



Next Chapter Press

Sales Aids for the Library of Congress 2009 National Book Festival

- reading-promotion activities are needed to participate in the Let's Read America pavilion: games and prizes with Hilda, a real-time interactive animated character
- Electra designs exhibit tools: banner, exhibit design, game boards, tattoos, sell sheets, activity calendar
- Additional marketing pieces for Next Chapter Press: websites, e-newsletters, trade ads, sell sheets, graphics for distributors such as Amazon.com

Next Chapter Press, a developer of "Family Read Aloud" books, needs to communicate to distributors, libraries and families about the importance of families reading aloud together. Electra works with the client to design and produce their books, and then continues by developing marketing tools. Electra's design of the ReadAloud.org logo reflects Next Chapter Press's commitment to helping families read together.

