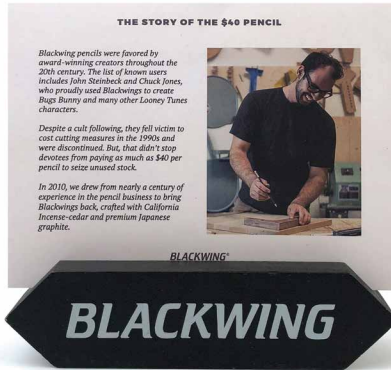


BOOKSTORES

IN-STORE BRANDING / MERCHANDISING



BRANDED SIGNAGE / STORYTELLER

TELLING THE BLACKWING STORY

Blackwing products pair timeless design and utility with a captivating story to create a truly unique customer experience. In order to communicate this story to your customer, we recommend using a combination of simple **branded signage**, **printed storytelling** and **curated props** that tell the history of the tool that fueled John Steinbeck and was buried in the arms of a Disney animator.

PROP IDEAS

- Books by Blackwing authors
- Typewriters
- Writing desks
- Vintage books

Think writers!



GENERAL GUIDELINES

- **Brand the space.** Use a combination of props, signage and products to give Blackwing its own branded area.
- **Keep it together.** Merchandise our pencils in 12-packs!
- **Tell the story.** Storyteller unit should be present near the primary merchandising location.
- **Sell the experience.** Don't be afraid to let people test the pencils (we include a sample set with your first order!).
- **Stand 'em up.** Blackwings sell best when merchandised vertically, with the boxes standing up.

BLACKWING®