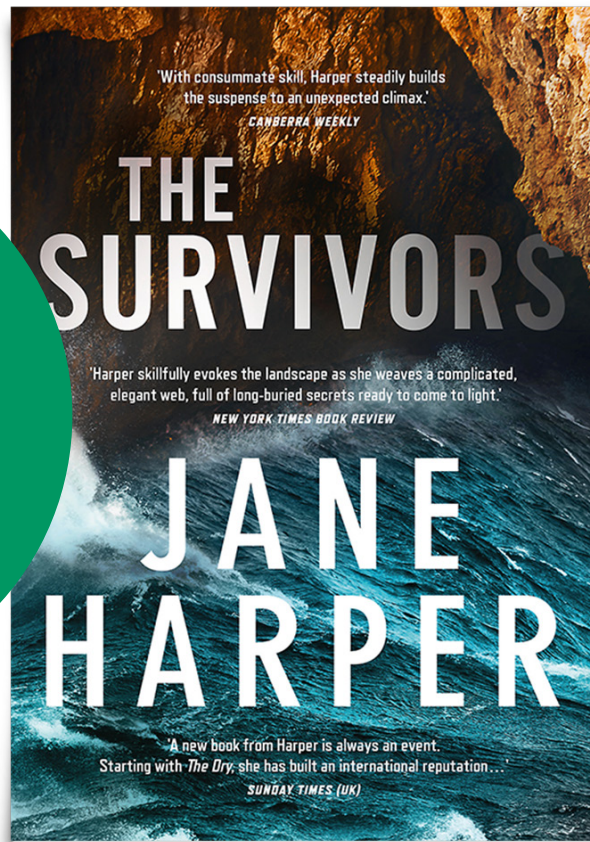




Pan MicMillan: The Survivors

The Survivors is a fiction novel by bestselling author Jane Harper, who has sold more than 3.5 million copies to date and published in 40 territories worldwide. It was published by global trade book publishing company Pan.

The digital assets created for their pre-order campaign contributed to a significant increase in sales during launch week, an increase of **125%** from Jane's previous title *The Lost Man*.



Objective:

The objective of this book release was to create a targeted strategy that would expand Jane Harper's reach as an author, and establish sales dominance and audience growth. Pan Micmillan also aimed to outgrow the fiction market.

Method:

Pan Micmillan created a multi-channel campaign to maximise sales of the novel. This included a schedule of virtual events

in which Jane spoke to more than 2,000 people with a range of interviewers in order to diversify conversations and video content. To replace in-person book signings that weren't possible in person, special signed book plates were provided to booksellers. Pan Micmillan arranged multiple media appearances and interviews for Jane, who appeared on The Project, ABC News Breakfast, Studio 10, ABC RN and 3AW. Utilising the power of print, the team created '3D' headers for dump bins to draw attention

to the books in store, with a design that emulated the waves and cliffs illustrated on the book covers.

Results:

Pan Micmillan achieved its targets, with *The Survivors* holding the #1 position of Australian new release fiction title. The digital assets created for their pre-order campaign contributed to a significant increase in sales during launch week, an increase of 125% from Jane's previous title *The Lost Man*. ●

