HONORABLE MENTIONS

Titan Shops

California State University–Fullerton
Submitted by Chuck Kissel, director

"It's All About Choice" Campaign

Titans Shops saw a need to show their customers and other stakeholders that the store is trying new and innovative approaches in response to the issue of textbook prices. The result was a positive marketing campaign built around the message: It's All About Choice.

The campaign emphasized that **the store offers more options for buying textbooks**—new, used, digital, rental, online, and in-store—than any other purveyor.

The campaign emphasized that the store offers more options for buying textbooks—new, used, digital, rental, online, and in-store—than any other purveyor. As a result, the store enjoyed a 6% increase in course book sales over the previous year and an 84.2% increase in rental income.

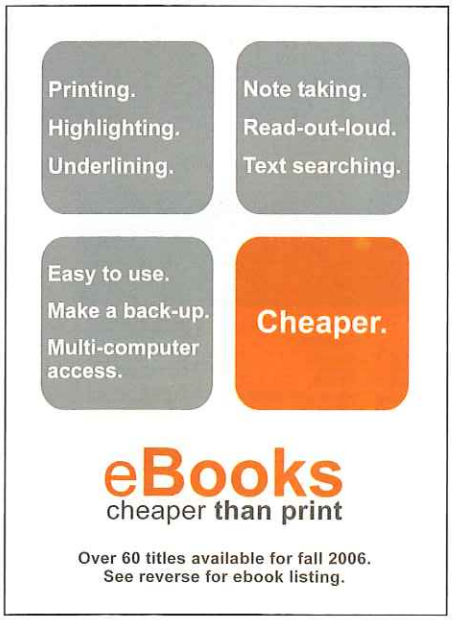
The campaign called attention to several store programs designed to help students save money on textbooks, including the Buyback Book-Swap. "Titan Shops provides students a way to search a buyback price online before ever visiting the bookstore," Kissel says. Students can go to the store's web site at http://bookstore.fullerton.edu/buyback.aspx to check on current buyback prices, sign up for e-mail alerts if the price changes, or post the book for direct sale to another student. There is no fee to use these tools.

The store developed a two-sided color handout to promote the availability and attributes of the Universal Digital Textbook e-book, priced 45% lower than a new print book. Titan Shops was among the 10 college stores that piloted this MBS program.

Titan Shops' textbook rental program, launched in spring 2005 with two titles, received the greatest amount of support from students. By fall 2006 the program had expanded to 17 titles selected with the help of faculty. A total of 3,592 students chose to rent rather than buy, saving about 35% on the cost of a new book.

The store also offers a price guarantee to help compete with other booksellers. "The Lowest Price Guarantee reimburses customers 125% of the difference, if found less at a local or online retail company," Kissel explains. For the fall term, the store reimbursed $2,820.

"Titan Shops conducts student satisfaction surveys, produced and compiled by NACS, religiously twice a year and benchmarks the results to previous semesters," Kissel says. "Titan Shops received an overall satisfaction rating for spring 2006 of 4.0. This is the highest satisfaction on record and the success is attributed to this campaign."



Titan Shops designed its own color flier to help promote the advantages of the ebooks available through the store's participation in a pilot program. The promotion also called attention to other cost-saving options for textbooks, such as used print copies and rentals. About 60 titles were available as ebooks. Students could browse the entire list (at right) to compare the savings for themselves.