

'WORD-WISE WEB' - THE GUARDIAN

ONLINE MARKETING

We are working with some of the UK's most innovative and successful publishers to create compelling, original and successful online campaigns to raise the profile of their books, authors and imprints.

As the pioneers of the online book promotion - an online animated movie or interactive web site - we use web based promotional techniques to create momentum and build the audience for a book, author or imprint. These promos use the language of popular culture and advertising to raise recognition and intrigue readers across a variety of media.

Our work to promote individual author titles has included recent campaigns for Yann Martel's Life of Pi, Douglas Coupland's Hey Nostradamus and Salam Pax: The Baghdad Blog.

'The future of book advertising... taking book-buying to a whole new audience.'
THE GUARDIAN

WHAT WE DO

- Campaign planning & strategy
- Creative concepts
- Interactive design
- Campaign management
- Release & promotion
- Search engine optimisation
- Performance measurement

'A convergence between publishing and the internet that has not happened before - a fresh way to market books'.THE BOOKSELLER

MAKING A SUCCESSFUL CAMPAIGN

We actively work with clients to integrate online campaigns to other marketing endeavours, and to maximise the visibility of such work. This has included submitting the pieces for film festivals, TV and other broadcasts and competitions, gaining press coverage and reversioning promos for foreign markets or editions.



CLIENT: CANONGATE BOOKS

YANN MARTEL: LIFE OF PI

- Unique blend of animation and game
- Close consultation with the author
- Broadsheet editorial
- Winner of the 2002 Flash Forward Film Festival in Los Angeles
- Commended at 2003 Scottish Advertising Awards
- 120,000 unique visitors in 6 weeks, peaking at 9,500 views per day

"I had the good fortune of having Screenbase produce a promotional online film based on my novel Life of Pi. The experience was a pleasure and the result was beyond excellent, it was amazing.

Screenbase combined exceptional creativity and technical skill with a sound understanding of the book. I was not the only one pleased with the result; the tens of thousands of hits speak to the fact that many, many other people were too." YANN MARTEL

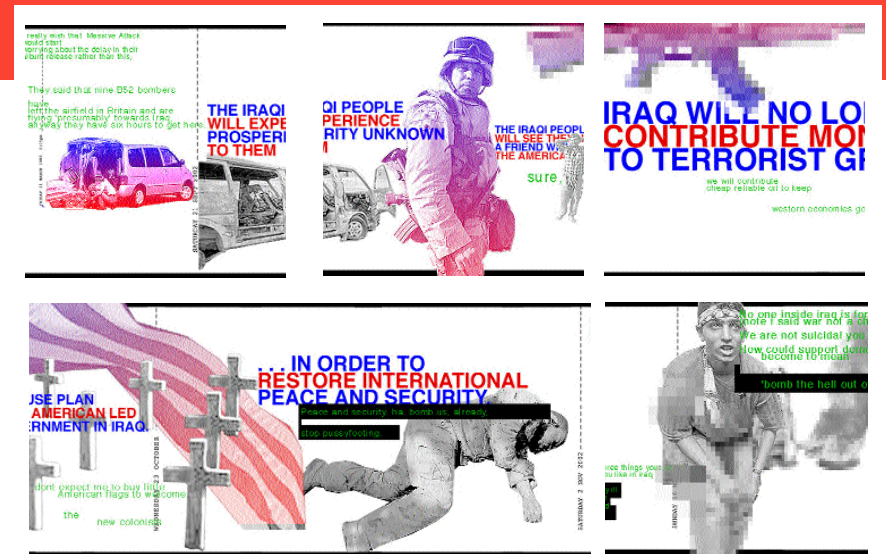


CLIENT: HARPER COLLINS
DOUGLAS COUPLAND: HEY NOSTRADAMUS!

- FLAMINGO LEAD TITLE CAMPAIGN
- TV & FILM FESTIVAL BROADCAST
- USED AT HCUK SALES CONFERENCE
- FEATURED ON CREATIVE REVIEW DVD & EDINBURGH INTERNATIONAL FILM FESTIVAL
- AUTHOR EVENT AT EDINBURGH BOOK FESTIVAL
- 4500 SUBSCRIBERS PRE-LAUNCH

"We are always looking for ways to move forward in our industry, to market books in an innovative, compelling and exciting way. This excellent promotion singles out the book and the author - but it also makes a strong impact on the world of book marketing." JOHN BOND, GROUP MARKETING DIRECTOR, HARPERCOLLINS

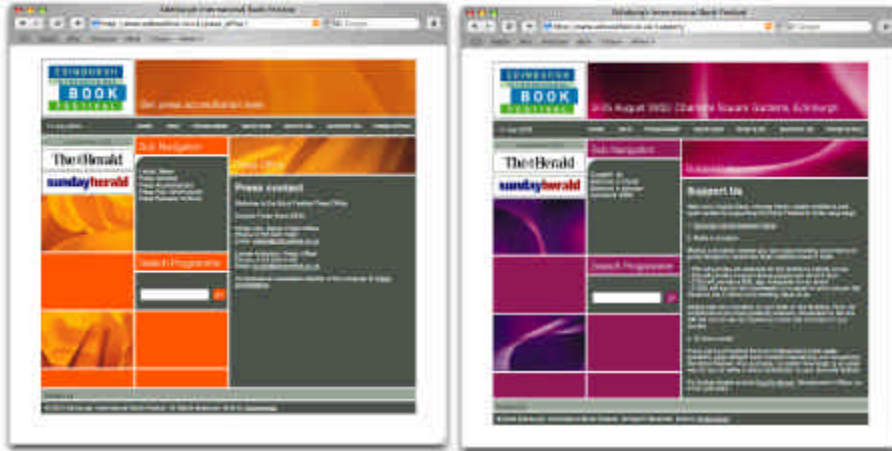
'It's lovely, Wonderful, a real joy. It tells just enough of Hey, Nostradamus! to intrigue, but not so much as to invade the book itself. I really think it's been beautifully done.' DOUGLAS COUPLAND



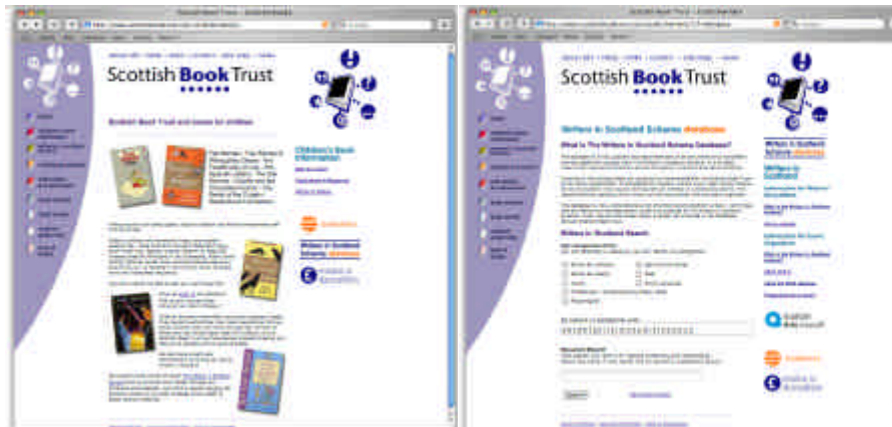
SALAM PAX : THE BAGHDAD BLOG
CLIENT: ATLANTIC BOOKS / GUARDIAN BOOKS

- 1.3 MILLION HITS - 70,000 UNIQUE VISITORS - IN 14 DAYS
- 15,000 DOWNLOADS OF CHAPTER 1
- INTEGRATED CAMPAIGN WITH GUARDIAN NEWSPAPERS & GUARDIANUNLIMITED
- PROJECT DELIVERED IN 5 WEEKS
- MASSIVE PROFILE
- INTERNATIONAL COVERAGE & ATTENTION

'We were knocked out by the creativity and intelligence of Screenbase. They connected our book to its market perfectly, and were fast, accurate and highly responsive to our needs. I would recommend them unconditionally to anyone seeking to market their books in a smart way.' TOBY MUNDY, PUBLISHER, ATLANTIC BOOKS.



EDINBURGH INTERNATIONAL BOOK FESTIVAL



SCOTTISH BOOK TRUST

SELECTED CLIENTS

Atlantic Books (Baghdad Blog)
Canongate Books

www.thebaghdadblog.com
www.canongate.net (Relaunch 2004)
www.lifeofpi.com

Channel Four / FilmFour
David Higham Associates
Edinburgh International Book Festival
Edinburgh International Film Festival
HarperCollins

www.channel4.com/viro
www.davidhigham.co.uk
www.edbookfest.co.uk
www.edfilmfest.org.uk
www.heynostradamus.com
www.proudandprejudiced.com

SaveOurShortStory
Scottish Book Trust
Serpent's Tail
Spine Media
Trolley Books

www.saveourshortstory.org.uk
www.scottishbooktrust.com
www.serpentstail.com
www.spinemedias.com
www.trolley.net

London Book Fair
HarperCollins

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Literature North East

www.northernpublishers.com
www.literaturenortheast.com

Curtis Brown
Badcock & Rozycki

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