

SUBJECTS OF INTERESTS COVERED DEEPLY

IN 99 PAGES

Short but Deep

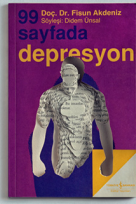
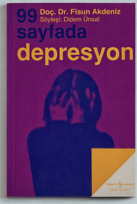
CONSEQUENTLY A FULL SERIES OF 99 PAGE BOOKS WAS PRODUCED.



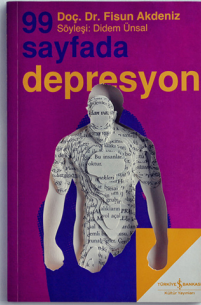
CONTEXT: İSBANK'S CULTURAL PUBLICATIONS HAVE ALWAYS BEEN VERY APPRECIATED BY AN OLDER GENERATION, BUT THE YOUNGER GENERATION IS LESS LIKELY TO HAVE EVER READ ONE OF THEIR PUBLICATIONS AND THANKS TO ON-LINE ENTERTAINMENT, THEY'RE ALSO LESS LIKELY TO ENTER THE BOOKSHOPS WHERE İSBANK'S PUBLICATIONS ARE SOLD.

PROBLEM: WE NEEDED TO CHANGE THE PERCEPTION THAT 'CULTURAL' BOOKS ARE HEAVY WORK AND WE WANTED YOUNGER PEOPLE TO BE CURIOUS ENOUGH TO AT LEAST BROWSE OUR SHELVES.

SOLUTION: FIRST WE CREATED BOOKS WITH ATTENTION-GRABBING TOPICS THAT WERE ONLY 99 PAGES LONG. IN OTHER WORDS PERFECT FOR A GENERATION PUT-OFF BY THICK LOOKING BOOKS. SECONDLY, FOR A VISUAL-LED GENERATION WE TURNED THE BOOKS THEMSELVES INTO 3-D ARTWORK, HIGHLIGHTING EACH BOOK'S TOPIC. THESE PAPER SCULPTURES MADE FROM THE BOOKS WERE THEN PUT INTO BOOKSHOP DISPLAYS AND IN-STORE AS POP TO CREATE CURIOSITY TO BROWSE WHAT WAS ON THE BOOKSHELF.



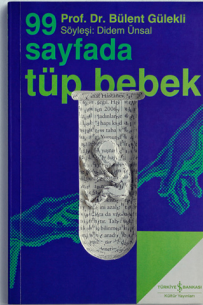
MIGRAINE - 99 PAGES



DEPRESSION - 99 PAGES



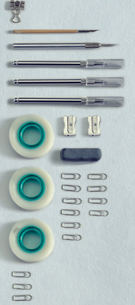
HEALTHY EATING - 99 PAGES



TEST-TUBE BABY - 99 PAGES



EARTHQUAKE - 99 PAGES



TÜRKİYE İŞ BANKASI

Cultural Publications

