



## SITUATION

As the country's largest bookstore chain, Apollo is facing a critical business threat due to the declining reading habit.

They lacked a compelling brand mission and unified communication style to inspire people to read.

## STRATEGY

We developed a clear brand mission, "The power of words," centered around the significance of reading.

However, to avoid sounding too lecturing, we opted for an entertaining, inviting, and playful visual system adaptable across channels.

## CREATIVE SOLUTION

Our visual system consists of fun illustrations (derived from the logo) pops of color, and characteristic typography to highlight the importance of each word, supporting the brand mission.



# SÕNA jõud

Me teame, mis on Apollo missioon.

Apollo ei ole lihtsalt raamatupood.

Me oleme sõnakunsti esindus.

Me ei müü ridu paberil. Me aitame jutustada lugusid, panna armuma, kurbust tundma.

Näitame, et sõnad on miski, millesse tahad süveneda.

Et sõnad on tähendusrikkad, mitte tühipaljad.

Nii kirjas, filmis kui muusikas.

Teeme kõik selleks, et lugemus ei kaoks, vaid kasvaks.

Nii vanematele kui ka alles alustavale lugejale.

Sõnas on jõud – Apollo missioon on seda sõna levitada.