Books into money: Ziffit.com launches new TV ad as they embark on their biggest ever TV and digital campaign.

Tuesday 1 January, 2019

In the wake of the festive period there comes a new year, fresh starts, and resolutions to get ahead of possible purse-tightening times in 2019. The launch of Ziffit.com's new TV and digital campaign is perfectly timed to present a profitable solution to the inevitable post-Christmas purge.

Promoting their free, fast and easy money-making trade in app, the UKs leading book buy-back service focus on the ease of quickly turning books into money in their 30 and 10-second ads, produced by Buff Motion an independent animation studio in Brighton.

Ziffit.com's *Books into Money* ad is a change of creative direction from their previous commercial; introducing bold colours and animated characters, 'Rich' and 'Joy' to communicate the playful yet professional personality of Ziffit's new look and feel.

Ziffit.com hopes that the new ad and digital campaign will serve to increase awareness of the brand and service, encourage more downloads of their app, and reinforce the benefits to new and existing users - in regards to the improved speed and smart efficiency of the service as a whole.

CMO, Patrik Oqvist commented:

Customers recognise the intrinsic value of books, appreciate their monetary value that by selling to Ziffit they can benefit, in the knowledge that their books won't go to waste. Once purchased, books go on to be resold, reread and enjoyed, as part of the circular economy.

We find that once users realise the benefits of our app, which allows them to quickly zap barcodes and instantly be offered great prices, they keep coming back.

Ziffit.com's *Books into money* six-month campaign launches January 1st across all major UK TV networks, paid and owned digital channels.

Notes to editors

Ziffit.com is available to download free on Apple App store and Google play store.

www.ziffit.com

Established in 2013, to buy unwanted books, CD's DVD's, Blu-ray and console games directly from consumers via its market leading scan and send app. The smart technology enables consumers to use their mobile device to scan a product barcode or to simply tap in an ISBN code from a book for an instant valuation. Ziffit provides a simple end-to-end transaction, providing access to over 5,000 collection points and free courier service across the UK and in Ireland.

Ziffit sells all its books, CDs, DVDs and games via World of Books own website or partner websites such as Amazon and eBay. Ziffit also sells directly to a variety of charity shops, retail, and discount stores under the brand of Replay and through select wholesale partners.

Ziffit is part of World of Books group.

World of Books Ltd, World of Rare Books Ltd and Ziffit.com are privately owned companies run by World of Buzz Ltd, referred to as World of Books Group.

World of Books Group

World of Books Group was founded in 2002 by a group of dedicated book lovers and has seen its inventory grow from 1,000 books to well over 3 million books and media items in stock.

Media:







ziffit.com









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They have won numerous awards (Queens Award for Enterprise, Sunday Times Profit Track, Sunday Times Fast Track, Sunday Times International Track, London Stock Exchange's 1000 Companies to inspire Britain, Sussex Company of the Year) and in 2017, attracted investment by Bridges Sustainable Growth Fund. Bridges Sustainable Growth Fund invests in ambitious growth companies that are helping to tackle some of the most pressing social and environmental challenges.

World of Books are a circular economy, for profit company that supports charities and protects the planet by enabling more goods to be reused. They are pioneers in the re-use and recycling of unwanted books, recycling about 70 million books each year, equivalent to 375,000 trees.

They achieve this through three direct-to-consumer e-commerce businesses (World of Books, World of Rare Books and Ziffit) supported by their own technology.

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Buff Motion

Buff Motion is a design-driven motion graphics and animation studio, helping brands connect and communicate through well-crafted animated video made with intelligent design, beautiful motion and seamless collaboration.

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Related Keywords:

Ziffit.Com :: TV :: Advertising :: Media :: Marketing :: Campaign :: Mobile App :: Launch :: Trade-In Service :: Books :: Money ::

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