Nikki and Deja

Joy Houston and Alexandria White

Prairie View A&M University

To: Jack Lynch, CEO of Clarion Books

From: Joy Houston and Alexandria White

CC: Karen English

Date: 17 March 2020

Re: Nikki and Deja Re-Marketing Campaign

**Purpose**

We are marketing the Nikki and Deja series to a new audience. We are using a more modern approach with hopes to increase readership among the younger generations.

**Summary**

The *Nikki and Deja* series has a targeted audience of young Black girls and teaches them the values of friendship, honesty, and compassion, among other things. We have created a theme song highlighting the empowering messages the first book in the series has about being bold, following one’s dreams, being kind to others, and being a good friend. This book also deals with inclusivity, jealousy, and forgiveness. To help further promote this series, we have created a product that helps incorporate the points previously mentioned, while also incentivizing younger consumers to continue following the adventures and trials of Nikki and Deja.

**Discussion**

The product we are selling along with the books is a series of bracelets corresponding with the central theme of each book. The bracelets are made of silicone and come in a variety of Nikki and Deja approved colors. The first book, *Nikki and Deja,* comes with a red bracelet with the word “friendship” engraved on it to signify the importance of being a friend to all. The second novel, *Nikki and Deja: Birthday Blues,* comes with a blue bracelet with the phrase “be happy” to remind everyone to celebrate the positive aspects of their lives. The third book, *Nikki and Deja: The Newsy News,* comes with a pink bracelet engraved with a reminder to “believe in yourself.” The fourth, *Nikki and Deja: Election,* comes with a green bracelet reminding young girls to “be confident.” Book five, *Nikki and Deja: Wedding Drama,* comes with an orange bracelet motivating people to “give thanks.” The last book in the series, *Nikki and Deja: Substitute,* comes with a yellow bracelet with a final reminder to “be kind.” This marketing campaign will be successful because it combines two things that most young girls love most: friendship and jewelry. They also discuss issues prevalent to Black communities, such as issues with absentee parents, money problems, and the education systems. *Nikki and Deja* will be made available to Black children in lower-income areas, especially, because they will be able to relate to some of the issues Nikki and Deja face a bit more than children in other socio-economic brackets.

**Recommendation**

 The *Nikki and Deja series* should be re-marketed and sold in stores again because of the lack of representation of young Black girls in the literary market. These books are affordable for most families, even those in socioeconomically disadvantaged areas, and will impact the lives of many. The books will be sold at a market price of $6.99, and the bracelets will come attached to each book. The target audience will line up at bookstores to purchase these books because the characters are relatable, the product tie-in is fashionable and uplifting, and the song we created about Nikki and Deja is catchy and informative. Our song, *Best Friends,* is all about Nikki and Deja’s journey through the third grade, the obstacles they face, and overcome, all while being best friends and inspiring all who read their books. Any and everyone who reads about these two young, Black, best friends will feel empowered and seen. Investing in *Nikki and Deja* is investing in the future.