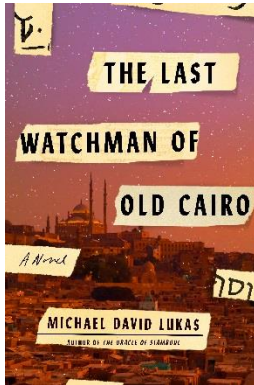


Bibliographic Information



The Last Watchman of Old Cairo

by Michael David Lukas

On Sale: 7/3/2018

ISBN 9780525511946

Spiegel & Grau

A spellbinding journey from California to Cairo to unravel centuries-old family secrets, this captivating novel explores fathers and sons, and the power of the stories we inherit, from the author of the award-winning bestseller *The Oracle of Stamboul*.

Objective & Summary

The Last Watchman of Old Cairo has been described as “a story that builds bridges across widening cultural divides.” The International Sales Team at Penguin Random House tries to build bridges from country to country, community to community, person to person every day – through books. We have developed a program called **One World, One Book** for titles that help increase understanding between different cultures. The **One World, One Book** program is a premium global marketing and sales program aimed at connecting a title with as many readers worldwide as possible. Only a handful of books are internationally relevant enough to be admitted into the program each year. The below marketing plan will help the title get the attention it deserves. Key markets for the title are Israel, Egypt and other markets in the Middle East, Turkey, Europe, Australia & New Zealand, and the UK.

Campaign Elements

Pre-pub

- Announcement of title as a “One World, One Book” selection to all international accounts
- Buzz-building among our accounts with sell sheet and global marketing plan
- Ad bookings in distributor catalogs
- Large galley mailing of 200 to 300 galleys with personal letter to accounts and influencers
- Collection of international book seller quotes to add to back cover of export edition
- Establish “account ambassadors” in each territory
- Featured title at the London Book Fair in April 2018 (lightbox and slide show feature)
- Goodreads Giveaway campaign leading up to on-sale
- Netgalley widget or pre-order campaign
- Line-up international media including author interviews
 - Open market media pitches NY team, publicists on the ground in Singapore & Malaysia
 - UK media pitches UK-based publicist
 - Australia & NZ pitches ANZ team
- Offer author Q&A’s to accounts
- Develop detailed plans for key markets Israel, Egypt and Turkey
- Outreach to Jewish interest accounts and organizations

On sale

In-store display and promotions:

- Paid prime in-store placement
- Paid window displays
- Airport promotions
- Posters, bookmarks and other in-store merchandising upon request

Marketing Push:

- Signed copies for giveaways and promotions
- Paid online banner ads on account's etailer site
- Paid print ads in account communication
- Google Ad campaigns linking to account website
- Amazon.de, and Amazon.fr coop promotions
- Global blogtour
- Boosted Facebook Posts

Publicity

- Pitch title to PRH's extensive international media contact base
- Leverage author's network
- Interviews & book reviews around the world
- International publicity tour working around author's travel schedule and leveraging author's international network

Post On Sale

Sustained Push throughout 2018

- Tie-in events to author's international travel schedule, if possible
- Highlight title at all 2018 International Book Fairs
- Pitch author visits to all international Literary Festivals
- Share and boost account success stories through social media channels
- Track sales of translation rights, focus promotions on countries with local language editions

For more information or to receive your galleys and customized marketing plan please contact Kelly Roberts at kroberts@penguinrandomhouse.com