

THOMAS JEFFERSON AND THE TRIPOLI PIRATES

by Brian Kilmeade

SITUATION

A nationally known TV news personality was launching a historical non-fiction book about the Barbary wars.

TASK

We were approached to use social media to amplify the awareness of the release and drive traffic to points of sale, including Amazon.com.

ACTION

Thin Pig designed and executed a digital and social marketing campaign in support of Brian Kilmeade’s book “Thomas Jefferson and the Tripoli Pirates” with amplification through a robust social advertising campaign and user generated content contests.

RESULT

The Book debuted at #2 on New York Times Bestsellers List (stayed in top 10 for 20+ weeks). 150,000+ clicks to Amazon.com purchase page. 3,000,000+ social impressions. 50,000+ social engagements. 1,000,000 promotional emails sent.

