

Monotype.



Key Findings

- 65% of Gen Z and 67% of Millennials say fonts shape tone and personality. Fonts are perceived as emotional shorthand before words are even read.
- By 2035, the ebook market size will have increased to 24 billion USD.

Problem

Modern reading experiences don't capture the emotional connection readers expect today.

Insight

Humans have learned to read emotion through how something looks, not just what it says.

Single-Minded Proposition

Feel what you read.

INTRODUCING



Feel the *Words*

An integrated campaign that enhances emotional connection in e-book reading through typography that visualizes the feeling behind words.

Feature Explanation

- **Feel Mode** is a new reading feature available in E-Books distributed and published by Penguin Random House that can be switched on or off, allowing typography to adapt in real time to reflect the emotional tone of the story. Will work on any platform (Amazon, Apple Books, Kindle, etc)
- Novels only, the feature will apply to their most popular/bestselling books, having a **Feel the Words Edition** on the bottom. Then, to continue the campaign, Penguin will add the feature to their trending books monthly.



Feel the Words

- Select any text on your kindle book (only applies to Penguin Books)
- Select the option "Feel the Words," which allows typography to adapt in real time to reflect the emotional tone of the story.

delight, to me." That's it, that's the magic: the sun is setting and the sky is pink then orange and the wind is firm and fair, and we are surrounded by salt and sweat and beer and ink, and long grass tufting merrily on a cliff-top, and you eat cuttlefish risotto with the black ink on your lips because it's a really great thing to do. What other way to live a life is there than ambling around, doing something simply because it's great.

But to over-simplify is to over-complicate it, which is against one of its primary edicts. The point of Rick Stein is he lives the mild, jolly life of an olde English king – good food and good drink and good friends and no fuss, and what could be finer, what could be finer. He sits in a pub garden with a crisp glass of white wine and worries his hands against his watch. He walks up a slightly too-steep hill and asks someone about a pepper paste their granddad invented in Romagna. He starts a remarkable number of to-camera anecdotes with, "I

Highlight Ask Look Feel the Words



- Then... let the **magic** happen!
- The words on the page will transform, allowing you to **feel every word.**
- **Words will have animation as they pop on screen.**

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But to over-subscribe importance to Steinism is to over-complicate it, which is against one of its primary edicts. The point of Rick Stein is he lives the mild, jolly life of an olde English king – good food and good drink and good friends and no fuss, and what could be finer, what could be finer. He sits in a pub garden with a crisp glass of white wine and worries his hands against his watch. He walks up a slightly too-steep hill and asks someone about a pepper paste their granddad invented in Romagna. He starts a remarkable number of to-camera anecdotes with, “I



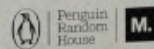
Feel what you read.

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the **book** her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book,' thought Alice 'without pictures or conversation?'

So she was considering in her own mind (as well as she could, for the **HOT** day made her feel very *sleepy* and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with **pink** eyes *ran* close. There was nothing so **VERY** remarkable in that; nor



Feel the Words



Feel what you read.

Cinderella lived with her stepmother and her **two stepsisters**, who made her do all the housework.

Every day, the **stepsisters** teased **Cinderella** and made her life **miserable**. One day, an invitation to a royal ball arrived, and the stepsisters excitedly made plans to go. But Cinderella wasn't invited and was left behind, crying in the garden.

Suddenly, a **fairy godmother** said, "Don't worry,

Cinderella!" she said. She waved her **magic wand** and with a **POOF**, Cinderella's tattered clothes turned into a **beautiful gown**. A sparkling glass slipper appeared on each foot, and a **pumpkin** transformed into a glittering carriage. "Now off you go. Have a wonderful time at the ball!" said the fairy godmother. "But remember, **MIDNIGHT!**"



Feel what you read.

The Three Little Pigs

Once upon a time there were **three little pigs** who set off to build their own houses.

The first pig built a **straw house**

The second pig built a **house of sticks.**

The third pig built a **strong house of bricks.**

Then, one day, a **BIG BAD WOLF** came along smelling the pigs. He knocked on the first pig's door and proudly said, "Little pig, little pig, let me come in!"



BRITISH COUNCIL
M. L.



Feel the Words



Penguin
Random
House

