

**BARNES**&**NOBLE**

**B**&**N**village

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674 million

print unit book sales in 2016

-7%

B&N year over year growth (sales)

65%

of Americans read a physical book in the last year

634

Barnes & Noble bookstores

# Messaging & Positioning | Executive Summary

**B&N's Mission Statement:** *To operate the best omni-channel specialty retail business in America, helping both our customers and booksellers reach their aspirations, while being a credit to the communities we serve.*

**What?** Leverage Barnes & Noble's brick & mortar stores to become an experiential retailer, creating a literary community centered around their existing brand.

**How?** Introduce authentic coffee houses and workshop opportunities in selection of Barnes & Noble stores--called "B&N Village" as the company was founded in Greenwich Village in 1965-- while also implementing cutting edge, image and geo activated AR technology across all locations, to create an experience centric environment for customers.

**Why?** Unit sales of print books rose 3.3% in 2016 over the previous year, making it the third-straight year of print growth, however, in 2016, 70% of adult fiction sales were digital last year. Apple's "Town Square" store concept and Starbucks Reserve bar have proven that by focusing in on a user experience they can make their stores a destination, driving sales and enhancing brand identity.

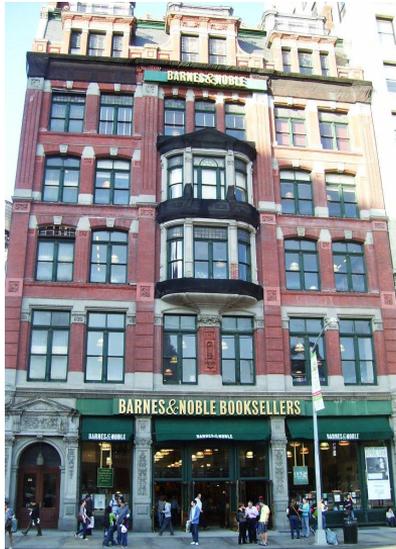
# Ecosystem | Leverage Existing Brick & Mortar Spaces

- B&N Village stores will consist of different departments on each floor.
- Customers would be encouraged to enter the store and spend time engaging with the books in a comfortable reading lounge or spend their afternoon with their friends in Barnes and Nobles' boutique partner cafes.
- Ebook readership will also be supported by allowing people to rent Nooks on the spot.
- Additionally, B&N will feature rooms for workshops, reading clubs, an auditorium for guest speakers, as well as open spaces for artist, musicians, writers and poets to collaborate.

# B&N Village | Union Square, Austin and Portland

*Why these locations?*

- The Union Square location is an iconic flagship for the brand, situated in the most densely populated city in the US.
- Austin and Portland are two of the most well-read cities in the US and offer geographic diversity for our test stores. Within Austin and Portland there are multiple locations, we chose stores that are both popular (based on # of events) and aesthetically pleasing.



# Moodboard



# Strategic Partnerships | Boutique Coffee

- New York originated coffee boutique Irving Farm Coffee Roasters will create a New York culture that correlates with Barnes and Noble founding in Manhattan's Greenwich Village in 1965.
- Small house coffee shop gives customers an aesthetic experience rather than chain coffee houses such as a Starbucks.
- A boutique coffee house within the Barnes and Noble will enhance creating a destination environment, encouraging customers to embark within a local community.



*Create integrated Irving Farm into B&N mock-up*

# Strategic Partnerships | Book Clubs



- Strategically planned partnerships with book clubs will emphasize the literacy community within a Barnes and Noble
- Collaborating with already established celebrity book clubs such as Emma Robert's [Belletrist](#) will communicate our new brand image to new consumers
- Book Clubs will also increase the opportunity to host events and engage with the customers
- We will also establish our own genre book clubs that are rooted in the different physical spaces, with an amplified digital presence to engage consumers everywhere

# Innovation | Augmented Reality

- Augmented reality (AR) software is one of the buzziest new technologies; we will develop an AR experience that lives within the B&N app (which will also be redesigned with enhanced functionality).
- The AR capabilities will be image activated by a variety of book covers paired with geo markers so users must be in a B&N store to launch the visual.
- We will utilize purchase and consumer data to develop experiences most relevant and interesting to our consumers.
- Potential executions include a Harry Potter cover launching a dementor which can then fly around the room as the viewer moves their phone and engulfing flames activated by B&N's own edition of The Divine Comedy.

Harry Potter - Dementor



Divine Comedy - Flames

