

One Step
Beyond

Taking Children's Books To New Heights

Experiences & Ideas from ASDA

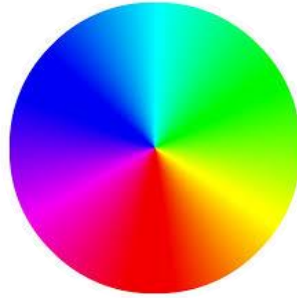
ASDA
Save money. Live better.

Where are we now?



Customer Sentiment

- Time poor
- Cash poor
- Hope Poor



All on a spectrum

- Necessity
- Luxury
- Somewhere in between



The USP of Children's Books

- National literacy crisis
- Changing life chances
- Our industry role



Where we were - World Book Day 2016 in ASDA

Engaging Everyone



Colleagues

Putting Books back at the heart of WBD

Reminding them why it matters

Simplifying our processes



Industry

Events

Charities

Publishers



Customer

Tell them why

Help them out

Simplify



Where we're going - World Book Day 2017 in ASDA

Key takeaways

Be clear and focused...

- Start with the customer
- Build your plan
- Tell your story – to anyone who'll listen!

