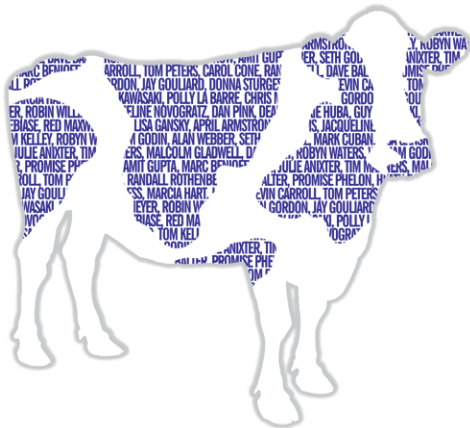


THE BIG MOO MARKETING THE UBER- MARKETER

How do you extend the brand of a best-selling book? Carefully – especially when its iconic title, *Purple Cow*, parallels the iconic status of its author, uber-marketer Seth Godin.

WHAT WE DID

- Concept Development
- Design/Business Strategy
- Identity Design
- Marketing Communications
- Experience Design
- Documentary Film



Life size cows decorated the entrance of the book launch event.



Oversized invitations to *The Big Moo* book launch event were sent on a bed of grass.

THE BIG MOO

MARKETING THE UBER-MARKETER

CHALLENGE

Author/editor Godin and sponsor, MSN, asked us to bring the launch of the follow-up book to *Purple Cow*, entitled *The Big Moo*, to life. The brand needed to launch a year-long campaign and communications platform for 33 authors, who donated all royalties to three charities. The target audience for the campaign, business influencers, received more invitations, more business books and more information than they could possibly accept. Cutting through the clutter and creating something “remarkable” was essential to creating a successful launch event that would generate buzz and book sales.

SOLUTION

Our initial assessment was that the premise of *The Big Moo*, “something remarkable is worth talking about,” offered us a central theme on which we could build the campaign. We knew our central idea and our design delivery had to be worth talking about. Taking a cue from the wisdom in the book, we decided to customize the book and its message to specific communities. Playing off the title, we created a brand identity for the book’s launch campaign around a “BIG” theme: life size cows, oversized invitations, big posters of the charities’ recipients of the proceeds, cow bells and moo sound-making cans made a BIG impact. They translated the book’s irreverence and wit into the total brand experience.



Charity Poster



Author and Editor Seth Godin



Custom book covers, continuing the *Remarkable Is* theme, were created for the book launch.



Event Poster