

BARNES & NOBLE

Barnes & Noble Sustainability Initiative Creative Brief

- What is the task?
 - Launch and promote the new Barnes and Noble Sustainability Initiative.
 - **TAGLINE:** Read a book, plant a tree.
- What is the goal?
 - Encourage customers to donate and purchase used books.
 - Promote education and eco-conscious behaviors.
 - Educate avid readers on ways to read sustainably.
 - Promote tree planting initiatives and limit unsustainable paper manufacturing.
- Why do we need to do this?
 - Literature is used in all educational institutions, and buying used books allows customers to save money and reduce waste.
 - Barnes & Noble has a large platform to support the purchase of used books and make a measurable impact in limiting the global carbon footprint.
- Who are we speaking to?
 - Men, women, and children aged 8-80.
 - Avid readers and students.
 - Eco-conscious individuals.
- What will make them listen?
 - Barnes & Noble will host activations teaching about the environmental benefits of reading used books and the prevention of excessive greenhouse gas emissions.
 - Barnes & Noble customers will benefit from practicing eco-conscious behaviors in the intersection of education and consumerism.
- Where will this story get told?
 - This will be promoted on billboards near universities in the United States, encouraging students to purchase used books.
 - The announcement will also be sent out through news outlets and on social media for people who have used books they can donate to an impactful cause.