



Pan MicMillan: Apples Never Fall

Apples Never Fall published by **Pan MicMillan** is the latest release from acclaimed Australian author Liane Moriarty, who has written a total of nine novels, including the New York Times bestsellers, Big Little Lies and Nine Perfect Strangers.

Objective:

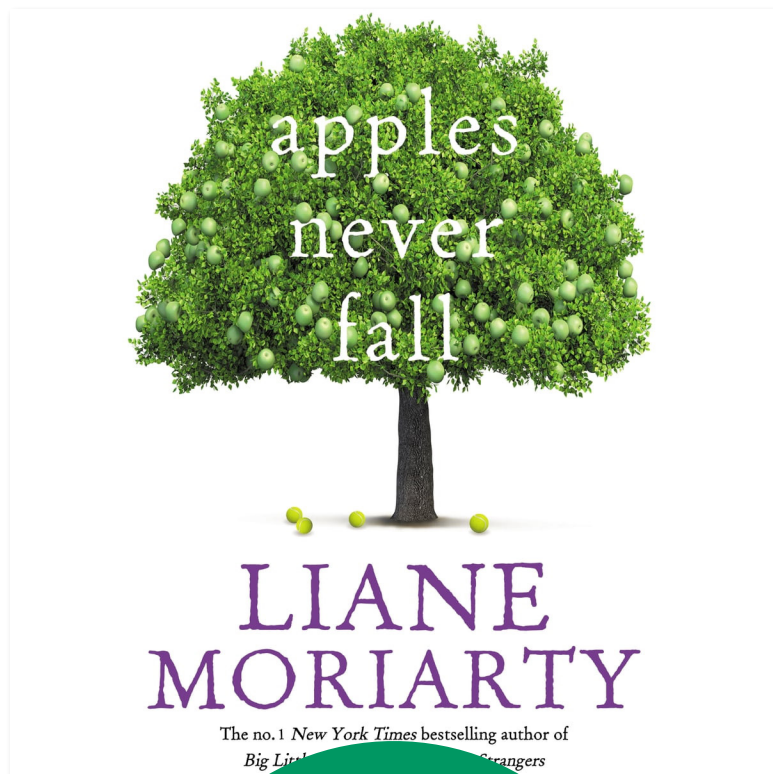
The objective of this campaign was to drive sales growth by product for Pan Micmillan Australia, utilising the specialty of a new title from the acclaimed author Liane Moriarty.

Method:

Pan MicMillan supported the release of the new book through a multi-channel campaign. This included a range of balloons, windows, end caps and front of store displays across the country on the launch day. Due to lockdown restrictions and the inability to host an in-person book launch, Pan MicMillan pivoted by creating a first-time, one-off virtual event hosted from the Sydney Opera House, in which Liane shared insights into her writing process with the ABC writer and broadcaster Annabel Crabb.

Results:

Apples Never Fall debuted as the #1 best-selling title in the country, retaining that spot for four weeks. The book also became the overall #1 highest selling title across the market, and regained the #1 spot for three weeks at Christmas, resulting in a total of seven weeks as the bestselling title in Australia, more than any other title that year. Pan MicMillan saw a 39% growth in Australian invoiced backlist sales and international success, published in nineteen languages. ●



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