**COMM 1713 BOOK CAMPAIGN PRODUCT TIE-IN**

*Type the necessary information into the boxes below using either 10- or 12-point font. Use complete sentences. If you have any visuals related to your product (photos, drawings, etc.), please attach them to this form. Any outside resources used in researching this plan should be listed in APA format in the Works Cited section on p. 2.*

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| **Product** |
| A colorful silicone band bracelet with a different message engraved in them. Each message is related to the book it will be sold with. Book 1 deals with friendship so the red bracelet will have “Friendship” printed. Book 2 deals with birthdays so the blue bracelet will have “Happiness” printed.Book 3 deals with news and journalism so the pink bracelet will have “Believe in Yourself” printed.Book 4 deals with the election so the green bracelet will have “Be Confident” printed. Book 5 deals with weddings so the orange bracelet will have “Give Thanks” printed. Book 6 deals with school so the yellow bracelet will have “Be Kind” printed.  |
| **Target Audience** |
| The target audience is geared towards students age 5-8 and grades 1st-4th. These students are beginning to read chapter books and their Lexile levels meet the requirement of the book. We are also targeting black girls for our product. We want to promote a book with representation. We wanted a book that shows young black girls as the main character for our readers to be able to relate to.  |
| **Price**  |
| For 10,000 engraved bracelets they cost $.15 each. As a promotion team, we would want to print 20,000 bracelets total coming out to about 3,333 for each book. The total cost for bracelets would be around $3,000.  |

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| **Place** |
| We want our product and the book to be promoted within the inner city of our nation's larger cities. We want the areas that have a higher demographic of black students to have access to our product and the book.  |
| **Promotion** |
| Our product will be sold with the books. You can receive the bracelet once you have purchased the book. The benefit of having the bracelet is people around you will know you have read the books and you all will be able to confide in discussions about the book.  |

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| **Works Cited** |
| wristbandexpress.com  |