

Advertisement of The Book: The Pandemic Cases

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Abstract

In this study the advertisements of the books are examined. During uncertain times reading is an escape and super good idea. Exploring different of advertisements during last year several cure examples were find. Bookstore Eureka! in Lithuania launched advertising campaigns devoted to the journey with books during October, 2020. The main goal of this campaign is to attract new readers with 6 travel destinations. There are two of them

- A trip to Italy from 6 EUR/ Travelling while reading (U. Eco);
- Diving into Japan from 8 EUR (Murakami).

From other side this advertisement underlined the main benefit of reading as getting acquainted with countries and different countries. Yes, reading books is the cheapest way of traveling. Only during October, 2020 mass audience can realize and understand this statement. LeYa online bookstore from Portugal produce perfect advertisement with great message "Escape the lockdown" with The Little Prince, Alice and Don Quixote in March, 2020. This advertisement also shows great benefit from reading and books as escape from uncertain and cruel reality. National library of Luxemburg provides reading tips in outdoor advertising campaign during December, 2020. They proved with their advertisements that reading is fascinating because you can stay at home and explore new worlds with a good book:

- Air out regularly your mind breathing books;
- Wear a mask like Superjhep, Darth Vader and Zorro;
- Don't meet in groups except with your favorite author.

These examples of communication campaign show us the simple way to promote reading during uncertain times. Advantage of all advertising campaigns that were explored in this research is underlined the main feature just in correct time, when everyone needed to stay at home with a book.

Keywords: advertisement of the books, reading books promotion, book industry advertisement, book advertisements and promotion by bookshops, public and online libraries

In this study the advertisements of the books are examined. As everyone knows advertising helps companies and organizations to sell products and promote ideas. Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence target groups who receive them, as defined by the Advertising Association of the UK [1].

Book industry is not in the list of exception. Advertisement of the book helps people to know more about new books and authors available in bookshops, online stores, school, academic or public libraries. Publishers often focus their marketing promotion and advertising activities on potential top sellers written by recent bestselling authors.

Advertisement of the book also promotes reading among young and adult audience with slogans or rewards from reading. There are many really effective advertisements in book industry, but pandemic time avoid to underline main benefit of books and reading literature.

Few researches devoted to the problem of an advertisement of the books, for example, Dwight Garner collection of advertisements of the book. Reading promotion is also in focus of professors all over the world.

Article in Britannica devoted to the advertising [2] says that advertising used to bring products, services, ideas to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, to read more books or to be media literate, among many other examples.

Advertisements of the book appeared in newspapers of 17 centuries. Books were among lists of products that had advertisements in newspaper and magazines and sale force in period of 17-19 centuries. Advertisement of the book helped sellers to raise awareness of authors and books.

Dwight Garner [3] prove that advertisement of the book in USA startlighted some America's greatest writers — from Hemingway and Fitzgerald to Kerouac, Updike, and Mailer. Maybe it was the golden age of the advertisement of the books. Now book advertising leads to higher sales by focusing on the "star power" effects of authors. But sometimes advertising can help unknown authors to sell news books.

Right now a lot of advertising all over the world promote reading and calls public service announcement. Because nowadays there is low interest in reading books among different groups like children, teens, young people and adults. It is real problem that each country faced with: USA, Canada, Brazil, Australia, Georgia, Poland and Ukraine.

Chaos and challenges rise up new type of communication of books and libraries. Creative, motivating, crisis. During uncertain times reading became an escape and just a super good idea. Exploring different of advertisements during last year several cure examples were find.

This advertising campaigns show that marketing managers need to be very flexible and use any situations to promote benefits of product or service. Reading and books are not exceptions. Even with limit or zero budgets on marketing promotion. Some companies and organizations from book industry launched effective advertising campaigns using traditional and digital channels of communication.

Obviously one year of pandemic time upended a marketer's playbook, challenging the existing rules about customer relationships, building brands [4], promotion and other marketing activities.

So, let's explore new and creative examples of book advertisement during pandemic time that underline the main features and benefits of reading books just in right time and in right moment.

Bookstore Eureka! in Lithuania launched advertising campaigns devoted to the journey with books during pandemic times in October, 2020 [5]. The main goal of this campaign was to attract new readers with 6 travel destinations that can be reached only with books and reading.

Idea of traveling while reading and with books supported with powerful slogans, images and famous national authors:

- A trip to Italy from 6 EUR/ Travelling while reading (U. Eco);
- Diving into Japan from 8 EUR (Murakami);
- The unexpected united states from 7 EUR (K. Vonnegut);
- Towards Latin America (Borges);
- The invitation from France from 3 EUR.
- Give into the space from 7 EUR;

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LeYa online bookstore from Portugal produce perfect advertisement with great message "Escape the lockdown" with The Little Prince, Alice and Don Quixote in March, 2020 [6]. This advertisement also shows great benefit from reading and books as escape from uncertain and cruel reality.

National library of Luxemburg provides reading tips in outdoor advertising campaign during December, 2020. National library of Luxemburg has proved with their advertisements that reading is fascinating because you can stay at home and explore new worlds with a good book.

By the way, some messages were rather powerful actual advice how readers should behave themselves during pandemic time.

The messages in this adverting campaign were:

- Air out regularly your mind breathing books;
- Wear a mask like Superjhep, Darth Vader and Zorro;
- Quarantine yourself with the "Human Comedy" by Balzac;
- Don't meet in groups except with your favorite author;
- Keep your distance except for history, science, art and many others fields.

The main goal of messages in this adverting campaign is to get people to read books, to read more books during quarantine and show the correct way of human behavior.

These examples of great communication campaign show us the simple way to promote reading during any uncertain times. Advantages of all advertising campaigns that were explored in this research is underline the main feature just in correct time, when everyone needed to stay at home. And of course, reading can help with safe traveling, escape the lockdown and air out regularly your mind breathing books.

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