

Titan is an international branding and design company that provides clients with the full spectrum of branding and creative design services.

הצטרף לדף הפייסבוק שלנו גליונות קודמים שלח לחבר RSS הרשמה לניוזלטר

From Hi-Tech Marketing to Self-Publishing: The Story behind a Book . . . and its Brand

In 2004, Tania Elfersy left her career in hi-tech marketing to become a full-time mom. Three children later, Tania had an idea for a book. Without approaching a single publishing house or agent, Tania self-published her book – because she could

The rise of Amazon, print-on-demand and social networking has allowed an increasing number of seasoned and new authors to sidestep traditional publishing and bring their own books to market. Tania co-authored her book with long-time friend, Andrea Katzman. Then, Tania maximized her background in marketing, learned new skills, hired professionals where needed and got down to the business of publishing. Within two years, Tania had converted her book idea into book sales.



The book, titled *Purple Leaves, Red Cherries: A Gift for Mothers with Short Stories, Journal & Toolkit*, was launched last month in the US. It reveals how becoming a mother impacts women's lives and provides tools to help women cope with the complexities of motherhood.

Tania wants the book to become a favorite gift for mothers to give and receive. She also wants Purple Leaves, Red Cherries to become a "classic" motherhood brand recognizable both online and offline. Creating a memorable look and feel was always central to her marketing plan.

Tania worked with the artist Nomi Melul Ohad to create the illustrations for the book and Titan BrandWise to develop the visual concept and design. Through combining Nomi's deeply expressive and colorful illustrations with a sense of texture, collage and nostalgia, the book's manuscript was transformed into a beautifully packaged gift.

The book's website and online channels (also designed by TitanBrandwise) expanded on the themes presented in the book and enhanced the book's online slogan – Revealing Motherhood.



"When I show the book to someone for the first time, before they even read a word they tell me how beautiful it looks and feels—like a personal gift, which is just what I was after. In addition, I have received tremendous feedback on the online branding. Titan has done a wonderful job creating an attractive and distinctive brand for my target market."



The hardback edition of *Purple Leaves, Red Cherries* is available in Israel:

<http://purpleleavesredcherries.com/israel/>

A shorter eBook with the stories is also available:

<http://purpleleavesredcherries.com/buybooknow/>

An enhanced eBook for the iPad will be released early July.



Guerilla marketing by



When the airline KLM wanted to promote the new features of their Economy Class travel, they chose to use the following gimmick at Manchester Airport:

http://youtu.be/6NPF0A_vGC4

Their message was "Choose your personal kind of comfort."

Consider using this gimmick at tradeshows and conferences.

How did they do it? Send us your best guess and you could win a hairy gorilla!



Check out Titan's new Facebook page

[click here to like us](#)

