

## BBC Books

Press advertising and promotional material

**BBC BOOKS**

**Dig into the history of Britain's royal gardens.**

In a fascinating story of blue blood and green fingers, Alan Titchmarsh recounts nearly a thousand years of royal gardening history with his latest book, *Royal Gardeners*.

Accompanying a major BBC2 series of the same name, the book covers all of Britain's royal gardens, and is fully illustrated with sumptuous colour photography and original plans and prints.

So if you're a garden-loving historian or a history-loving gardener, look out for the new book by the King of Spades.

**Royal Gardeners is available now at selected Sainsbury's stores, all good book retailers and [www.bbcshop.com](http://www.bbcshop.com)**

### the client:

Millions of people around the world experience the BBC through BBC Worldwide's products and activities. BBC Books, part of BBC Worldwide, is the market leader in food and drink books and a leading publisher of other genres including gardening and history. Many of the books published by BBC Books tie-in to BBC TV programmes.

### the project:

BBC books published Alan Titchmarsh's book *Royal Gardeners* to accompany his six-part BBC TWO series of the same name. The book covered nearly 1000 years of gardening history, and was designed to appeal to both history lovers and gardening enthusiasts.

Zeus Advertising were asked to create a press ad, as well as point of sale and promotional material to launch the book.

### the work:

Zeus came up with an ad depicting Alan Titchmarsh on a topiary throne.

The ad ran in national newspapers and magazines including the Daily Mail, Daily Telegraph, Sunday Express, BBC Gardeners' World and Radio Times. The concept was also used in point of sale material. The throne itself was used as a window display item for larger book retailers, and for Alan Titchmarsh to sit on during book signings. A bookmark featuring the concept was also developed for a joint promotion offering reduced admission to Hampton Court Palace.

## **the result:**

The press advertising campaign and promotional material helped BBC Books sell nearly 60,000 copies of Royal Gardeners. The book was the number 1 bestselling gardening title for Christmas 2003, accounting for 41% of the total value of the top 10 gardening books during the four weeks ending 27th December 2003.

## **client quote:**

"This ad was typical of what we expect from Zeus. Given very little time and a limited budget, they came up with an adventurous concept and pulled it all together to meet a deadline that had looked almost impossible. They are really good value for money, and no matter what we throw at them, Zeus never make a fuss, they just get on with it – producing great solutions very quickly."

*Carol Crosland, Product Manager, BBC Books.*

## **other projects for the BBC include:**

Work for BBC Top Gear, BBC Good Food, BBC Wildlife, Girl Talk, Disney Explorer, Blue Peter, and Eve magazines, as well as BBC Magazines Subscriptions, BBC Videos, BBC Exhibitions, BBC Partner Publishing, and the BBC Lifestyle Group. The work has included ads, POS, DM, leaflets, and brochures.

## **other zeus clients include:**

AOL, CNBC Europe, Monster, and The Wall Street Journal Europe.

## **about zeus:**

Zeus Advertising is a creative advertising agency that specialises in 'small' projects for big clients, and 'big' projects for small clients. There are no account handlers to get in the way – at Zeus you deal directly with the creatives who come up with your ideas – which leads to fewer misunderstandings, faster turnaround, better quality work, and great value.

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