

All the Light We Cannot See

By Anthony Doerr

Marketing and Publicity Plan

Melina Hughes

Book Marketing
Kathryn Juergens
November 2015

Tip Sheet

Format:	Hardback with jacket	Production Number:	00001
Price:	27.00 USD	ISBN(13):	978-1476746586
First Printing:	30,000	BISAC Code:	FIC032000 FICTION/ War & Military FIC019000 FICTION/Literary FIC0144000 FICTION/ Historical
Ships:	03/26/2016		
Pub Date:	04/09/2016		
Trim Size:	6 x 9 inches	Prepack:	N/A
Pages:	531	Package Detail:	N/A
Illustrations:	N/A		
Author/Contributors:	Anthony Doerr	Website: http://www.anthonydoerr.com/ Residence: Boise, Idaho	
Foreign Rights:	World	Editor/Publicist	Kaylee Kautz/Melina Hughes

KEYNOTE:

This stunning novel by award-winning author Anthony Doerr, filled with rich sensory details, follows the lives of two unique children whose paths are destined to converge as they each search for kindness in the unlikely time of World War Two.

POSITIONING:

For fans of literary fiction; enthusiasts of historical fiction; readers of World War Two books; fans of Anthony Doerr

SALES POINTS:

- Film Rights:** Fox Searchlight Pictures has purchased film rights for *All the Light We Cannot See* with Scott Rudin and Eli Bush set to produce.
- Multiple Award Winning Author:** Anthony Doerr has won numerous awards for his previous four works.
- Mass Appeal:** The popularity and success of World War Two novels is widespread and enduring.

DESCRIPTION:

Anthony Doerr's ambitious new novel, *All the Light We Cannot See*, bursts with vivid imagery and beautifully crafted metaphors. It is centered around the lives of Marie-Laure, a blind French girl who's father builds intricate models of Paris and Saint Malo so that she may navigate the cities, and Werner, a German orphan with a love of radios, science, and engineering who is accepted into an elite German school but grows increasingly disillusioned. The lives of these two

children, who are forced to grow up too soon, are fated to converge as they each struggle to find humanity in the midst of World War Two.

AUTHOR BIO:

Anthony Doerr studied history before earning his MFA from Bowling Green State University. He has previously published two short story collections, one memoir, and one novel. Collectively his previous works have sold nearly 150,000 copies. These four titles have won him numerous awards including four O. Henry Prizes, three Pushcart Prizes, the National Magazine Award for fiction, a Guggenheim Fellowship, and the Story Prize. His website is anthonydoerr.com

MARKETING/PUBLICITY HIGHLIGHTS:

- Digital reading copies
- Digital advertising on Shelf Awareness Reader and Shelf Awareness Pro
- Print advertising in *Publishers Weekly*
- Email blasts to all the regional bookseller associations
- Consumer campaign with dedicated website, ARC giveaway, email outreach, and promotion on Facebook, Twitter, Pintrest, and Instagram
- Multi-city author tour

MARKETING MATERIALS:

- Digital Reading Copies
- Sell sheet
- Promotional bookmarks
- Promotional postcards

COMPETITIVE TITLES:

ISBN	Title	Format	Publisher	Pub Date	Price	Bookscan
978-0312577223	The Nightingale	Hardcover	St. Martin's Press	2/3/2015	27.00 USD	231,000 LTD
9781400041169	The Invisible Bridge	Hardcover	Knopf Doubleday	5/4/2010	26.95 USD	31,000 LTD
978-0385523233	At the Water's Edge	Hardcover	Spiegel & Grau	3/31/2015	28.00 USD	64,000 LTD
978-0061650703	A Train in Winter	Hardcover	HarperCollins	11/8/2011	27.99 USD	18,000 LTD

AUTHOR OR SERIES TRACK:

ISBN	Title	Format	Publisher	Pub Date	Price	In Print	Bookscan
978-1476789019	About Grace	Paperback	Scribner	9/21/2004	16.00	41,000	41,000
978-1439190050	The Schell Collector	Paperback	Scribner	12/25/2001	15.00	40,000	40,000
978-1439182840	Memory Wall	Paperback	Scribner	7/13/2010	16.00	14,000	14,000
978-1416540014	Four Seasons in Rome	Paperback	Scribner	6/12/2007	15.00	27,000	27,000

Marketing Plan

All the Light We Cannot See

By Anthony Doerr

Jacketed Hardcover; \$27.00 US/\$35.96 CAN/£17.75 UK

Ship date: March 26, 2016

Pub date: April 9, 2016

Publicist: Melina Hughes

- **Pre-pub Blurbs**

- “Anthony Doerr sees the world as a scientist, but feels it as a poet. He knows about everything—radios, diamonds, mollusks, birds, flowers, locks, guns—but he also writes a line so beautiful, creates an image or scene so haunting, it makes you think forever differently about the big things—love, fear, cruelty, kindness, the countless facets of the human heart. Wildly suspenseful, structurally daring, rich in detail and soul, Doerr’s new novel is that novel, the one you savor, and ponder, and happily lose sleep over, then go around urging all your friends to read—now.” –JR Moehringer, author of *The Tender Bar*
- A tender exploration of this world’s paradoxes: the beauty of the laws of nature and the terrible ends to which war subverts them, the frailty and the resilience of the human heart, the immutability of a moment and the healing power of time. The language is as expertly crafted as the master locksmith’s models in the story and the setting as intricately evoked. A compelling and uplifting novel” –M. L. Stedman, author of *The Light Between Oceans*

- **Consumer Promotions**

- Sea of Flames ARCs
 - Pre-pub ARC giveaway of 10 books hosted on dedicated website running 3/9/2016-3/23/2016
 - Use rafflecopter to gather entries
 - Social media platforms direct readers to the website and the giveaway

- **Website Plan**

- Interactive “museum of natural history” website, like shelves with mollusks, shells, keys, gems, radios that are clickable
 - Items link to excerpts, reviews, author bio, images of Germany, Paris, and Saint Malo, historical tidbits about WWII, praise for Doerr’s previous books, and recordings of Doerr reading excerpts from the novel (reached by clicking on Werner’s radio)
- Hosts the Sea of Flames ARC giveaway
- Links readers to preorder (pre-pub) or purchase (post-pub) the book
- Contains links to all other social media platforms

- **Direct to Consumer Email Plan**
 - Emails link to the dedicated website
 - Enter contest to win ARC (Sea of flames giveaway) (3/9/2016)
 - Two weeks until...(4/2/2016)
 - Book Release (4/9/2016)
- **Social Media Plan**
 - **Blog**
 - Promote ARC giveaway
 - Quotes and excerpts
 - Pre-pub reviews and blurbs
 - Travel guide for Saint Malo
 - Author profile
 - Reviews of Doerr's previous books
 - **Facebook**
 - Promote Sea of Flames ARC giveaway
 - Create events for author tour to promote attendance
 - Share photos of the book and events
 - Promote sale of Doerr's previous books
 - Share "natural history" images with excerpts and quotes
 - Share pre/post publication reviews and publicity
 - **Twitter**
 - Promote Sea of Flames ARC giveaway
 - Twitter Q&A with Doerr
 - Excerpts and quotes from the book
 - Quotes from pre/post publication reviews
 - Links to articles about the book
 - **Pinterest**
 - Travel boards for Paris, Saint Malo, and Germany
 - Natural history museum board featuring shells and keys and gems
 - **Instagram**
 - Book images including "books in the wild," Anthony Doerr and the book, book event images, images of the book with keys, miniature house, the Sea of Flames, a radio
 - Natural history images
 - Promote Sea of Flames ARC giveaway
 - Promote author tour events
 - Update users on "time until release" and on post-pub publicity
- **Social Media Graphics/Online Materials**
 - Interactive "museum of natural history" website (see website plan)

- Book trailer featuring images of Paris, Saint Malo and Germany
- **Advertising Plan**
 - **Two Shelf Awareness Pro Email ads to run on 9/22/2015 and 11/17/2015**
 - Shelf Awareness ads link to the dedicated website
 - Top insertion banners (\$250.00 each)
 - 440 x 125 pixels
 - **Cost: \$500**
 - ***Publishers Weekly* print ad on 12/14/2015 (2016 spring announcements)**
 - 1/6 page spotlight ad
 - 2 1/8 x 4 3/4
 - **Cost: \$270**
 - **Shelf Awareness Reader E-Blast to run on 4/9/2016 (pub date)**
 - Shelf Awareness ads link to the dedicated website
 - 600 (w) x 800 (h) pixels
 - **Cost: \$1,333.33**
 - **Shelf Awareness Reader ad on 4/2/2016 and 4/16/2016**
 - Shelf Awareness ads link to the dedicated website
 - Top insertion banner (\$383.33 each)
 - 600 (w) x 150 (h) pixels
 - **Cost: \$766.67**
- **Sales Materials**
 - DRCs
 - Sell Sheets
 - Bookmarks
 - Postcards
 - Author tour sheets

Catalog Copy

All the Light We Cannot See

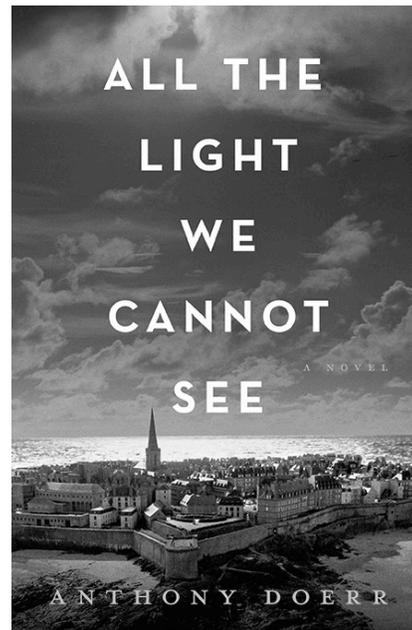
Anthony Doerr

Author Bio:

Multiple award-winning author and perpetual student of history Anthony Doerr has won numerous awards including multiple O. Henry and Pushcart Prizes, the Story Prize, the National Magazine Award for fiction, and a Guggenheim Fellowship. Raised in Ohio, Doerr currently resides in Idaho with his wife and two children.

Description

All the Light We Cannot See tells the story of Marie-Laure, a blind French girl with a passion for adventure and a miniature model of Paris, and Werner, a poor German orphan with a deep love of science. Their lives are turned upside-down with the outbreak of World War Two. Forced to grow up too soon and destined to collide, Marie-Laure and Werner continue to search for kindness in the unlikely time of WWII. *All the Light We Cannot See* is Doerr's fifth and most ambitious book. His lyrical tone, gorgeously crafted metaphors, and vivid imagery is sure to stun fans of literary and historical fiction alike.



Price: \$27.00

ISBN: 978-1476746586

Ship Date: 03/26/2016

Pub Date: 04/09/2016

Trim Size: 6" x 9"

Pages: 531

Marketing Materials Copy

All the Light We Cannot See by Anthony Doerr

Ship date: 03/26/2016

Pub date: 04/09/2016

Postcards

- Front:
 - Vintage picture of Saint Malo
 - **Copy:** "So how, children, does the brain, which lives without a spark of light, build for us a world full of light?" –Anthony Doerr, *All the Light We Cannot See*
- Back
 - **Copy:** Vivid sensory details and rich metaphors await readers in Anthony Doerr's ambitious new novel. *All the Light We Cannot See* tells the story of two unique children searching for knowledge and kindness in World War Two. On sale April 9th 2016. Order it here: website / \$27.00 / ISBN: 978-1476746586

Bookmarks

- **Front:**
 - Image from cover
 - **Copy:** "But it is not bravery; I have no choice. I wake up and live my life. Don't you do the same?"—Anthony Doerr, *All the Light We Cannot See*
- Back:
 - **Copy:** *All the Light We Cannot See* by award-winning author Anthony Doerr. Hits stores April 2016. Order now: website / \$27.00 / ISBN: 978-1476746586

DRCs

- **Copy:** Take note of the language: so rich, so vivid, so compelling. Lose yourself in the heart-wrenching world of *All the Light We Cannot See*, created by award-winning author Anthony Doerr. Perfect for fans of literary and historical fiction, *All the Light We Cannot See* follows the lives of blind French girl Marie-Laure and German orphan Werner as they search for knowledge and kindness while they are forced to grow up too fast in World War Two Europe. *All the Light We Cannot See* releases April 2016. Order it here: website / \$27.00 / ISBN: 978-1476746586

Sell Sheets

- *All the Light We Cannot See*
- By award-winning author Anthony Doerr
- Price: \$27.00
- ISBN: 978-1476746586
- Ship Date: 03/26/2016
- Pub Date: 04/09/2016

- **Trim Size:** 6” x 9”
- **Pages:** 531
- **Copy:** With the outbreak of World War Two, the lives of Anthony Doerr’s unique characters, Marie-Laure, an adventurous blind French girl who navigates Paris using a miniature model of the city, and German orphan Werner who fosters a deep love of science, are turned upside down. Forced to grow up too fast but still searching for light in the darkness of war, *All the Light We Cannot See* is a gorgeously crafted tale filled with stunning metaphors and rich details that is sure to dazzle fans of literary and historical fiction. *All the Light We Cannot See* ships March 26, 2016. Order now: website / \$27.00 / ISBN: 978-1476746586

Ad Copy

All the Light We Cannot See by Anthony Doerr

Ship date: 03/26/2016

Pub date: 04/09/2016

Two Shelf Awareness Pro Email Advertisements to run on 9/22/2015 and 11/17/2015

- Cover photo as background
- Links to dedicated website
- Copy: *All the Light We Cannot See* by Anthony Doerr. A beautiful story of knowledge, war, and kindness. Available April 2016

Publisher's Weekly print ad on 12/14/2015 (2016 spring announcements)

- 1/6 page spotlight ad
- 3D book photo
- **Copy:** *All the Light We Cannot See* by award winning-author Anthony Doerr. A beautiful story of knowledge, war, and kindness. For Sale April 9th, 2016. Order here: website / ISBN: 978-1476746586

Shelf Awareness Reader ad on 4/2/2016 and 4/16/2016

- *All the Light We Cannot See* by Anthony Doerr. The beauty of knowledge. The terrors of war. A search for kindness. Buy it now!

Shelf Awareness Reader E-Blast to run on 4/9/2016 (pub date)

Available Now!

Anthony Doerr's stunning new novel *All the Light We cannot See* is available today! This gorgeously written, the novel follows the lives of two unique children whose paths are destined converge as they each search for kindness in the unlikely time of World War Two. Marie-Laure is a blind French girl with a passion for adventure and a miniature model of Paris to guide her. Werner is a poor German orphan with a deep love of science, growing disillusioned by the elite German academy he attends. Despite being forced to grow up too fast, Marie-Laure and Werner continue to search for knowledge and kindness in the darkest of times.

Anthony Doerr is a multiple award-winning author of four previous books. Through Doerr's masterful use of rich sensory detail and beautifully crafted metaphors, readers will get lost in a breathtaking world of war, love, knowledge, and kindness.

Buy your copy today!

Press Release

FOR IMMEDIATE RELEASE

Contact: Melina Hughes, Scribner Publishing
425-233-7447, mhughes@scribner.com

ALL THE LIGHT WE CANNOT SEE

By Anthony Doerr

“A tender exploration of this world’s paradoxes: the beauty of the laws of nature and the terrible ends to which war subverts them, the frailty and the resilience of the human heart, the immutability of a moment and the healing power of time. The language is as expertly crafted as the master locksmith’s models in the story, and the setting as intricately evoked. A compelling and uplifting novel” –M.L. Stedman, author of *The Light Between Oceans*

Bursting with vivid imagery and beautifully crafted metaphors, Anthony Doerr’s ambitious new novel *All the Light We Cannot See* follows the lives of Marie-Laure, a blind French girl with a passion for adventure and a miniature model of Paris, and Werner, a poor German orphan with a deep love of science.

Their lives are turned upside-down with the outbreak of World War Two: Marie-Laure is forced to flee the only home she has ever known, and Werner is drafted into an elite German school but grows increasingly disillusioned. Despite being forced to grow up too fast, Marie-Laure and Werner continue to search for knowledge and kindness in the darkest of times.

All the Light We Cannot See is a stunning novel for fans of literary and historical fiction alike, readers who seek to get lost in a world of breathtaking language, and those who wish to read beautiful and heart-wrenching tale of war.

ABOUT THE AUTHOR: Anthony Doerr majored studied history before earning his MFA from Bowling Green State University. He has previously published two short story collections, one memoir, and one novel. These four titles have won him numerous awards including four O. Henry Prizes, three Pushcart Prizes, The National Magazine Award for fiction, a Guggenheim Fellowship, and the Story Prize. His website is anthonydoerr.com

ALL THE LIGHT WE CANNOT SEE

By Anthony Doerr

Scribner Publishing

On Sale April 9, 2016

Hardcover / 531 pages / \$27.00

ISBN-10: 1476746583

ISBN-13: 978-1476746586

Pitch Letter

“*All the Light We Cannot See* is a dazzling, epic work of fiction. Anthony Doerr writes beautifully about the mythic and the intimate, about the snails on beaches and armies on the move, about fate and love and history and those breathless, unbearable moments when they all come crashing together”

—Jess Walter, author of *Beautiful Ruins*

Dear Journalist,

Anthony Doerr’s stunning new novel *All the Light We Cannot See* (Scribner Publishing; on sale April 9, 2016; hardcover; \$27.00) tells the story of blind French girl Marie-Laure, who has a passion for adventure and a miniature model of Paris to guide her, and poor German orphan Werner, a disillusioned student at an elite German academy with a deep love of science. Despite being forced to grow up too fast, Marie-Laure and Werner continue to search for knowledge and kindness in the darkest of times.

Anthony Doerr is a multiple award-winning author, his previous four books have won him numerous awards including multiple O. Henry and Pushcart Prizes, the Story Prize, the National Magazine Award for fiction, and a Guggenheim Fellowship. Doerr was raised in Ohio and currently resides in Idaho with his wife and two children.

As part of an interview, Doerr can discuss:

- How his time spent travelling abroad shaped his vivid descriptions of European scenery and architecture
- How his interest in history affected his writing style and the evolution of this story
- How Doerr’s family was involved in World War Two and how that influenced his description of life in wartime
- Why he loved museums as a child (and continues to love them now) and how writing can benefit from them
- How he came to be and how he has evolved as a writer

All the Light We Cannot See is a stunning novel for fans of literary and historical fiction alike, readers who seek to get lost in a world of breathtaking language, and those who wish to read beautiful and heart-wrenching tale of war. I was hooked from the first chapter and it has quickly become one of my favorite books I’ve had the privilege to work on. I urge you to schedule your coverage this fall so your readers are the first to discover this gem of a book. I will call soon to follow up.

Sincerely,
Melina Hughes

