

Case Study – iChapters

iChapters.com



Objectives: To increase sales of iChapters' Online eBooks and eChapters in January and February of 2008.

Process: Collaboratively designed with the client the iChapters' "Plant a Tree" Program targeting college-based influencers, parents, teachers, TAs, students, heads of environmental college clubs and organizations, librarians and more. Convinced iChapters to plant a tree for each eBook or eChapter purchased. GPR researched and acquired Paso Pacifico.org, the tree planting NPO Partner, and negotiated a per tree planting fee down to \$0.55. Acquired and utilized ChangingthePresent.org to manage and handle the donation transactions between iChapters purchases and Paso Pacifico, who was so enthusiastic that they refused to take a handling or management fee like NetworkforGood or iGive. Additionally, designed, wrote and created: the Press Release, the live 1 month drive, the Xtranet Electronic Press Kit, the branded video player, logos, banner ads, slide shows, screensavers, Facebook widgets, non-Facebook widgets (which both contained a real feed of the number of trees planted), badges, flyers for the librarians to print and post, stickers, posters, html emails for iChapters, PasoPacifico, GPR and ChangingthePresent. Designed, executed and delivered comprehensive reporting for a Social Media Direct to Influencer, Direct to Consumer and Business Development Outreach Campaign both using GPR's existing database and researching and acquiring more value-add contacts. Designed, created, integrated and ran a Tree Drawing Facebook Contest that had over 300 trees drawn and submitted in less than 1 week, leveraging the Wacom and other Facebook communities that guerilla PR runs. Transcoded all animations into videos for syndication for podcasts as well as into a video branded player and onto blog.

Results: Over 50K trees were planted from this short 1 month campaign directly from College student purchases of iChapters eBooks and eChapters. Sales increased over 10% from January and February of the previous year. The internal enthusiasm amongst consumers, iChapters / Cengage employees and the media was extremely positive. Proactively positioned the brand and increased its equity amongst the target. Delivered a high quality multiple of media value for the client.

