

## FOR IMMEDIATE RELEASE

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### **CHRONICLE BOOKS DEVICES TRIPLE-THREAT PUBLICITY "ATTACK"**

*Bay Area Publisher Thinks "Outside the Book" with New Branding Initiatives for 2004*

SAN FRANCISCO (December XX, 2003): Chronicle Books, the San Francisco-based publishing company famous for its irreverent style and distinctive publications, is tickled to announce their 2004 branding focus, which uses a three-pronged "attack" to heighten customer awareness of its merchandise: great guerrilla marketing, visible venues for books and merchandise and an altruistic attitude aimed at giving back to the community.

Publishing hot titles such as the *Worst Case Scenario* titles, Nick Bantock's *Griffith and Sabine* series and holiday bestsellers such as *According to The Rolling Stones*, *Playboy: 50 Years*, *The Photographs* and *Taste Pure and Simple: Irresistible Recipes for Good Food and Good Health* isn't enough for this Bay Area-based publisher of quirky, high-quality books, calendars and engagement books and note cards.

While New York-based publishing companies normally use book reviews, advertising dollars and traditional book-distribution avenues to sell their titles, Chronicle Books takes an applied approach to connecting consumers with its innovative line of merchandise. During 2004, Chronicle plans to solidify their approach, using branding initiatives more common to the high-tech industry for which the Bay Area has become famous.

Guerrilla marketing isn't just for Internet companies! By using new marketing techniques to communicate directly with consumers, Chronicle Books was able to enjoy several "hands-on" branding opportunities in 2003, many of which the company plans to reprise in 2004:

Creating the "Chronicle Book Club," which pairs Chronicle authors with established book clubs across the country and sends these authors to club meetings to speak in person.

Sponsoring and co-producing events for people outside the book-buying community, such as the San Francisco AIGA 50 Books/50 Covers event, a juried selection of the year's best-designed books and book covers.

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Partnering with cutting-edge companies like Pixar, Apple and ILM for a “Chronicle Books Day,” on which we visit company campuses to promote and sell key titles.

Attending the MTV Music Awards and promoting music titles directly to musicians and music industry professionals.

Building “Big Mouth” marketing lists and sending key titles our books to celebrities and industry pundits all over the world.

Using trade forums like the Book Expo America to leverage its books and brand isn’t the only visible venue Chronicle pursued in 2003. By maintaining a glorified book kiosk at the Sony Metreon, Chronicle Books has bypassed the bookstore route and put their titles directly into the hands of their customers, enjoying annual sales of a half-million dollars at this major metropolitan “new mall.”

Another highly visible branding strategy is the development of Chronicle Gear, a line of branded swag (t-shirts, hats, messenger bags) that takes the Chronicle brand to the streets, using a fun, stylish and hip approach to promote the Chronicle brand.

Perhaps the most effective and enjoyable branding strategies has been those with an altruistic bent, “twofer” events and activities that have not only increased the visibility of the Chronicle brand, but also given back to the community that supports the publishing company.

In 2003, Chronicle Books participated in a number of charitable endeavors, including:

- Participating in San Francisco’s Meals on Wheels program, which involved almost 50 Chronicle employees using their lunch hours to feed and serve the elderly at Trinity Episcopal Church, chatting with each person and cleaning up after the meal was over.
- Giving books to needy schools like Starr King Elementary, as part of Chronicle Books’s year-round tutoring and literacy program through San Francisco School Volunteers.
- Partnering with the San Francisco Symphony to sponsor a holiday tree at the Symphony’s annual “Deck the Halls” presentation for families and to donate a hardcover book to everyone who attends the Junior Committee of the SF Symphony’s community day, which features free performances for children who normally wouldn’t have the opportunity to attend the symphony. In 2003, the publishing company donated over 4,500 books, a retail value of \$100,000!

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“Charitable giving and volunteering is so important for everyone in our company,” says [XXXXXX XXXXXXXX, XXXXX XXXX] at Chronicle Books. “Sure, we tend to focus on such activities during the holidays, but charity is a year-round effort here at Chronicle Books. Does altruism help our branding? Sure! But it also helps the community, and that’s what is really important.”

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### **About Chronicle Books**

Inspired by the enduring magic and importance of books, the objective of Chronicle Books is to create and distribute exceptional products that are instantly recognizable for their spirit, creativity and value. One of the most admired and respected publishing companies in the United States, Chronicle Books was founded in 1966 and, over the years, has developed a reputation for award-winning, innovative books and quality merchandise. The company continues to challenge conventional publishing wisdom, setting trends in both subject matter and format, maintaining a list that includes titles in fine art, cookbooks, children’s books, music and popular culture. To visit Chronicle Books online, go to [www.chroniclebooks.com](http://www.chroniclebooks.com).