

How to Lose a Marathon with Runkeeper

1. Designed and executed 6-week content partnership around *How to Lose a Marathon*, offered in 20 countries
2. Earned access to 40-million-member Runkeeper community—64,000 users enrolled in *How to Lose a Marathon* challenge and emailed a 20-minute audio excerpt (5,911 listens)
3. 4 original posts on Runkeeper blog, well over 50 posts to Runkeeper social media
4. Sustained collaboration with Runkeeper's VP of Media, Director of Brand and Communications, Digital and Consumer PR Specialist; Audible business development, Director of Acquisitions and Partnerships, Studios support; ABRAMS sub rights team; and Fitbit over the course of 5–12 months
5. 20,000 users offered a free Audible download of *How to Lose a Marathon* (each unit counted as a sale)

Re: MARKETING FLASH: How to Lose a Marathon...

○ **Jamison Stoltz**
○ Kimberly Sheu
Monday, March 6, 2017 at 12:12 PM
[Show Details](#)

← You replied to this message on 3/6/17, 12:14 PM.

This is really great. Smart, creative, probably took a lot of work. Nice job.

JAMISON STOLTZ
Executive Editor
t. 212.519.1315

ABRAMS The Art of Books
115 West 18th Street, New York, NY 10011

[A](#) [t](#) [f](#) [v](#) [@](#)

Re: MARKETING FLASH: How to Lose... Blue Category

○ **Alison Gervais**
○ Kimberly Sheu
Monday, March 6, 2017 at 12:26 PM
[Show Details](#)

← You replied to this message on 3/6/17, 12:39 PM.

What a great marketing partnership! I use RunKeeper and saw this challenge in my app. Was cool to see something connected to Abrams there.

ALISON GERVASIS
ASSOCIATE PRODUCTION DIRECTOR
t. 212.519.1227

ABRAMS The Art of Books
115 West 18th Street, New York, NY 10011

[A](#) [t](#) [f](#) [v](#) [@](#)

RE: MARKETING FLASH: How to Lose... Blue Category

○ **Steve Tager**
○ Kimberly Sheu
Friday, March 10, 2017 at 7:50 PM
[Show Details](#)

← You replied to this message on 3/10/17, 10:28 PM.

Once again, a terrific promotion.

MARKETING FLASH: How to Lose a Marathon (978-1-4197-2491-6) - Recaps

Message

MARKETING FLASH: How to Lose a Marathon (978-1-4197-2491-6)

○ Kimberly Sheu
AlIHNA (incl. UK); Sales Dept
Monday, March 6, 2017 at 12:09 PM
[Show Details](#)

Run, don't walk! Our amazing content partnership with **Runkeeper** for **How to Lose a Marathon** starts today!

The ASICS-owned running app has 40 MILLION users around the world and can get up to 50,000 participants on a challenge. Ours is a **6-week** takeover of all of **Runkeeper**'s platforms with hilarious **How to Lose a Marathon** content from **Joel H. Cohen**, including:

March 13 How Joel tried to get *The Simpsons* staff to run a triathlon
March 20 The worst running playlist
March 27 Joel's interpretations of sweat stains

And more!

Every user that opts in gets an excerpt of the audiobook, and those who log a total of 4:26:03 (losing marathon time) of activity before April 18 are entered to win a **How to Lose a Marathon** grand prize pack, including signed copies, a signed script, gear from the **Runkeeper** store, and a few other surprises.

Runkeeper sends scores of marketing/encouragement throughout each challenge. Even your slow walk to dinner will count!

You joined the How to Lose a Marathon Challenge! - kimsheu@gmail.com - Gmail

Secure <https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=1qarjayb7fsd&q=runkeeper&search=query&th=15a967a07bb0ed64&cvid=1>

You joined the How to Lose a Marathon Challenge! [Inbox](#)

Runkeeper <runkeeper@mg.runkeeper.com> [Unsubscribe](#)
to me

Mar 3

runkeeper

HOW TO LOSE A MARATHON CHALLENGE



- JOEL H. COHEN

Hey Kim,

You're all signed up for this Challenge! Just remember to run a total of 4:26:03 before April 18—the exact amount of time it took Joel Cohen to finish his marathon. And as promised, here's a link to the free Audible excerpt of *How to Lose a Marathon*.

[Listen to it](#)

How to Lose a Marathon is a refreshingly transparent account of marathon training, which will have you laughing through to the finish line. The book features laugh-out-loud tales from the road, helpful tips for runners of all skill levels, and all the finish line feels (tempered by Joel's dry, self-deprecating wit). Runkeeper is referenced throughout, so you will definitely be on the same page.

Happy running!
runkeeper

[Visit the Runkeeper Store](#)

Sent by FitnessKeeper, Inc. One Winthrop Square Boston, MA 02110

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Click [here](#) to update your email address.

Proposed schedule: Runkeeper + The Simp...

Blue Category



Kimberly Sheu

Erin Glabets; joelcjoelc@gmail.com; Mamie VanLangen

Wednesday, December 21, 2016 at 12:34 PM

Show Details

Hi Joel and Erin,

Here's a proposed timeline for Joel + Runkeeper just a framework for now, to adjust as needed. I'm also looping in Mamie VanLangen, who handles our digital marketing and social media here!

It sounds like the audiobook will be available simultaneously, and our sub rights team thinks the free excerpt from Audible will not be a problem more on that after the holidays. Erin, I know you'll have more time on this in the New Year too, so no rush! Happy holidays to all!

Best,
Kim

12/21 Runkeeper proposed timeline

Wed., Feb. 15

- Audible excerpt and all posts and challenges approved

Monday, March 6

- Welcome Joel as guest ³expert²
- Blog post: Simpsons staff running story
- Funny workout challenge 1 (free 15-min Audible excerpt for

Wed., Feb. 15

Prizing and all posts and challenges approved

Monday, March 6

- Welcome Joel as guest "expert"
 - Post excerpt of book quote on RK social media
- Blog post: intro on how Joel got started running/intro to book
- Intro to "How to Lose a Marathon" challenge/enrollment period
 - RK users have until 4/17 to track the total amount of time it took joel to run NYC Marathon (aka ~4.30 hours of activity)
 - All opt-ins get Audible excerpt as prize?
 - 1 grand prize package includes:
 - Simpsons item
 - RK shoes/clothing
 - Kim to connect to Fitbit
 - Finished copies of *How to Lose a Marathon*

Comment [1]: Is this going to be too many giveaways? Might be but it'd be a cool way to get a lot of people paying attention from the onset.

Monday, March 13

- Blog post: Simpsons staff running story
- Book quote excerpt on social media
- Challenge tracking period kicks off

Monday, March 20

- Blog post: The worst running playlist
- Book quote excerpt
- Challenge in progress

Monday, March 27

- Blog post: Interpretations of running routes/ sweat stains
 - Ask users to submit on Monday
 - Analyze starting Weds
- Instagram takeover with routes
- Challenge in progress

Monday, April 3

- Book quote excerpt
- Joel hosts RKchat
- Challenge in Progress

Monday, April 10

- Blog post: actual marathon tips from Joel
- Final book quote excerpt

Monday, April 17, Boston Marathon, challenge closes

Wed., Feb. 15

Prizing and all posts and challenges approved

Mon., March 6

Welcome Joel as guest "expert"

Post excerpt of book quote on RK social media

<https://www.instagram.com/p/BRTWyqKF-qO/?taken-by=runkeeper>

Blog post: intro on how Joel got started in running/intro to book

<https://blog.runkeeper.com/5888/greetings-from-your-running-inferior-introducing-the-how-to-lose-a-marathon-challenge/>

Intro to "How to Lose a Marathon" challenge/enrollment period

RK users have until 4/17 to track the total amount of time it took joel to run NYC Marathon (aka ~4:30 hours of activity)

All opt-ins get Audible excerpt as prize

1 grand prize package includes:

Simpsons item

RK shoes/clothing

Fitbit

Finished copy of *How to Lose a Marathon***Mon., March 13**

Blog post: Simpsons staff running story

<https://blog.runkeeper.com/5842/things-get-physical-at-the-simpsons/>

Book quote excerpt on social media

<https://www.instagram.com/p/BRmF498lz4V/?taken-by=runkeeper>

Challenge tracking period kicks off

Mon., March 20

Blog post: The worst running playlist

<https://blog.runkeeper.com/5980/musicmonday-vol-27-joel-cohens-soundtrack-to-the-worst-run-ever/>

Book quote excerpt

https://www.instagram.com/p/BR3_4g3lcwE/?taken-by=runkeeper

Challenge in progress

Mon., March 27

Blog post: Interpretations of running routes/ sweat stains

<https://blog.runkeeper.com/6025/the-rorschach-test-meets-running-joel-cohen-analyzes-sweat-stains/>

Book quote excerpt

https://www.instagram.com/p/BSOk_aVFwcj/?taken-by=runkeeper

Challenge in progress

KS



Runkeeper

@Runkeeper

Follow

Q1: What's the most embarrassing thing that's ever happened to you on a run?
#RKChat

7:06 PM - 6 Apr 2017

6 Likes



18



6



Tweet your reply

Jeremy Murphy @jeremypmurphy · Apr 6

Replying to @Runkeeper

A1: Falling all the way to the ground (some grassy landings, some pavement).
#rkchat

Runkeeper @Runkeeper · Apr 6

I've been there. But, after 4 hours of crying, I got up and went home like a hero.**#RKChat**

Kathleen @OMGKatAttack · Apr 6

Replying to @Runkeeper

A1 lost gps on Cape Cod and got spectacularly lost when I desperately had to pee 😂 **#rkchat**

Runkeeper @Runkeeper · Apr 6

Wow! Are you still there now? We can send an Uber **#RKChat**

oh emojis! 🚻🏃‍♂️🏃‍♀️💪🏃‍♂️💪🏃‍♀️💪 @MarooPles · Apr 6

Replying to @Runkeeper

A1: when I first started running, I fell onto the gravelly road. Stones were embedded in my palms and knees and chin. And the scabs! 😂

Runkeeper @Runkeeper · Apr 6

Sorry about that. For a while I had to run barefoot because I had to get my shoes fixed.

5

Mon., April 3

Joel hosts RKchat

<https://www.instagram.com/p/BSj10iplz6r/?taken-by=runkeeper>

<https://twitter.com/Runkeeper/status/850105917072953345>

<https://twitter.com/Runkeeper/status/850120897822203906>

<https://twitter.com/Runkeeper/status/850121051744817152>

<https://twitter.com/Runkeeper/status/850121515475456000>

<https://twitter.com/Runkeeper/status/850121742852907009>

<https://twitter.com/Runkeeper/status/850122013075152896>

<https://twitter.com/Runkeeper/status/850122233481535488>

<https://twitter.com/Runkeeper/status/850122393297199104>

Q1: What's the most embarrassing thing that's ever happened to you on a run?

<https://twitter.com/Runkeeper/status/850122578832306176>

Q2: What do you like to listen to on a run?

<https://twitter.com/Runkeeper/status/850124037456105472>

Q3: Have you ever really not wanted to run? How did you trick yourself into getting out there?

<https://twitter.com/Runkeeper/status/850125510902460416>

Q4: Do you prefer to run indoors or outside?

<https://twitter.com/Runkeeper/status/850127296992346119>

Q5: Have you ever "bonked" or hit the wall? If not, how did you avoid it?

<https://twitter.com/Runkeeper/status/850128657419046912>

Q6: What sort of exercises do you imagine the "Simpsons" writers do?

<https://twitter.com/Runkeeper/status/850129792968077312>

<https://twitter.com/Runkeeper/status/850131319782637568>

Q7: Have you completed the How to Lose a Marathon Challenge?

<https://twitter.com/Runkeeper/status/850131620300558338>

Q8: What's the ugliest race shirt you've ever won?

<https://twitter.com/Runkeeper/status/850132890226749447>

<https://twitter.com/Runkeeper/status/850133583679283200>

Q9: What's your next race?

<https://twitter.com/Runkeeper/status/850134296434282499>

Q10: What's your best advice for new runners?

<https://twitter.com/Runkeeper/status/850135119109246976>

<https://twitter.com/Runkeeper/status/850136230033375232>

<https://twitter.com/Runkeeper/status/850136344663703552>

Challenge in Progress

Mon., April 17 (Boston Marathon), challenge closes

Mon., April 24 winner selected, announced May 24

<https://www.instagram.com/p/BUfXpiUBskV/?taken-by=howtoloseamarathon>



Runkeeper @Runkeeper · Apr 6

Sorry to hear that. For me lots of public wipeouts, twisted ankles causing girlish screams & worst of all, my slow pace #RKChat.



Quackolyn @carolynturley · Apr 6

Replying to @Runkeeper

I farted, no one's farted? AND in front of a bicycle cop that was trying to hit on me!



Runkeeper @Runkeeper · Apr 6

In an act of solidarity, I am farting with you right now. #RKChat



Quackolyn @carolynturley · Apr 6

Clear the track! LOL #RKChat



tiffany @beckettsaunt · Apr 6

Replying to @Runkeeper

I've fallen post run walking back to the car but nothing while running #rkchat



Runkeeper @Runkeeper · Apr 6

Since we are confessing I once threw my back out reaching for a sweater #RKChat



tiffany @beckettsaunt · Apr 6

Oh shoot I've done that opening a box #rkchat 😊



Julie @owlsrcute · Apr 6

Replying to @Runkeeper

Nothing yet and that's a miracle! #klutz



Cory Pagett 🏳️‍🌈 @CMDPcomm · Apr 6

Replying to @Runkeeper

A1. Getting lost while leading a running group. #RKchat



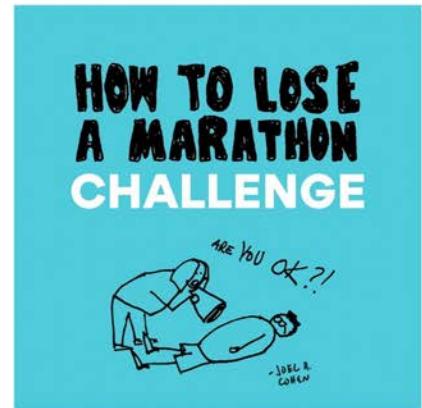
Mr. G A D Weir 🎉🏆 @garyadweir · Apr 7

Replying to @Runkeeper

The need to go off track and activate an immediate download. 😂😂

@Ciccio_83

6



runkeeper We teamed up with writer and Runkeeper user Joel Cohen (best known for his work on The Simpsons) to celebrate the launch of his new book @howtoloseamarathon. See the link in our bio to check out the Challenge—it'll have you laughing through to the finish line.

jeanne_9903 I've joined! love the runkeeper challenges 😊

adrianaalolisa 😊 it is not available in my region.

suussnijders Not available????!!

beccastenn It's not there for me to join????! @runkeeper is this iPhone only????

arpitabhawal I am buying the book - just in case I can't run for that long. 😊

322 likes

MARCH 8
Add a comment...
...



runkeeper Words of wisdom! See the link in our bio and join the challenge for more from @howtoloseamarathon.

ginalie786 I'm so excited! justanotherprettyspace Can't wait for this book!!!! Pre-ordered for sure!

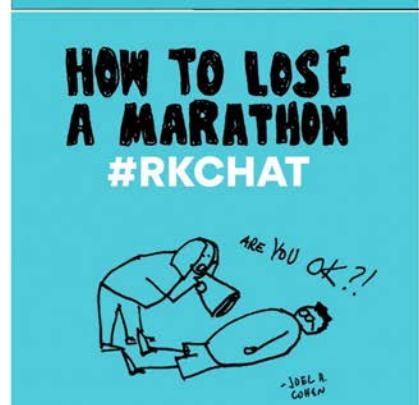
rusalea @gretchenremitz.

jbart_625 Yay! Completed the challenge a few days ago! Now to read the book. 😊

unlucky15 Amen!

357 likes

MARCH 13
Add a comment...
...



runkeeper We all run for different reasons. For some the runner's high is real, but others might be chasing the "accomplisher's high". Join the How to Lose a Marathon Challenge for more from Joel Cohen's @howtoloseamarathon. (Link in bio)

john_unkle_kiat @68chevrolet definitely the Accomplisher's High!!!

68chevrolet @john_unkle_kiat I've already

finished that challenge btw

385 likes

MARCH 20
Add a comment...
...



352 likes

MARCH 28
Add a comment...
...

Danielle @RunInRedSox · Apr 6
Replying to @Runkeeper
A1: fell down, hard #rkchat

Chris Gander @chrisgander · Apr 6
Replying to @Runkeeper
A big magpie tried to swoop me near a freeway. To avoid it, I literally ran into oncoming traffic. Cars had to swerve around me. Hectic!

O Laparoto @o_laparoto · Apr 7
Replying to @Runkeeper
A1 On a night run in need of 🏃. Had to run fast enough not to crap myself and slow enough not to push my abs to much. For over 5km. Made it!

Derek Nankivell @Derek_Nankivell · Apr 6
Replying to @Runkeeper
A1: I completely split my shorts open while doing my post run stretching #rkchat

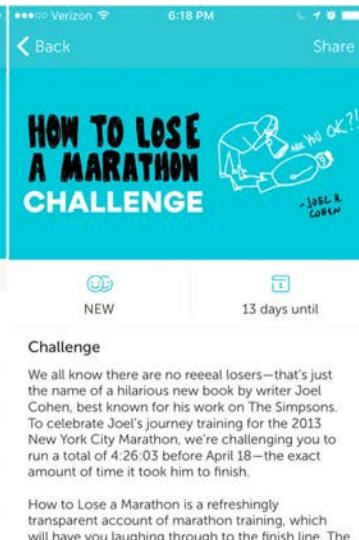
Sérgio @sergiosp3 · Apr 6
Replying to @Runkeeper
A1: feel hard pain and completed walking, not running. 😱😱😱

Chun Ng @Chun10Ng · Apr 6
Replying to @Runkeeper
A1: twisting an ankle after 500m on what should have been 8 miles! #was our for 10 weeks... #RKChat

Ducky @audio_duck · Apr 6
Replying to @Runkeeper
A bird attacked me with his bathroom needs. #rkchat

Julie Massana @juliemmassana · Apr 6
Replying to @Runkeeper
A1 I got lost and almost couldn't find my way back 😱 #RKChat

Lindsey McRoberts @livinglovingrun · Apr 6
Replying to @Runkeeper





Umesh Rao · Application Developer at Intel

4:26:03 Seems to be a good timing to finish a marathon! I heard the excerpt from the audio book and it is humorous!

[Like](#) · [Reply](#) · Mar 8, 2017 10:18pm

 Facebook Comments Plugin

The New Paris and Air France

1. Managed 5-week content partnership with Air France, securing \$3,000 in sponsored author travel and refocusing ambitious, tour-driven author on effective marketing tools—10 posts to Air France social media (6.6 million followers across platforms)
2. Engaged ideal readers by designing and launching \$2,500 travel sweepstakes with Air France and 5 Paris businesses—collected 4,403 entries
3. Sustained collaboration with Air France Communications Director and Senior Digital Manager, Finn Partners Assistant Account Executive, La Maison du Chocolat International Press Officer, and founders of Hôtel Providence, Belleville Brûlerie, Jamini, Sept Cinq, The Beast, and Papier Tigre over the course of 12 months
4. Executed Air France partnership within a multi-part campaign for *The New Paris* including special markets mailings, preorder incentive, other French brand and influencer giveaways, and Obvious State partnership (incorporating Noterie)
5. Positioned Abrams for long-term collaboration (Air France-purchased copies of *The New Paris* included in Paris for Dessert promotion until December 2017, sweeps fulfillment in April 2018)

 Re: New Paris another printing! Red Category

 **Laura Dozier**
○ Lindsey Tramuta; ○ Jennifer Bastien; ○ Judy Linden; + 1 more
Tuesday, June 20, 2017 at 12:12 PM
[Show Details](#)

Hi team,

I just wanted to let you know that a printing of 5,000 copies has just been ordered. All of the wonderful publicity and marketing has really moved the needle!

Congratulations to everyone!

Best,
Laura

LAURA DOZIER
Senior Editor
t. 212.519.1213

ABRAMS The Art of Books
115 West 18th Street, New York, NY 10011



KS

 Re: MARKETING FLASH: The New Paris (978... Blue Category

 **Michael Sand**
○ Kimberly Sheu; ○ Laura Dozier; ○ Steve Tager
Wednesday, April 12, 2017 at 3:17 PM
[Show Details](#)

← You replied to this message on 4/12/17, 3:27 PM.

[Unsubscribe](#) [Manage Add-ins...](#)

That is really impressive!

 RE: MARKETING FLASH: The New Pari... Blue Category

 **Steve Tager**
○ Kimberly Sheu; ○ Paul Colarusso
Wednesday, July 12, 2017 at 4:36 PM
[Show Details](#)

← You replied to this message on 7/12/17, 4:46 PM. [Show Reply](#)

Kim,

Great stuff, and a great email.

All the marketing has been helping the sales of this book.

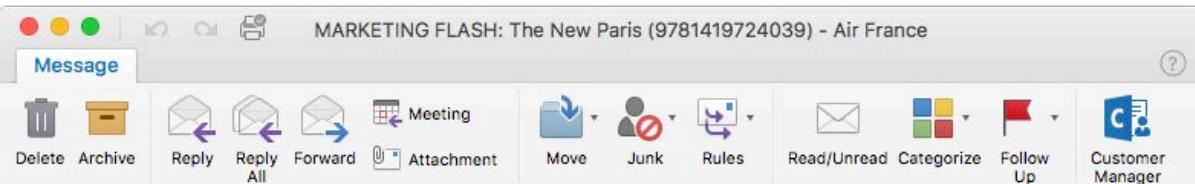
We've now sold over 10,000 copies in just a few months.

--Steve

STEVE TAGER
Senior Vice President
Chief Marketing Officer
t. 212.519.1301

ABRAMS The Art of Books
195 Broadway, New York, NY 10007





MARKETING FLASH: The New Paris (9781419724039)



○ Kimberly Sheu

AIIHNA (incl. UK); Sales Dept

Wednesday, April 12, 2017 at 2:58 PM

Show Details

Unsubscribe

Manage Add-ins...

Great news!

We're kicking off a partnership with **Air France** next Wednesday, sure to send readers to **The New Paris** in droves.

After flying **Lindsey Tramuta** to and from her U.S. tour, **Air France** will send 1 lucky winner plus a guest back to Paris, to experience **The New Paris** themselves.

April 19 Join Lindsey for an official Twitter takeover **@AirFranceUS** (68.4k followers)

April 19 Watch for the **Air France** announcement of their **The New Paris** sweepstakes. Winners receive round-trip tickets to Paris plus:

- A 1-night stay or a meal for 2 at **Hôtel Providence** (8k followers)
 - Lunch for 2 at **The Beast Paris Smokehouse** (3k)
 - A weekend brunch at **La Fontaine de Belleville** (17.4k)
- Totes filled with special gifts at two Paris boutiques: **Jamini** (26.2k) and **Sept Cinq** (9.8k)

April 20 Lindsey will be live-blogging the start of her tour and the Air France Business Class experience

April 20 to May 17 1 post a week from the 5 stops in the sweepstakes

May 22 Sweepstakes winner announcement

Hope you enter! I sure will. See below for Lindsey's newsletter push for preorders (7k subscribers), a reminder on her tour schedule, and **The New Paris** podcast.



MARKETING FLASH: The New Paris (9781419724039)



○ Kimberly Sheu

AIIHNA (incl. UK); Sales Dept

Wednesday, July 12, 2017 at 4:13 PM

Show Details

Action Items

Manage Add-ins...

Good news!

Air France has included **The New Paris** in their "**Paris for Dessert**" campaign, just in time for Bastille Day.

The promotion bundles a complimentary copy of **The New Paris**, an Air France Food Guide, and a 2 for 1 meal offer (valid in 2,000 Paris restaurants) with every Paris-bound flight booked through **AirFrance.com** until 7/21.

The multi-month campaign has included major online advertising—sponsored posts on Instagram **@airfrance** (571k followers) and **@parisfordessert** (46k views)

—a private dinner, multiple sweepstakes, and an experiential air-stair complete with flight attendants and macarons in Union Square.

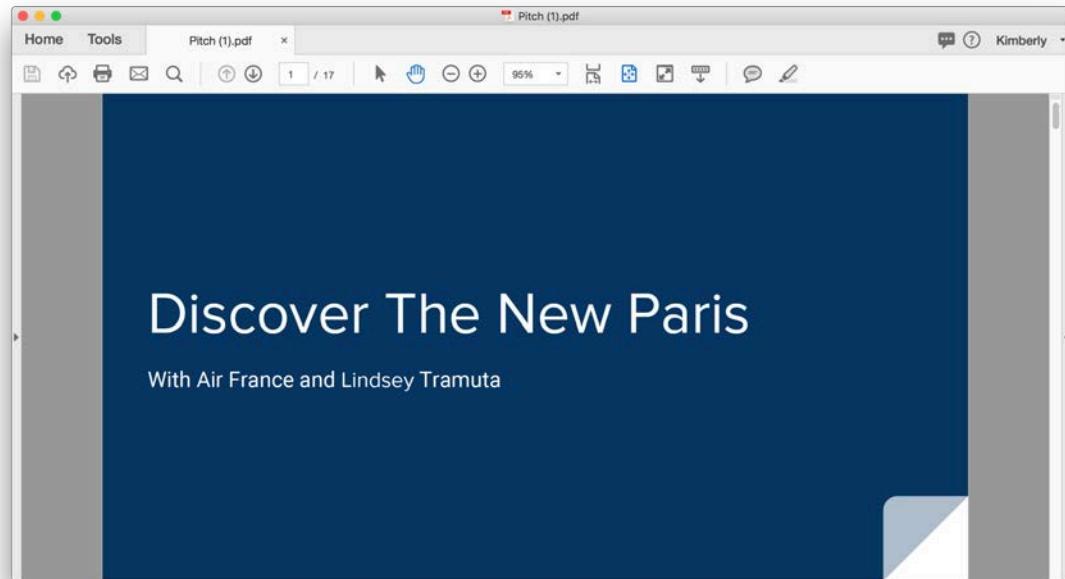
A carousel spotlighting each portion of the offer will go up **@parisfordessert** tomorrow (7/13).

If you spot it, please share! **Air France** is buying the books.

<https://www.instagram.com/parisfordessert/>

https://www.airfrance.us/US/en/local/page_flotte/hp/Paris-for-Dessert.htm

<https://www.instagram.com/explore/tags/parisfordessert/>



Pre-Launch of *The New Paris* (between April 3-14)

Air France to provide:

- 1 Tweet and 1 Facebook post promoting book, [using the hashtag #thenewparis](#)
- 2 Tweets promoting Lindsey's Twitter takeover and live Q&A [using the hashtag #thenewparis](#)

Lindsey to provide:

- 2 Tweets promoting her Twitter takeover and live Q&A on @AirFranceUS

Twitter Takeover ([Ideal date is Wed, 4/19 while Lindsey is still in Paris](#))

- Lindsey will host live Q&A session on @AirFranceUS account [Are questions collected in advance?](#)
- Social sweeps announced via AF Twitter and Re-Tweeted by all contest partners; Lindsey and AF to also promote across other relevant channels

Deleted: Week of book launch, date TBD based on Lindsey's availability

Sweeps (Starts day of Twitter Takeover, runs through May 12)

- Air France will host contest that is promoted cross-channel by all parties involved. Contest will live on dedicated landing page that will include mention of book, author, and all appropriate social handles and links. Email acquisition will be form of entry.
- Lindsey will contact her favorite partners in Paris (hotel, restaurant, etc.) to see if they want to be a part of the contest. Ask if all partners promote the contest at least once/week throughout duration of contest (at least 4 posts total)
 - [Lindsey and ABRAMS will confirm Hotel Providence, Jamini, The Beast, and either Holybelly or La Fontaine de Belleville](#)

Formatted

Sweeps Prizing (Winner announced week of May 15)

- Win a trip to Paris for 2 and get a personalized itinerary from Lindsey of 5 of her favorite spots in Paris (that are promoted in the book). We'd ask both Lindsey and the winner(s) to post moments from the tour to social with a pre-determined hashtag. Extra prizes (lodging, etc.) to be determined once/if additional partners are locked. [Lindsey will curate the itinerary, arrange to be at one of the spots to meet them, and will share posts from the winners.](#)
- Lindsey to announce winner on her site and social media, to be reshared by AF and other partner channels.
- [Would you like Lindsey to write separate blog post about the sweeps?](#)

Deleted: tour

Deleted: If personal tour isn't possible, perhaps an itinerary curated by Lindsey.

Business Class Write Up and Social Media Content Proposal

Ask: 1 blog post and 4-5 Instagram posts, focused on the Air France experience

Details:

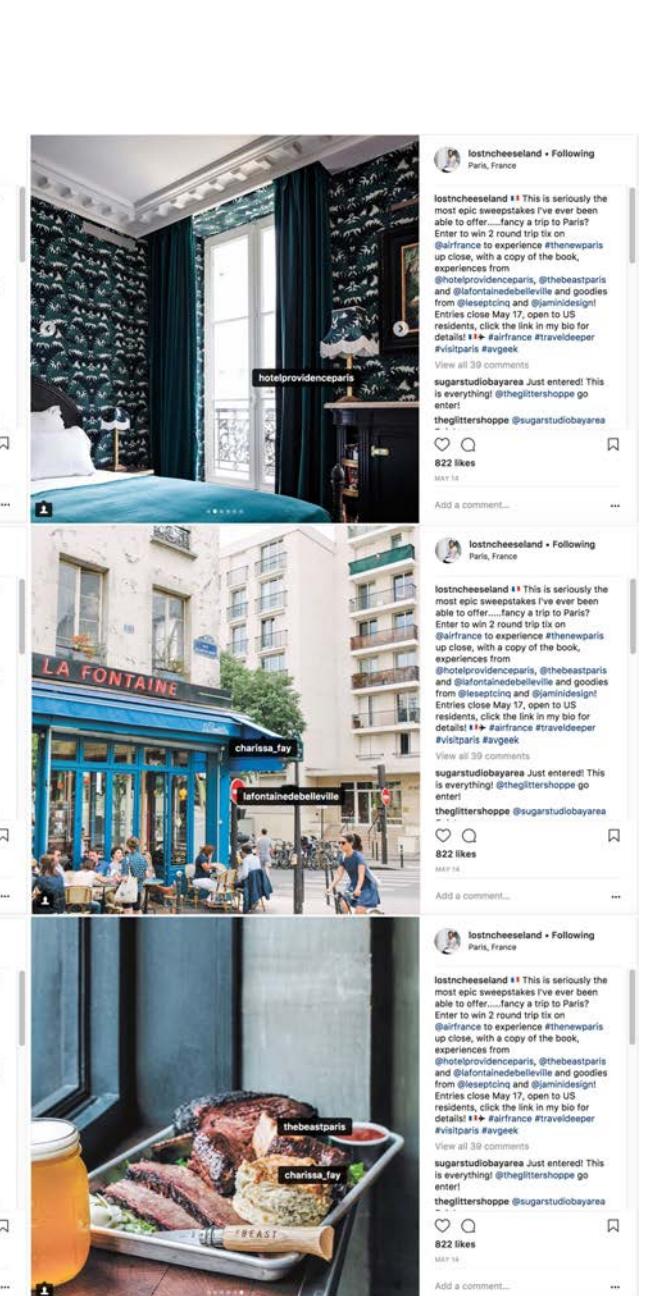
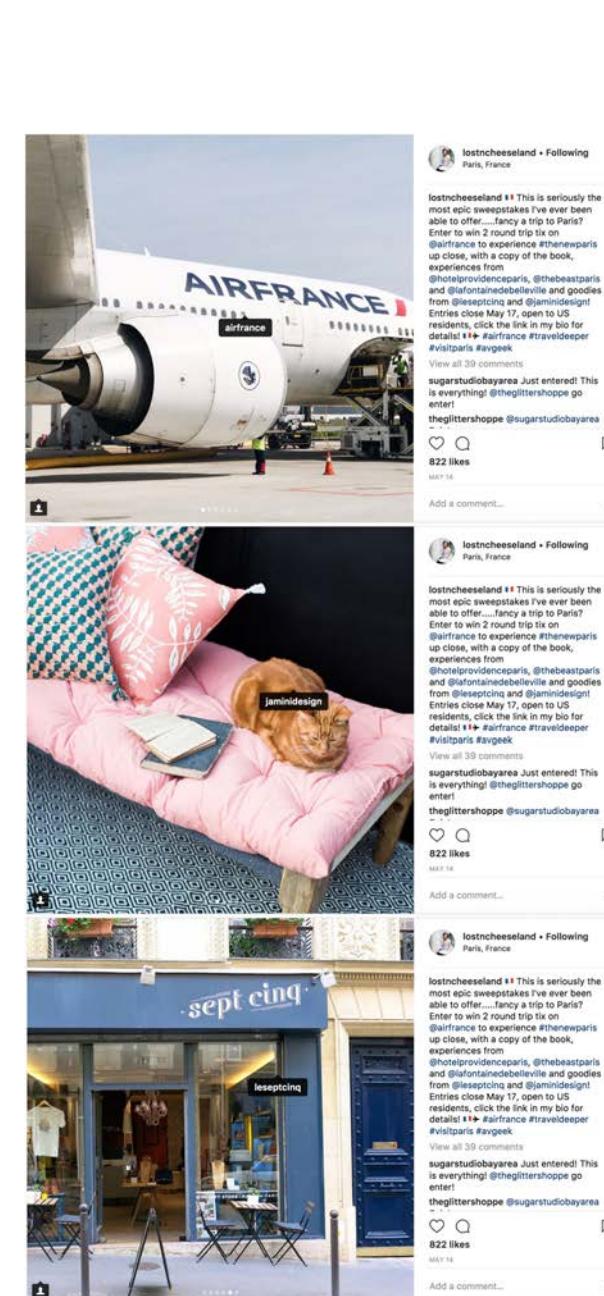
- Blog write up to include several images and cover the following: AF lounges, AF gastronomy (Michelin-starred chef program + wine/Champagne), Amenity Kit, Seat + optional: Inflight Entertainment + service onboard [Could you let us know what date you expect the blog post \(would it be part of the post-tour wrap up or would you prefer it closer to real time?\)](#)
- 1 Instagram post in Air France lounge, showcasing the lounge experience
- 2 Instagram posts on board, clearly depicting Air France Business Class experience: gastronomy, amenity kit, etc. One post on flight to Paris, one post on flight to US
- 1-2 Instagram posts promoting the blog post + Sweeps
- All posts will include #airfrance

AIRFRANCE

PARTNERSHIP AGREEMENT

THIS PARTNERSHIP AGREEMENT (the "Agreement") made and effective this 10th day of April, 2017, by and between Lindsey Tramuta ("Partner"), located at 49 rue Jean-Pierre Timbaud, 75011 Paris and Société Air France, hereinafter "Air France," a French Corporation doing business in the United States, with its US Executive Offices located at 125 West 55th Street, New York, NY 10019 ("Client"). In consideration of the mutual promises and covenants contained in this Agreement, the parties hereto agree as follows:

- 1. Services.**
Client and Partner shall use its diligent efforts to provide the services specified in Exhibit 1.
- 2. Client Representations.**
Client represents and warrants to the Partner that it has the power and authority to enter into the Agreement and grant all rights granted or purported to be granted and fully perform its obligations under it. Client will receive exclusivity in category.



Air France US @AirFranceUS

Author **@LostNCheeseland** takes over our Twitter tomorrow to answer your questions about Paris! Ask today with **#TheNewParis**



TWITTER TAKEOVER #TheNewParis

8:15 AM - 18 Apr 2017

8 Retweets 16 Likes

11 18

Tweet your reply

Erin @ErinMove - Apr 18
Replying to @AirFranceUS @LostNCheeseland
Where's the best place to picnic in the summer with great views, and best place to pick up bread & cheese? #thenewparis

Garrett McGrath @gmcgrath - Apr 18
Replying to @AirFranceUS @LostNCheeseland
What is your favorite off-the-beaten-path place? #thenewparis

Jeff Gregor @gregorderyn - Apr 18
Replying to @AirFranceUS @LostNCheeseland
In your opinion, what restaurant has the best atmosphere in the 16th Arrondissement? #thenewparis

Vanessa Tiengson @queenv19 - Apr 18
Replying to @AirFranceUS @LostNCheeseland
2nd question: where can I have an amazing drink (not too expensive) and see an awesome view of the Tour Eiffel?

Vanessa Tiengson @queenv19 - Apr 18
Replying to @AirFranceUS @LostNCheeseland
I have 2 questions: first, tell me your top places to eat in the following categories: classy, casual/lunch and hole-in-wall #thenewparis

Brittany Elizabeth @TheOneBrittany - Apr 18
Replying to @AirFranceUS @LostNCheeseland
#TheNewParis Where are the best, non-touristy, places to shop??

Thavrena @Thavrena - Apr 18
Replying to @AirFranceUS @LostNCheeseland
when is the best time to visit to avoid the crowds? 🌞

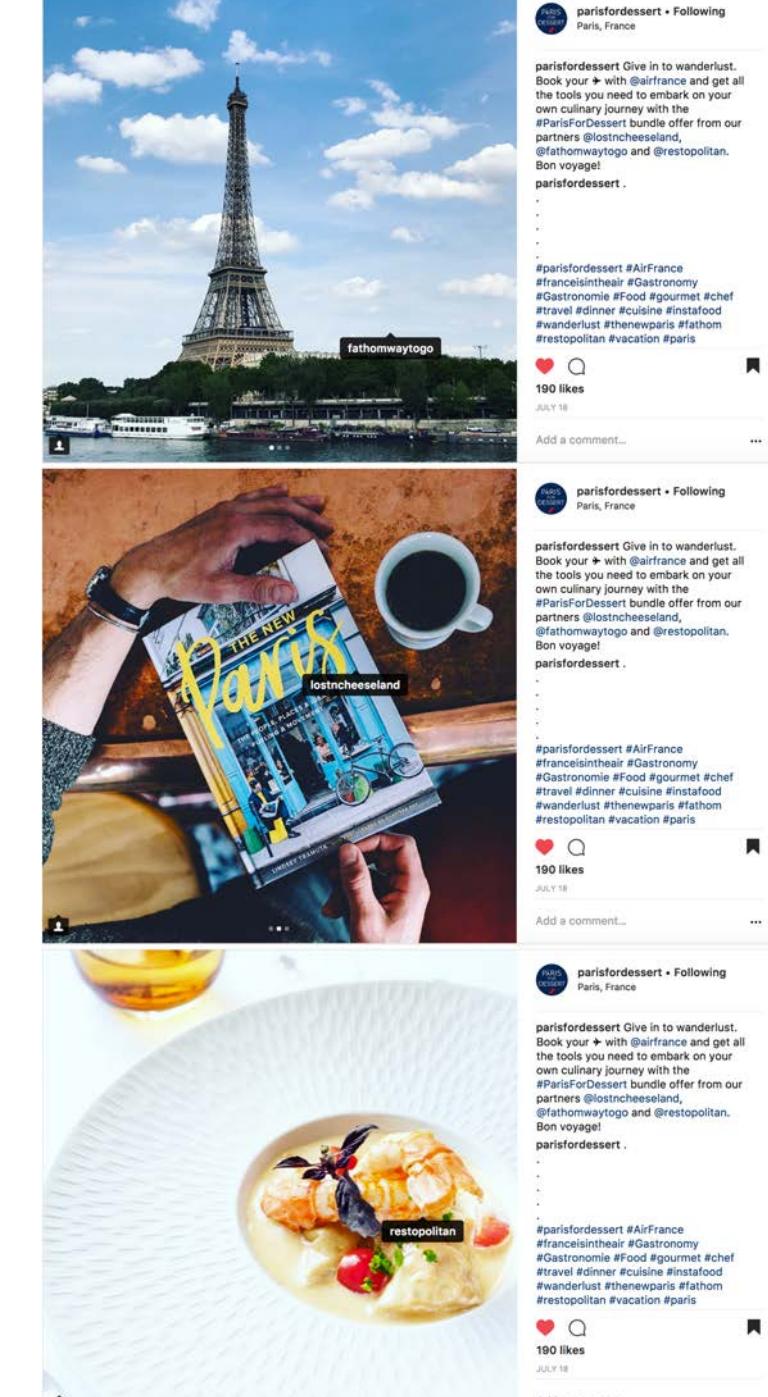
Alice Iakov @AliceIakov - Apr 18
Replying to @AirFranceUS @LostNCheeseland
What are your top 3 undiscovered sights to see in Paris? I love finding hidden gems so would love your take on that! #TheNewParis

Ermy Bern @ermyboehm - Apr 18
Replying to @AirFranceUS @LostNCheeseland
Which restaurant do you bring your out-of-town visitors first? #TheNewParis

Alice Iakov @AliceIakov - Apr 18
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KS



parisfordessert Give in to wanderlust. Book your ✈ with @airfrance and get all the tools you need to embark on your own culinary journey with the #ParisForDessert bundle offer from our partners @lostcheeseland, @fathomwaytogo and @restopolitan. Bon voyage!

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190 likes

JULY 18

Add a comment...

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190 likes

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190 likes

JULY 18

Add a comment...

PARIS FOR DESSERT BUNDLE OFFER

Air France recently hosted an immersive dining experience inspired by our onboard dining service and expertise in French gastronomy. Each night, one lucky couple was invited to a special dinner on board the Air France Business Class, including a pair of round-trip Business Class flights, a premium hotel stay and dinner at a Michelin-starred restaurant. To continue our celebration of haute cuisine, Air France is offering a special bundle offer so that you can embark on your own culinary journey.

Book your ticket to Paris today and receive a complimentary Paris for Dessert Bundle Offer which includes:

- Paris for Dessert: A Gastronomic Guide to Paris
- Copy of The New Paris by Lindsey Tramuta
- Restopolitan offer to treat your guest to a meal in over 2,000 restaurants in Paris.



HOW TO BOOK THE PARIS FOR DESSERT BUNDLE OFFER

STEP 1: BUY YOUR TICKET TO PARIS

- Check out our best offers [here](#)
- From U.S. to Paris
- Booking Dates: July 21, 2017
- Travel period: August 1, 2017 - December 31, 2017
- Fares are subject to conditions and availability

STEP 2: FILL OUT THE FORM

Receive your gastronomic guide, copy of The New Paris and Restopolitan online voucher by filling out this form:

STEP 3: RECEIVE CONFIRMATION EMAIL

Once we've verified eligibility, you will receive an email with further instructions on how to redeem this special offer.

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14

Why I March with ABRAMS

1. Drew on personal activism to establish partnership with National Latina Institute for Reproductive Health within 5 days—secured participation from Transgender Law Center and Council on American-Islamic Relations within 2 weeks; led all nonprofit outreach including meetings, event invitations, and additional donations
2. Wrote and presented marketing plans; coordinated 2 sell sheets, 2 Shelf Awareness ads, and ABRAMS Friends and Family discount letter; and organized all-ABRAMS pub day celebration—establishing strong community spirit around *Why I March* in less than 1 month and hitting 4 bestseller lists including *New York Times*, *Indiebound*, *The Washington Post* and *San Francisco Chronicle*)
3. Created and mailed 350 authorless event kits incorporating designs from Noterie author Adam J. Kurtz and Women's March logo designer Nicole LaRue, donations from Tattly, shelf talkers, and original promotional pencils—so popular that sales cited *Why I March* in top 10 at NY NOW (and received request to purchase the kits themselves) 5 months later
4. Leveraged out-of-office interview with Knitty City and attendance at Barnard Pussyhat Project lecture into support, then a book proposal from Pussyhat Project founder Krista Suh (purchased by Grand Central for Jan. 2018)

Re: PR/MARKETING FLASH: Why I Ma... Red Category

 **Michael Jacobs**
O Kimberly Sheu
Friday, February 17, 2017 at 4:49 PM
[Show Details](#)

Great stuff, Kim, thanks for doing!

mjacobs

MICHAEL JACOBS
President and CEO
t. 212.229.7112 m. 914.548.9131 f. 212.519.1216

Re: Feedback from Roe panel/ Krista Suh Red Category

 **Emma Jacobs**
O Paul Colarusso; O Kimberly Sheu; O Maya Bradford; O Samantha Weiner
Thursday, February 16, 2017 at 10:27 AM
[Show Details](#)

So, so great. Thanks for sharing and for making this happen, Kim!

EMMA JACOBS
Editorial Assistant, Adult Trade
t. 212.519.1211

ABRAMS The Art of Books
115 West 18th Street, New York, NY 10011



From: Paul Colarusso <polarusso@abramsbooks.com>
Date: Thursday, February 16, 2017 at 9:53 AM
To: Kimberly Sheu <kheu@abramsbooks.com>
Cc: Maya Bradford <mbradford@abramsbooks.com>, Emma Jacobs <ejacobs@abramsbooks.com>, Samantha Weiner <sweiner@abramsbooks.com>
Subject: Re: Feedback from Roe panel/ Krista Suh

This is fantastic! What a nice note from her too

Paul

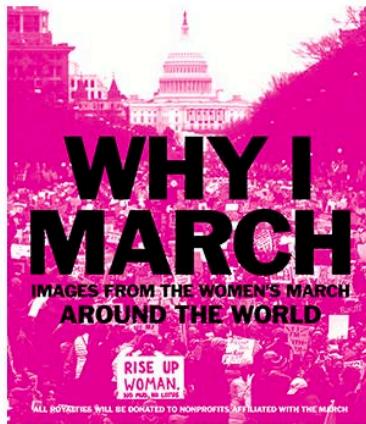
“It was a six-figure show with lots of activity and *Why I March* in the top ten. As I alluded to earlier in this recap, our new merchandising strategy worked out well, more in line with how books are merchandised in stores (ie stacks of popular titles). Giveaways were well-received: makeup from *Skin Deep* with order, dried cherries w recipe card for *Acid Trip*, tote bags for *Handpicked*, *Why I March* paraphernalia (one customer asked if she could buy the *Why I March* marketing materials from us to sell with the book! We gave 6 of them to her for free).”

—from Raquel's Summer 2017 Gift Show Recap



○ Kimberly Sheu
ALLHNA & FREELANCERS
Friday, February 17, 2017 at 2:54 PM
[Show Details](#)

WHY I MARCH goes on sale next Tuesday and momentum is building to March this book onto the bestseller list.



To help you get excited for Tuesday morning's celebration (don't forget your hat!), here's a snapshot of the latest publicity and marketing:

Powerhouse Arena will host a special event for **WHY I MARCH** on Tuesday, February 28 from 79 PM, including additional fundraising for our nonprofit partners, **Transgender Law Center** and the **National Latina Institute for Reproductive Health**, guest speakers, and an exhibit of posters from the march. RSVP [here](#).

We'll be running an **AdBiblio** campaign for the book from February 21 to March 7 targeting the core demographic, along with fans of *The Daily Show*, *Full Frontal*, *The Late Show with Stephen Colbert*, and *Last Week Tonight with John Oliver*. Look for ads on sites like NYTimes.com, NPR.org, Cosmopolitan, Jezebel, Slate, Mother Jones, Harpers Bazaar, Washington Post, The Huffington Post, Ms. Magazine, Bustle, and more.

Teen Vogue will be promoting the book with a slideshow, DATE TK.

Please enjoy these early reactions to the book passed along by Elisa and by NLRH:

"This book is fantastic. I resisted in the sixties, marched in the seventies and never thought I would have to march again. Thanks for sending this book."

—Lucille Santarelli, Scholastic Book Clubs

"The panel last night [including the national chairs of The Women's March] was thrilled and overwhelmed when they saw them—both because of their content and because of how quickly you all did it. Teresa Younger wanted to know if she could put it out on social media. Several of our office colleagues have already pre-ordered it for friends and family members. Thank you again for including us in this project. We are thrilled."

—Dalissa Vargas, NLRH

KS

And check out the book in the hands of **Pussyhat Project** founder **Krista Suh**!

Why I March discount/ ABRAMS Friends and Family



○ Kimberly Sheu
ALLHNA & FREELANCERS
Tuesday, February 21, 2017 at 5:13 PM
[Show Details](#)



Dear ABRAMS colleagues,

Why I March: Images from the Women's March Around the World celebrates the power of the ordinary people participating in this movement, including me, and you. We are readers and writers, not professional activists, or organizers, or even loud people (so what else can we do?)

I feel very lucky to be part of a team that can react with the flexibility, creativity, and sheer focus it takes to respond with a book—one of the oldest and most permanent forms of communication—in less than a tenth of the time it usually takes to make one.

I was speaking to a friend about it the other day. It turned out that even someone with a very fancy title at an innovation consulting firm might be looking to us for a way forward in expressing the resistance and the kind of spirit this book represents. It is perfect for a corporate book club, or a fundraiser, as a gift for a client feeling a bit unsure about the future, or for sisters, aunts, moms, dads, all family and whomever



arofresistance • Following

arofresistance RG @treexthree

So cool to work for a company that feeds its employees pussy hat cupcakes (oh yeah, and can create and publish a book in a month!) Why I March @abramsbooks on sale today, all royalties donated to the National Latina Institute for Reproductive Health, @translawcenter , and @cair_national #pussyhat #cupcakes @womensmarch #whyimarch #whyimarchbook #newbook #powertothepeople #pink #booklaunch #womensmarch #sistermarch #artofresistance #gettyimages #pussyhatproject #abrams #abramsbooks #translawcenter #cairnational #reproductivehealth #protestsigns #artofresistance #artivism #artforsocialjustice

33 likes

FEBRUARY 24

Add a comment...

treexthree







Food



DAILY DIGS

CHEF SPECIALS

ACID TRIP BOWL

W/ HONEY GLAZED DUCK

MONDAY - THURSDAY

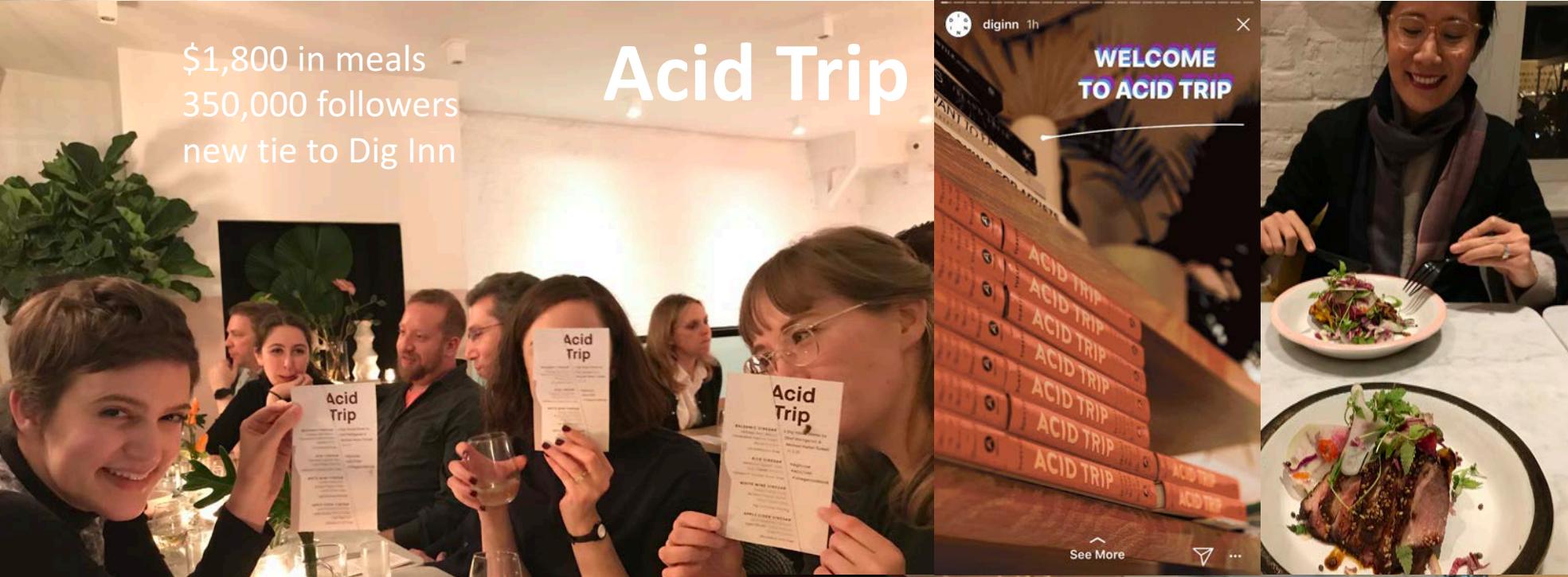
6PM 'TIL SELLOUT

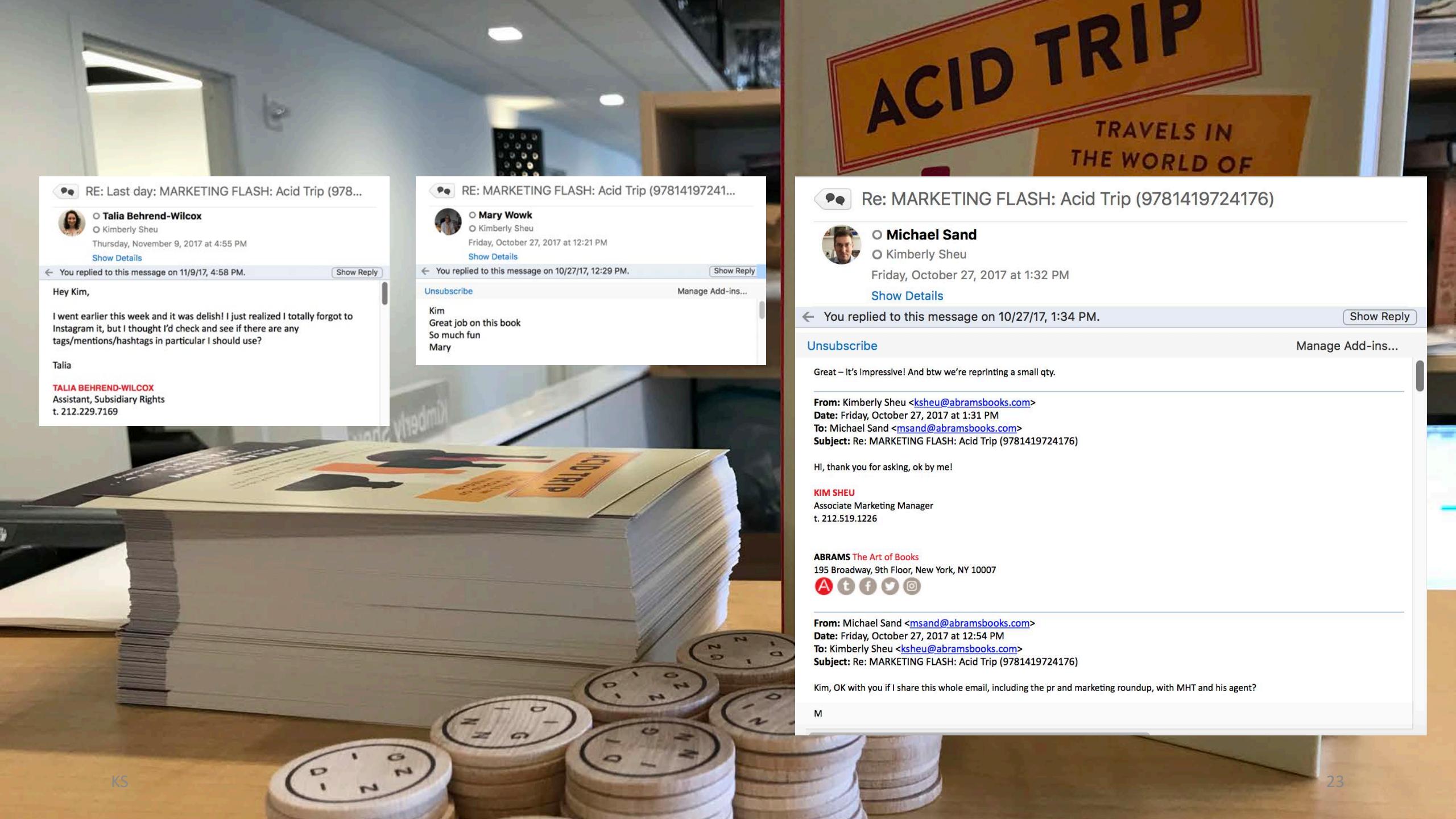
\$1,800 in meals
350,000 followers
new tie to Dig Inn

Acid Trip

WELCOME
TO ACID TRIP

diginn 1h





RE: Last day: MARKETING FLASH: Acid Trip (978...

○ **Talia Behrend-Wilcox**
○ Kimberly Sheu

Thursday, November 9, 2017 at 4:55 PM
[Show Details](#)

← You replied to this message on 11/9/17, 4:58 PM.

[Show Reply](#)

Hey Kim,

I went earlier this week and it was delish! I just realized I totally forgot to Instagram it, but I thought I'd check and see if there are any tags/mentions/hashtags in particular I should use?

Talia

TALIA BEHREND-WILCOX
Assistant, Subsidiary Rights
t. 212.229.7169

RE: MARKETING FLASH: Acid Trip (9781419724176)

○ **Mary Wowk**
○ Kimberly Sheu

Friday, October 27, 2017 at 12:21 PM
[Show Details](#)

← You replied to this message on 10/27/17, 12:29 PM.

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Kim
Great job on this book
So much fun
Mary

Re: MARKETING FLASH: Acid Trip (9781419724176)

○ **Michael Sand**
○ Kimberly Sheu

Friday, October 27, 2017 at 1:32 PM

[Show Details](#)

← You replied to this message on 10/27/17, 1:34 PM.

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[Unsubscribe](#)

[Manage Add-ins...](#)

Great – it's impressive! And btw we're reprinting a small qty.

From: Kimberly Sheu <ksheu@abramsbooks.com>
Date: Friday, October 27, 2017 at 1:31 PM
To: Michael Sand <msand@abramsbooks.com>
Subject: Re: MARKETING FLASH: Acid Trip (9781419724176)

Hi, thank you for asking, ok by me!

KIM SHEU
Associate Marketing Manager
t. 212.519.1226

ABRAMS The Art of Books
195 Broadway, 9th Floor, New York, NY 10007



From: Michael Sand <msand@abramsbooks.com>
Date: Friday, October 27, 2017 at 12:54 PM
To: Kimberly Sheu <ksheu@abramsbooks.com>
Subject: Re: MARKETING FLASH: Acid Trip (9781419724176)

Kim, OK with you if I share this whole email, including the pr and marketing roundup, with MHT and his agent?

M

Cook Beautiful Marketing!



○ Holly Dolce

○ athena@eye-swoon.com; ○ Kimberly Sheu

Tuesday, August 1, 2017 at 2:55 PM

Show Details

Hi Athena,

It was so great to finally meet you in person!

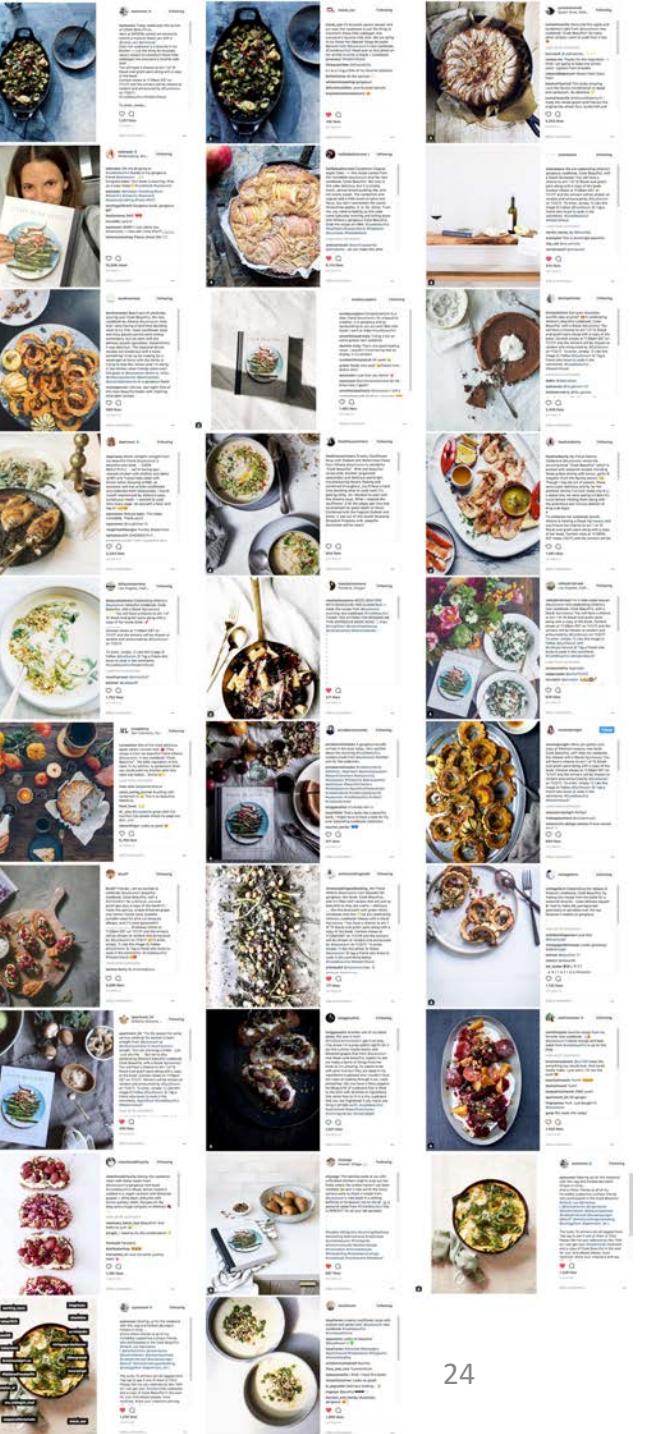
I messengered you two copies of the book: Johnny can keep his, actually. I should have more copies in soon.

Meantime, I know that you know Kim, but I wanted to see if you had a bit of time to pop down to our offices this week and maybe talk through events, partnerships, etc., in person. Kim is wildly talented at coming up with—and executing—out of the box ideas for getting the word out about books.

I will leave it to you two to find a good time!



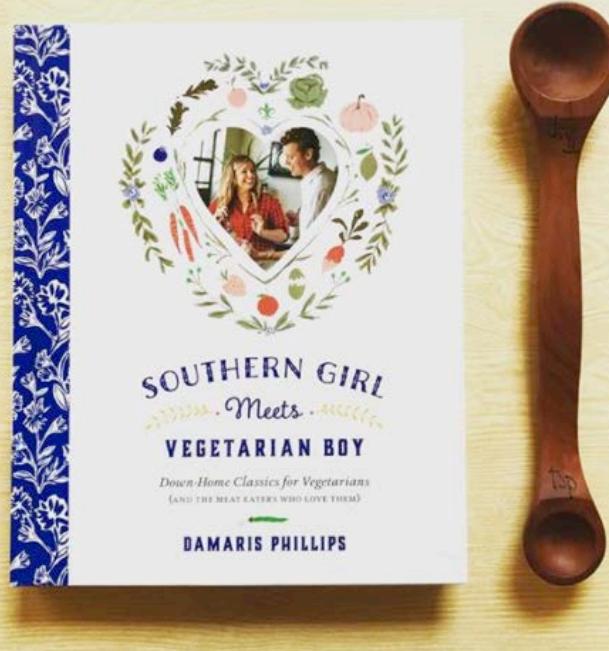
Cook Beautiful
\$10,000 in product sponsorships
Over 2.6 million followers



Southern Girl Meets Vegetarian Boy

Over 400 preorders in 2 days
Negotiated \$18 spoon for \$3

KS



chefdphillips • Following

chefdphillips Anyone who watched Southern at Heart has seen this brand of spoons. So when @abramsbooks and I were thinking of the perfect thank you gift for preorders of "Southern Girl Meets Vegetarian Boy" of course I thought of Allegheny Treenware and their beautiful spoons! To get your cookbook gift go to the link below from my website. <https://www.damarisphillips.com/book> and click on the free spoon offer button. Do it now, before these #handmade in America beauties run out!!!!

Load more comments

djp04 I'm SO excited!! 😊

ang_mcmaster I preordered your book through Amazon. I'd love the spoon, may I purchase it separately?



1,976 likes

SEPTEMBER 16

Add a comment...

25