



Pan MicMillan: Devotion

Devotion is a fiction novel by the author Hannah Kent, published by **Pan MicMillan**. The book is her third novel, and was the first released from her in five years.

Objective:

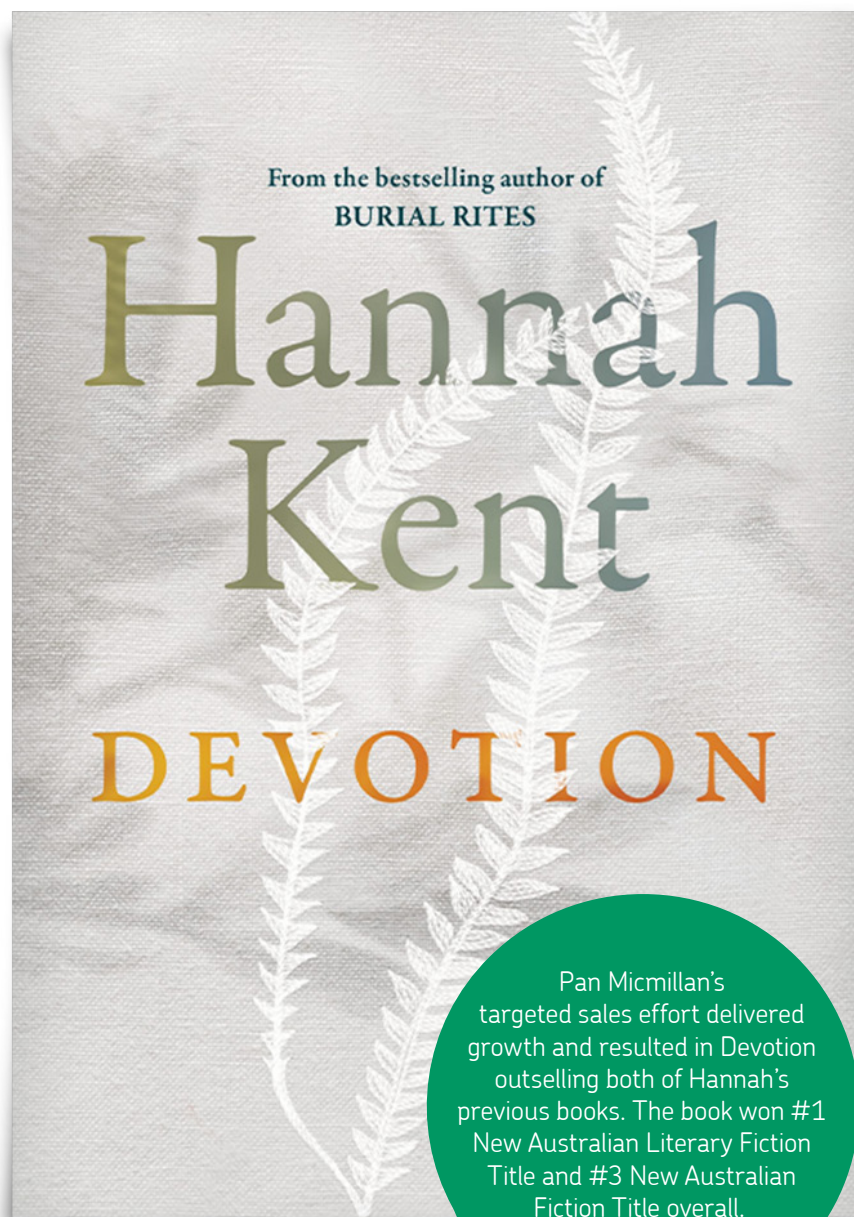
Pan Micmillan's objective was to drive sales growth and to create interest and excitement in the book despite a five-year absence of the author from the market.

Method:

Pan Micmillan led an integrated campaign using a range of in-person interactions, point-of-sale display and store placement, and catalogue advertising to build a profile for *Devotion*. The campaign kicked off with Hannah as a keynote speaker at the annual Australian Booksellers Association conference and spoke to three live audiences in Adelaide as well as a range of outlets virtually. *Devotion* was advertised in the Good Weekend and the Weekend Australian Magazine. During the Christmas season, Pan Micmillan created national shopping centre light wall displays paired with tailored point-of-sale advertising to draw attention to the book, which included dump bins, posters and flagship window displays.

Results:

Pan Micmillan's targeted sales effort delivered growth and resulted in *Devotion* outselling both of Hannah's previous books. The book won #1 New Australian Literary Fiction Title and #3 New Australian Fiction Title overall. The book also received a range of positive reviews and accolades from consumers. ●



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