

# #We Have That

Kailee-Ann Pilling

VSCA 422 A



CALGARY  
PUBLIC  
**LIBRARY**

Johnny Talisman

1/3/24

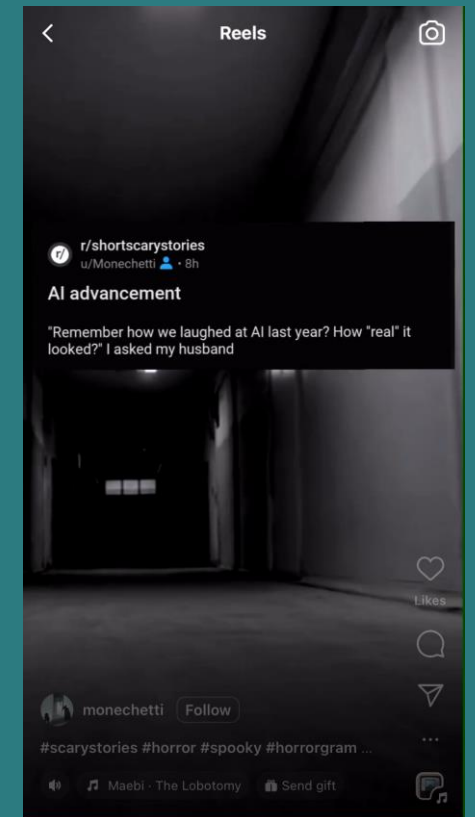
# The ViewerThe Reader



- Most of Gen Z gets their content from Tik Tok
- There's a large group of book lovers on Tik Tok – BookTok
- Gen Z mainly stay on their phones for viewing
- How do we get the passive viewer to become the active reader?

# The Story The Idea

- Learn from what's present
- Coax the viewer in
- Bait and switch



# Rapid Fire

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<https://www.youtube.com/shorts/4pAL4UT2DrM>

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# r/AITA



r/AmItheAsshole ·

Posted by u/Ok-History7114 4 months ago

**AITA** for setting my "friend"s  
house on fire during her  
wedding?

Not the A-hole

19.2k upvotes 6.2k comments



# r/No Sleep



r/nosleep ·

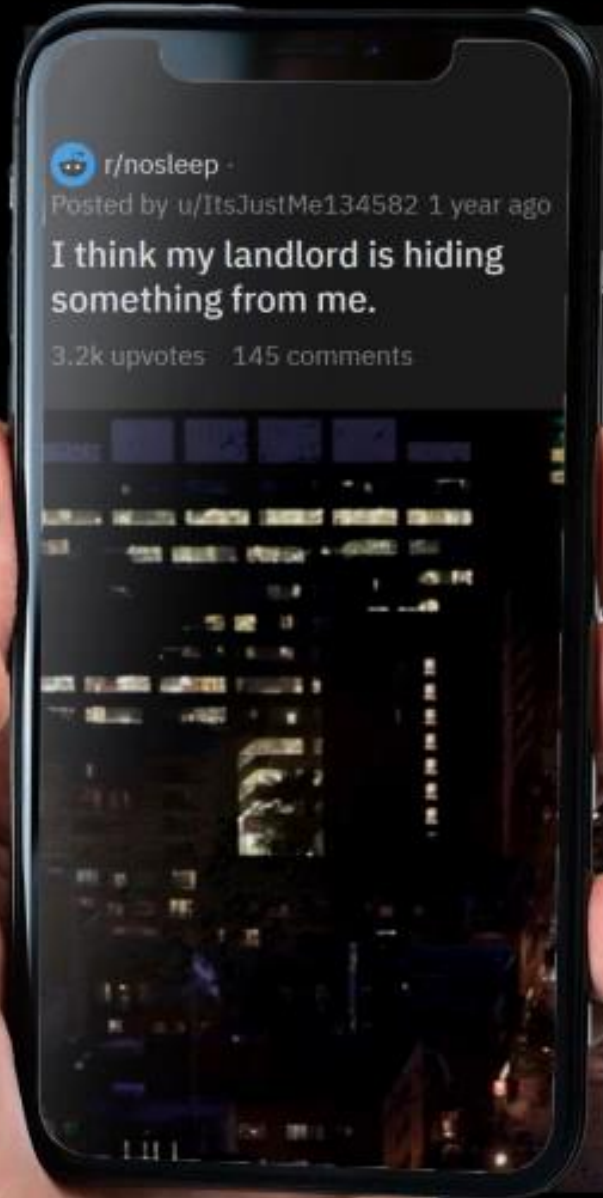
Posted by u/ItsJustMe134582 1 year ago

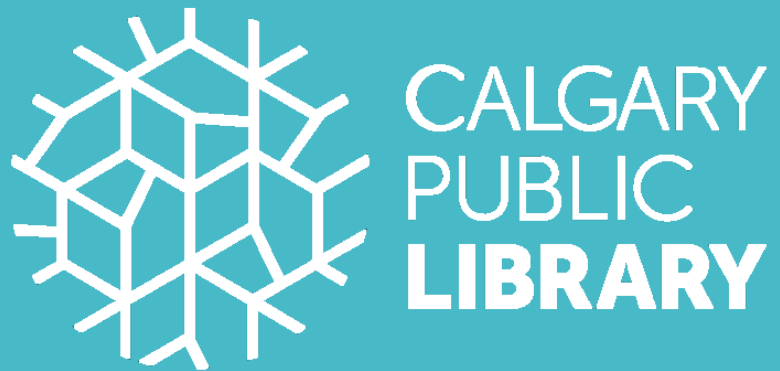
**I think my landlord is hiding something from me.**

3.2k upvotes 145 comments



# Mockups





# Thank You

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