

SA gets its first digital marketing solution for publications

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A first in South Africa, BookBeak is a digital marketing solution for book and magazine publishers and retailers.

Developed by Atheneum (a collaboration between the creators of 3D Radio and Kitchen Manager), the platform aims to market books and magazines to readers in a way that allows them to preview the content experientially by creating audio-visual trailers using unique 3D audio technology to create an immersive surround sound experience (as is done with movie trailers) through the user's headphones. These "book trailers" would then be accessed through the BookBeak app, which can be engaged on devices in-store or from wherever the consumer is on their mobile device.



This means that one of BookBeak's greatest benefits for retailers and publishers is that because it lives in the cloud, it drives consumers that are outside the store, to the store, while for those already in-store it works as a last mile piece of marketing to convert interest into sales.



"Most publications are marketed the same way. At the point of purchase through traditional static media, which does nothing to grab the consumer's attention, BookBeak seeks to change this", explains Cameron Naidoo from Atheneum.

BookBeak helps consumers make a more informed purchasing decision by 'helping the consumer's imagination along' and truly piquing their interest in whatever content they are engaging with. BookBeak also exposes the consumer to a larger portion of the retailer's offering than would normally be possible with traditional media.



Over and above creating marketing content for publications, it's also an efficient tool for retailers looking to reduce the clutter of advertising collateral in-store as BookBeak can host all content on one central platform that can be accessed from one's own mobile device or on a tablet in-store. Through integrated technology BookBeak is also able to provide the retailer with a means to quantify the value of its advertising.

Naidoo adds, "Another advantage for publishers is that for the first time ever we can start taking their content to new points-of-purchase. For instance tablets at fuel stations would mainly carry advertising magazines that can be purchased inside the garage but with this new platform, it would also carry content for books that are available at book retailers. This exponentially widens the grasp of the publisher's advertising reach. The same thing for applies for having presence in major retail chains like Pick n Pay, Spar and Woolworths, giving publishers maximum reach with minimum effort and cost".

With the continued global growth of screen reading, aided by the ubiquity of smart phones, retailers can expect digital marketing solutions like BookBeak to become the preferred platform for consumers to quickly preview and purchase various publications.

For further information on BookBeak, visit www.bookbeak.co.za

For more, visit: <https://www.bizcommunity.com>