



Books Improve Your Life

BACKGROUND

Reading had not been a priority due to economical crisis. KINOKUNIYA as a book store would like to encourage people to read more.

IDEA

The message was simple: The more we read, the more we get fulfilled. Bookends came to be a perfect low budget media to communicate before & after effect. The left bookend describes life before we read. The right one is the end-result. We put the bookends & also the related books at cashiers, information counter & KINOKUNIYA entrance.

RESULT

It grabbed people's attention to observe the books and discover our 'actual' message. This generated many impulse purchases within a few months on books that might have gone unnoticed previously.

