

switch | 2015

Exclusive Books / Homebru

12 Mar

poster



landscape
poster



microBUS

KOMBIE

• CARRA CARRA •

JAMMY

CABBY

iTAXI

SHAG ★ WAGON

B.

EXCLUSIVE BOOKS

The books that celebrate who we are

HOME BRU

..... FOOD

graze

sarmies

Padkos

gawulo

chow

B.

EXCLUSIVE BOOKS

The books that celebrate who we are

HOME BRU

The books that celebrate who we are

HOME BRU

Come experience what local literature is all about and open your mind to something that only books can give you

B.

EXCLUSIVE BOOKS



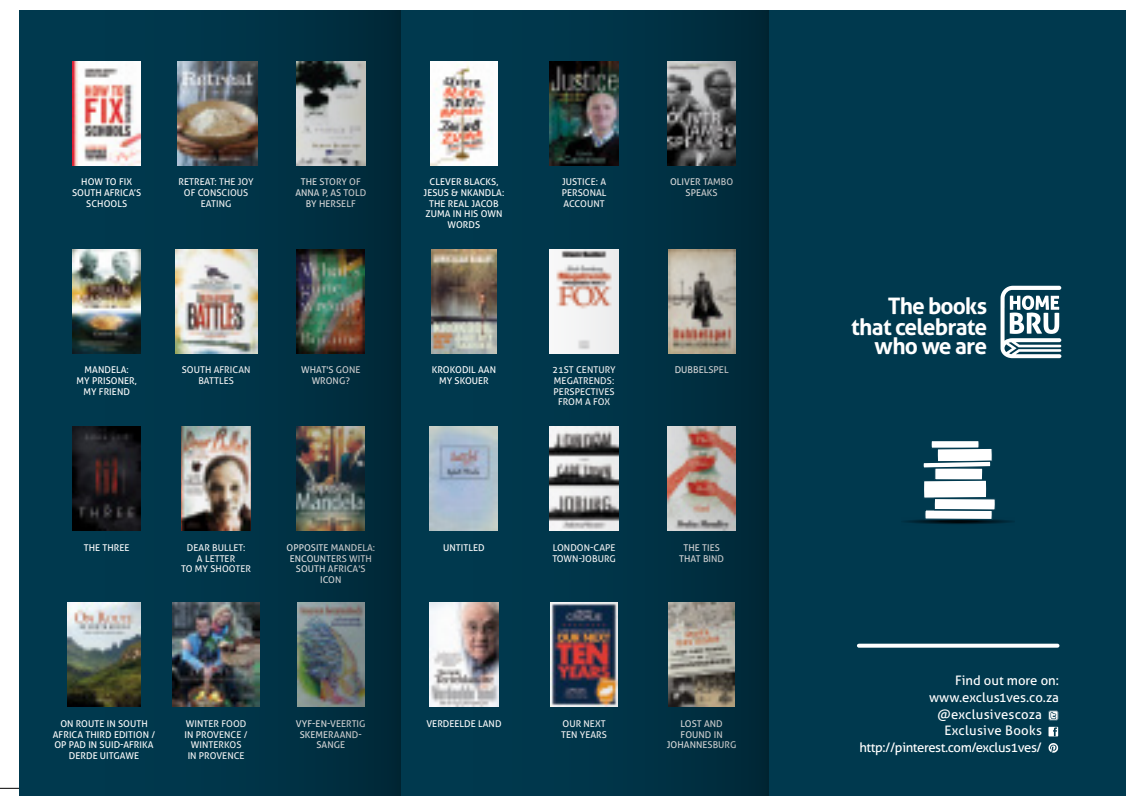


sticker



switch

DL brochure // z-fold





SIDE 1

SIDE 2

SIDE 3



bookmark





campaign overview



55x55 STICKER



A4
“KOMBIE” DL Z-FOLD
BROCHURE



A4
“LANDSCAPE POSTER



2 SIDED SENSOMATIC



60x220 “KOMBIE”
BOOKMARK



851x315px
“FOOD”
DIGITAL



450x150
“KOMBIE”
3 SIDED TENTCARD



KOMBIE
A1 POSTER
- OR -
STREET POLE



FOOD
A1 POSTER
- OR -
STREET POLE

activation

the Homebru challenge

We want to acquire more customers

We want to raise awareness of the Homebru brand and what it offers

We want customers to buy more books

activation

what we need to do

Engage with our customers in new and exciting ways

Do this in places where our stores are positioned

Not spend a lot of money

activation

the idea

The Exclusive Books Homebru Book Page Activation

activation

how it works

We select an exciting page from one of our great Homebru titles

We select a high traffic area in one of our malls

We get top actors to act out the entire page in front of the unsuspecting mall patrons

Once the action is complete, we hand out a printed page of the book that was just activated, with the cover art on the reverse with the Exclusive Books Homebru logos and details of the store

At the same time we will film the activation for social media and website content

This will create appetite for what Homebru brand offers

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Thank you