

“Sales hit the target of 20,000 - an impressive debut for a new author.”

Cunning.

Client:
Orion Publishing Group

Project:
'The Last Days of Newgate' Book Launch



Cunning.com

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Cunning is a Carbon Neutral Company. Cunning is the trading name of Cunning Stunts Communications Limited.

The Brief:

Cunning was briefed to stimulate buzz surrounding the book launch of 'The Last Days of Newgate' a crime thriller set in the 18th Century.

Objective:

To create noise around the book launch and directly drive in-store and online sales.

Solution:

Cunning carried out a week-long campaign, beginning with a teaser that built up public curiosity around the City of London, and directed attention to the campaign website: www.lastdaysofnewgate.com.

Campaign elements:

Primary Level – Teaser Campaign

Based around the characters, murder plot and era of 'The Last Days of Newgate' and working closely with the author, Cunning designed themed collateral that brought the 18th century to contemporary London, executed guerrilla style.

Day One – Witness boards reporting a murder were placed in key high footfall areas.

Day Two – Wanted posters replaced the witness boards identifying the murderer and imploring the public to participate.

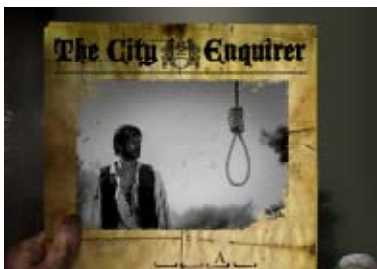
Day Three – Eight promotional staff wearing 18th century clothes and sandwich boards handed out newspapers announcing the criminal had been caught and was to face the gallows the following day.

Day Four – Five mannequins, again dressed in theme, were hung in high footfall locations with a book cover and a foot tag with the campaign web address attached. Collateral encouraged the public to visit the campaign website and was placed strategically throughout the city of London.

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Locations for the activity included:

- | | |
|--------------------------|-----------------|
| Bank | Chancery Lane |
| Farringdon | Finsbury Square |
| Leadenhall Market | Monument |
| Liverpool Street Station | Moorgate |

Secondary Level – *Campaign website and Hangman Game*
The campaign website was designed to highlight the feel of the book and to update users on the activity. Working with Andrew Pepper, the author, a daily blog was written in the narrative style as the book itself.

The website echoed the street activity and encouraged users to check in regularly and get involved with the campaign.

Hangman Game – <http://cunning.devstars.co.uk>
To maximise the reach of this campaign Cunning took the basic hangman game and using an actor and real gallows, gave it a darker and grittier experience.

The filming was edited so that the user's guesses directly influenced whether the condemned lived or died. With each wrong letter typed, a clip was played showing further construction to the gallows and an increase in panic on the condemned's face. This either ended in a hanging or a thankful escape from the gallows, both results ended in an ident page that drove users to buy the book online at amazon.co.uk.

The game had a shocking and realistic element to give more viral appeal to it. Cunning seeded it on a wide range of websites and forums.

Throughout the site users are encouraged and directed to Orion Books website and amazon.co.uk driving further sales.

Results:

Internet:

- Over 120,000 site visits
- Sales of 'The Last Days of Newgate' exceeded target at 20,000, an impressive debut for a new author
- Coverage for the viral game in Bizarre, over 500,000 views on FHM's weekly newsletter and various online recommendations and blogs

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