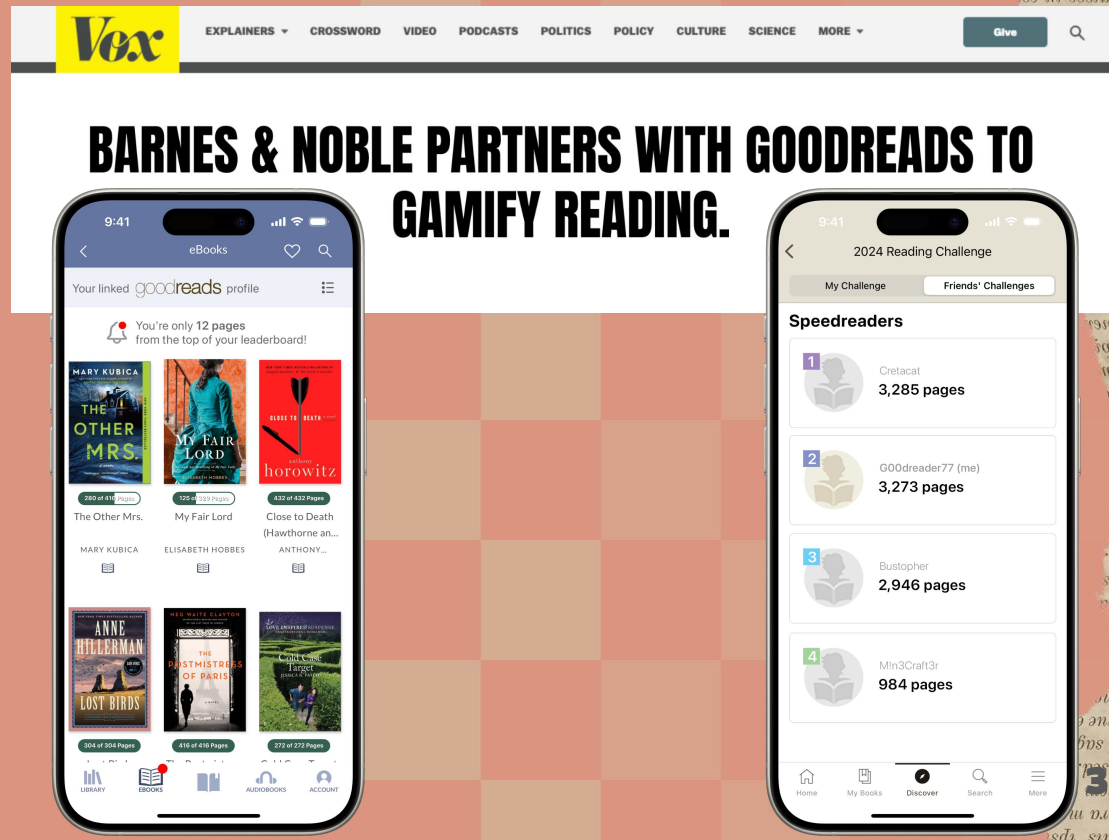
# Speed Readers



We'll enable the **Nook** and the **Barnes & Noble app** to record pages read, and upload them to your **GoodReads account**.

Readers will receive notifications (streaks and daily reminders) to encourage **rivalry** between them and their GoodRead friends. Top readers will be listed on the **B&N leaderboard** as well as group leaderboards.

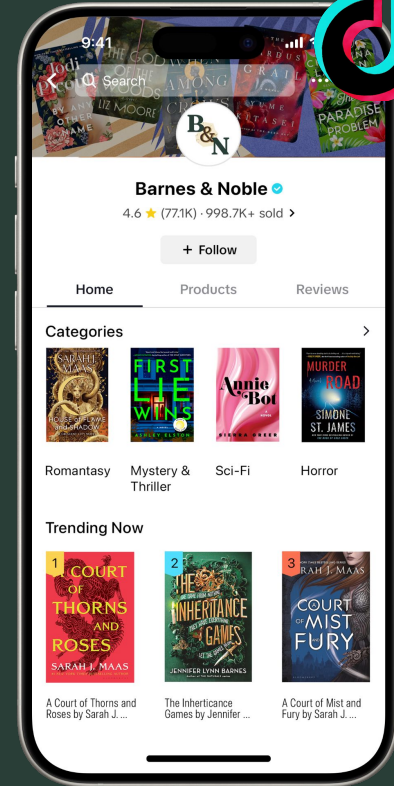
If you're signed into our **loyalty program** and read 1000 pages this summer, you can get **20% off your next book**.



# BookTok

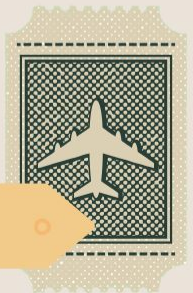
## Affiliate Links

- Friend Referral and Discounts
- Provide discounts for referrals.
- Rewards for bringing friends into book series.
- In-store and Delivery links
  - Extra incentives for in-store purchases





# Turn Pages, Come Away With Us.



# Book Vending Machines

Our Book Vending Machines will appear not only at the places people go, but at the **places that take them there.**

i.e transport hubs and destinations





# Influencer Trip

- **Influencer Invitation** to NYC for Barnes & Noble Headquarters (PR)
- They'll do an **escape room** based on the book in their invitation.
- After escaping, they'll experience the very first **B&N After Hours**



# B&N After Hours

A night out can be the perfect thing to even out your work-life balance. B&N After Hours will be a step into a world away from reality, and a chance to bask in the possibilities.

It could be a sanctuary for you and your book club, or a perfect meet-cute for your next romance.



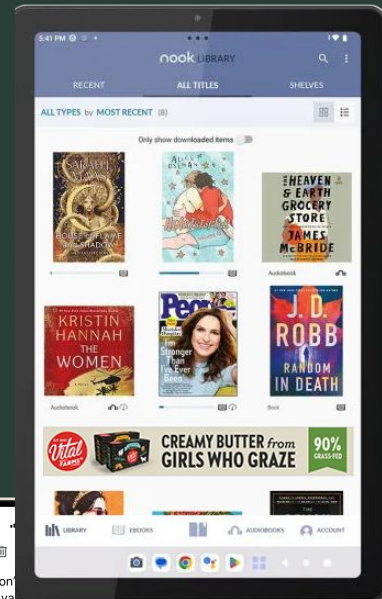
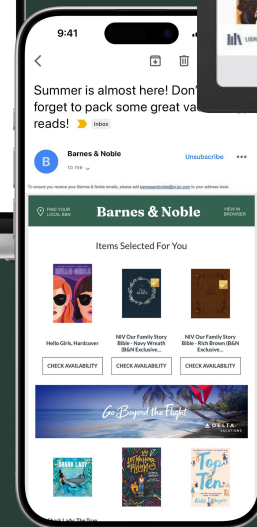
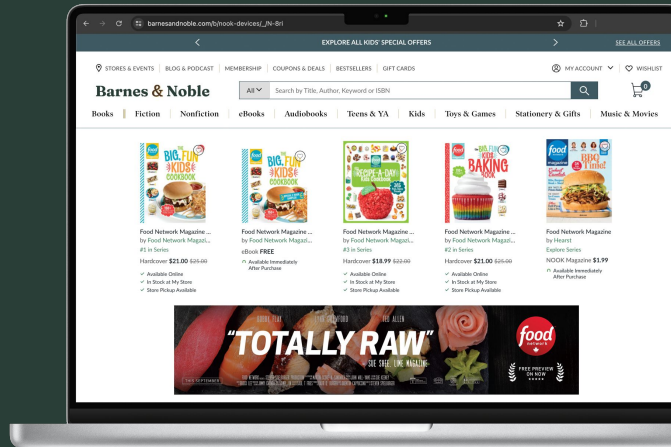


# Retail Media

Barnes & Noble will sell space on our website and store to maximize potential revenue and empower authors to increase their visibility.

This will help us...

- *Gain* deeper insights into customers preferences and behaviors
- *Enhance* engagement by delivering relevant and personalized ads.
- *Stay competitive* by joining other retailers with successful retail media networks.
- *Create* valuable cross-promotion opportunities



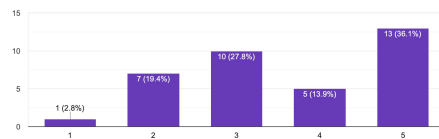
# Future considerations

- Physical book engravings for hardbacks (Nook engraving station)
- Wine of the month club partnership (Blind Book Kit)
- After Hours Expansions: poetry nights, event hosting.
- QR codes could be used for books of free domain. (email sharing required)
- Interactive billboard

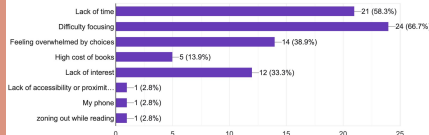
# Q&A

# References

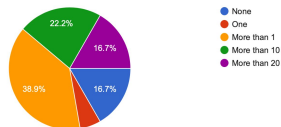
How interested are you in reading?  
36 responses



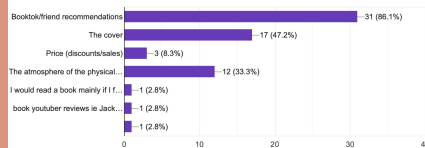
What are the biggest challenges you face when trying to read for pleasure? (Select all that apply)  
36 responses



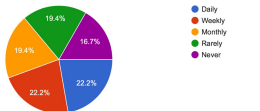
How many books did you read in the past year?  
36 responses



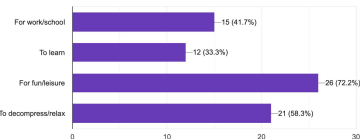
Why would you start reading a book?  
36 responses



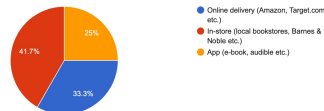
How often do you read for pleasure (not for work or school)?  
36 responses



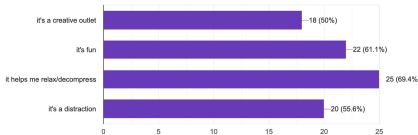
Why do you read?  
36 responses



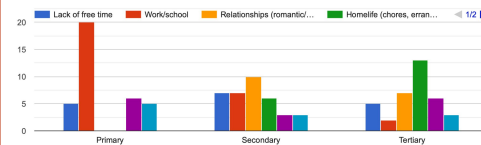
What is your preferred method for purchasing books?  
36 responses



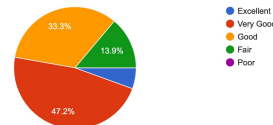
How do your hobbies help you escape from stress?  
36 responses



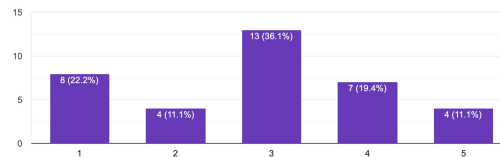
What are your top 3 primary stressors?  
1/2



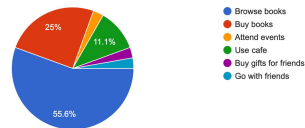
What is your overall impression of Barnes & Noble?  
36 responses












How likely are you to visit a Barnes & Noble store?  
36 responses



What is the main reason you would visit a Barnes & Noble store?  
36 responses



# Creator Recommendation

Creators	Rationale	Creator Category	Metrics
<a href="#">@kendra.reads</a>	Kendra, a romance novel enthusiast who engages her audience through "book boyfriends" series. She helps black readers find relatable main characters.	Barnes & Noble Ambassador	134K  3.5M 
<a href="#">@ezeekat</a>	Jaysen is an avid bookworm and anime fan. He centers his Book Tok content around young adult novels, anime, and manga. (also board games/movies)	Barnes & Noble Ambassador	740K  39.8M 
<a href="#">@trayreadthat</a>	Tray believes that books bind humanity. His recent posts talk about substituting screen time with page time.	Barnes & Noble Ambassador	104K  4M 
<a href="#">@kierralewis75</a>	Kierra reviews books, movies, and TV shows. She has Tik Toks Potterheads hanging on her every word.	Barnes & Noble Ambassador	1.5M  55.8M 
<a href="#">@queencitytrends</a>	Vidya is a type-A mom and reading advocate. She posts parenting, lifestyle, and reading content.	Community Ambassador	3.3M  449M 