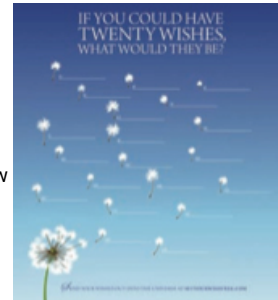


GOLD :: Canadian Success Outside Canada

OVERVIEW: This is the story of a book that launched at number three on the New York Times Best-Seller list, the best tale that Harlequin ever spun.



SITUATION ANALYSIS: Debbie Macomber is one of Harlequin's best-selling authors, having achieved a number-seven ranking from the New York Times for her earlier hardcover book *Back on Blossom Street*. For her latest hardcover, *Twenty Wishes*, the goal was to hit number five. Various things stood in the way, however: a) the need, within the first two weeks of launch, to create a great deal of hype, b) the need, of course, for spectacular sales, c) pressure from simultaneous launches by other top authors, d) cannibalization from the paperback version of *Back on Blossom Street*, which was launching four weeks before *Twenty Wishes*, and e) budget constraints.

STRATEGY & INSIGHT: Macomber had a reader base, but it would take a substantial number of new readers to hit the sales projections. They came from "middle America," but what made them tick? It turned out that being a supportive and nurturing friend and mother was important, as well as being involved in the community. Hobbies included knitting, scrapbooking and sharing favourite recipes. And they frequently went online to keep in touch with the kids at college, to look things up on Google, or to use social sites like Facebook. Out of this came the insight: the target loves to share with people they love.

EXECUTION: The storyline in *Twenty Wishes* follows the fortunes of four women who are drawn together at a time of loss. They make a list of the wonderful things they hope to experience in their lives. The launch effort paralleled this. Radio, print, banner ads and an e-blast broke in April 2008, inviting women to share their hopes and dreams by visiting [SetYourWishFree.com](#). Creative featured a "make a wish" dandelion, while a click-through gave more information about the book and the opportunity to sign up for Macomber's mailing list. A contest, book tour and in-store material rounded out the effort.

RESULTS: *Twenty Wishes* debuted on the bestseller list at number three, with sales 37.5% above the previous year's. This was not only a thrilling success for the author, but it was the highest ranking Harlequin had ever achieved for a hardcover in its 60-year history.

CAUSE & EFFECT: A case like this does not have masses of research, but it's clear that the book achieved its record ranking as a result of the campaign. According to Shelf Awareness, a publishing industry site, *Twenty Wishes* was the number-one banner campaign for total clicks in 2008. Meanwhile, [SetYourWishFree.com](#) garnered more than 17,000 wishes in the first two weeks, and this has since more than doubled, leading it to be picked up for U.K. launch by Harlequin's sister company, Mills & Boon.

HARLEQUIN PUBLISHING

Stacy Widdrington, Director Retail Marketing Single Titles
Diane Mosher, Product Manager, HQN Books, Retail Marketing
Ana Luxton, Product Manager, Single Titles
Amy Jones, Product Manager, Mira Books
Katherine Orr, Vice President, Public Relations

TAXI 2

Lance Martin, Executive Creative Director
Ryan Wagman, Associate Creative Director
Mike Blanch, Art Director
Troy McGuinness, Art Director
Alanna Nathanson, Writer
Tasha Dean, Interactive Producer
Bill Mascall, Print Producer
Christina Hill, Managing Director
Sabrina Nicosia, Account Manager