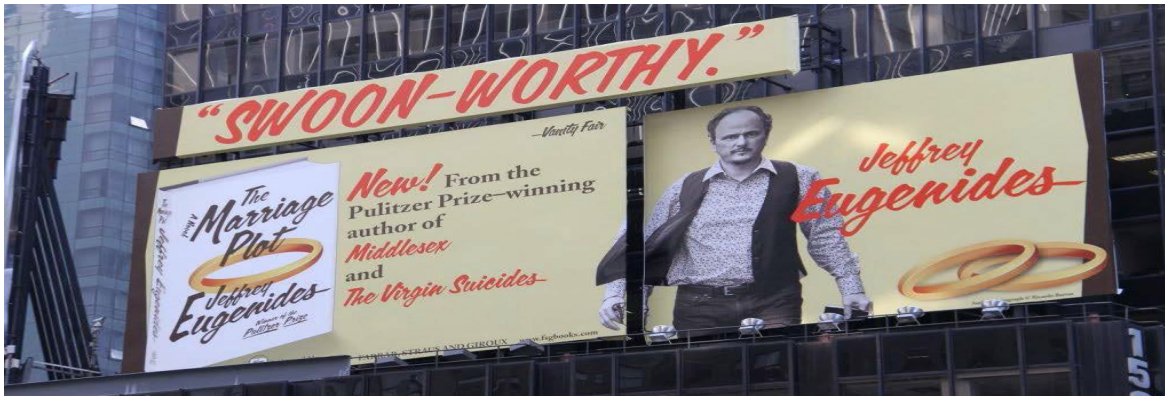


# TESTIMONIAL Jeffrey Eugenides



## Audience

General Market

## Media Mix

Times Square  
Bulletin

## Market

New York

## Objective

Jeffrey Eugenides's publisher, Farrar, Straus and Giroux, wanted to drive sales of his highly anticipated new novel "The Marriage Plot."

## Rationale

The client felt that promoting his book in Times Square, one of the most highly-traf-ficked areas in the nation, would generate awareness amongst the large amounts of people in this area daily.

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**“Twitter activity exploded the week the billboard went up.”**

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The campaign was ultimately an enormous success with critics praising the bulletin for its creativity. The Wall Street Journal called the ad a “Times Square novelty” while Peter Lattman of The New York Times Dealbook called it “surprising and delightful” to see “...a literary novelist featured on a giant billboard in Times Square.”

The book was all over social media as well, allowing the book to climb up the New York Times Bestseller's list: “Twitter activity exploded the week the billboard went up. This week the book debuted #2 on the New York Times bestseller list, a FANTASTIC opening week for a literary author – even one as acclaimed as Jeffrey Eugenides.

- Tom Thompson  
VP Group Director  
Verso Advertising