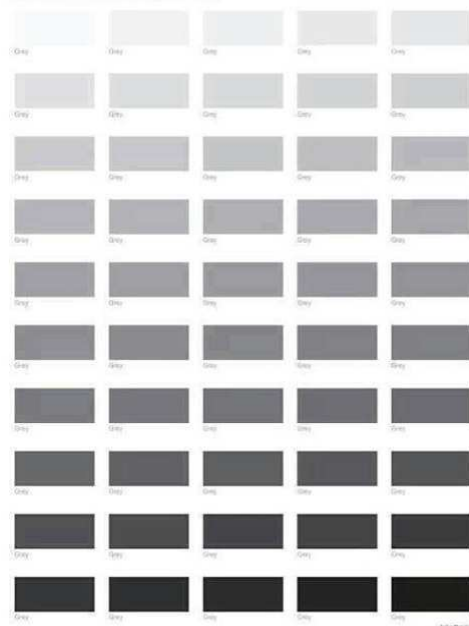


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***Fifty Shades of Grey:* The New Model for Romance Books?**

Millions have used e-readers to discreetly download the racy *Fifty Shades* trilogy, about young virgin Anastasia and masterful billionaire Christian Grey. Originally self-published online as *Twilight* fanfiction, the books — called "mommy porn" by some — went viral in 2012, introducing new readers to the erotic romance genre.



20

(and counting)
number of weeks
that the books have
topped *The New York
Times* bestseller list
As of July 16, 2012



20 million

(and counting)
Number of copies sold in
digital & print
As of early July 2012



2 to 1

Ratio of all erotic
romance bought as an
e-book vs. a printed book
(before *Fifty Shades...*)



37

Number of countries
that have purchased
rights to the books



275

Number of times the
word "sex" is used in the
series, including variations
"sexual" and "sexed"



17

Number of library
branches that have
banned the series
As of May 2012



2,121

Number of holds on the
books at the Hennepin
County Public Library in
Minneapolis
As of May 2012



20%

Increase in sales of
BDSM gear at New
York's Babeland sex
toy shop since the
books debuted

Welcome to a 'Sandpit' event

The 'Sandpit' (Ideas Factory) is about finding a **new way** to generate 'insight' coupled with real-time peer review. The aim is to **stimulate** highly **innovative** and more risk-**accepting views** that would be difficult to conceive under normal circumstances – with **prioritised and captured outcomes.**

Is it time to
'Re-Think'
Marketing?

AIM 1

**Identify what
Marketing is?**

AIM 2

**Identify what
Marketing isn't!**

AIM 3

**What are we going to do
about Marketing?**

The 5 big things you need to know about marketing...

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Entrepreneurship Marketing Leadership Strategy

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everyone knows

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Newport
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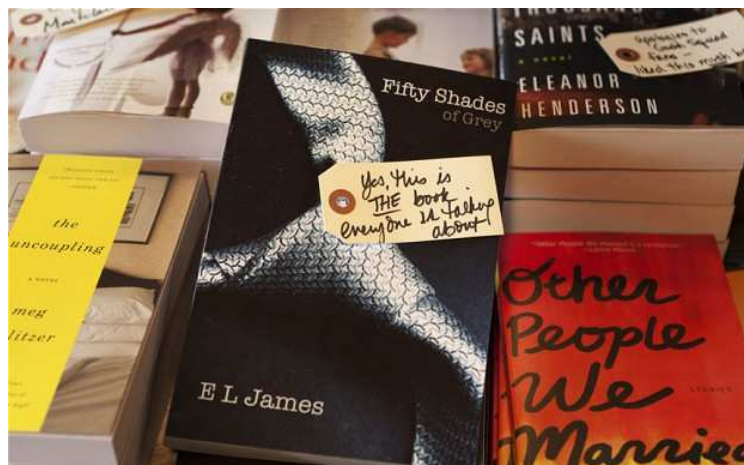


VP





Know thy tribe...



Know thy tribe...



It's different



In commercial terms

- Sales
trying to get the customer to want
what the company produces
- Marketing trying to get the company
produce what the customer wants



Communication



The incredible success of EL James's erotic novel is having an effect on the classical music industry.

After selling over one million copies on the Kindle and becoming the fastest print novel to sell one million copies, *50 Shades of Grey* has also caused an increase in the sales of a piece of classical music.

The piece *Spem in alium*, sung by the Tallis Scholars is this week at number 7 in the official UK Classical Singles Chart.

The piece features in the novel by EL James. Readers who have bought the book have downloaded the song from iTunes.

The founder and director of the Tallis Scholars, Peter Phillips, said: "I haven't read *50 Shades of Grey* but I am most grateful to the author for introducing so many new listeners to the musical sensation that is Thomas Tallis's *Spem in alium*."

The words 'Spem in alium' are translated as 'Hope in any other'.



TASK

Communication...

Pairs please!

**So - thinking about the
communication task...any
reflections?**

**The 5 MORE big things you
need to know about
marketing...**

BBC
ONE

Who is the **one** person you
want to talk to?





What's the **one** thing you
want to say?





What's the **one** way in which
you say it?



BBC
RADIO



What's the **one** thing you
want them to do?





What's the **one** way in which
You know?



Task

In groups create **a POSTER** of
your thoughts



feedback



AIM 1

**Identify what
Marketing is?**

AIM 2

**Identify what
Marketing isn't!**

AIM 3

**What are we going to do
about Marketing?**

THE END
(and the beginning)