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[ **RANDOM HOUSE GOES UNDERGROUND FOR BOOK PROMO** ]

**August 06, 2008** | By **Kristin Laird**

**Random House of Canada** is bringing its latest book release to life and to the **Onestop TTC** Network with the launch of its digital book previews.

The promotional video launched yesterday with the release of *The Killing Circle* by Toronto-based author Andrew Pyper. Three one-minute videos, running on the Toronto transit system until Aug. 15, reference different parts of the book.

Part one will air for the first three days, part two for the following three days, and part three for the three days after that. All three will replay sequentially for the last two days. The videos drive users online where they can enter to win \$500 worth of books and view the videos.

Over the last two year, Random House has produced more than 120 promotional videos to support new books, posting them on BookLounge.ca, said **Lisa Charters**, vice-president, director, online sales and marketing at RHC.

However, the publisher was looking for a more innovative and measurable way to increase readership of its books, she added.

“You can’t get on a streetcar, subway or bus without seeing people reading books,” she said. “It was a perfect match for a targeted on-screen experience of our video clips that was not in the cluttered world of online.”

Random House will gauge this pilot project by the number of contest entrants, before producing promotional videos for future book launches, said Charters.

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