The *Peck & Peck* Rejection Kit

For the October 13 release of Bonnie Garmus's *Peck & Peck*, I would create a limited-edition publicity mailer called "The *Peck & Peck* Rejection Kit," designed to look as though it came directly from the fictional poetry journal at the center of the novel. Because *Peck & Peck* takes place inside an elite literary magazine in 1982 New York City, I think the strongest publicity tool would bring that world outside of the book and allow readers to experience a small piece of it themselves.

The centerpiece of the kit would be an official-looking *Peck & Peck* poetry submission packet modeled after publishing materials from the early 1980s. Inside would be a *Peck & Peck* letterhead rejection slip stamped with the journal's philosophy, "Find originality. Reward creativity. Burn the rest." The rejection could include humorous editorial notes or checkboxes explaining why a poem failed to meet the journal's high standards. I would also include a blank poetry submission form encouraging recipients to write their own short poem, a *Peck & Peck* pencil or red editing pencil, and a small branded matchbook reading "Burn the Rest." The materials would be packaged in a manila envelope with stamps, handwritten markings, and other details that make it appear to have traveled through the fictional magazine's Manhattan office.

Rather than distributing the kit widely, I would use it as a targeted prepublication mailer for BookTok and Bookstagram creators, literary influencers, booksellers, librarians, publishing professionals, and select media contacts. The physical kits would arrive approximately two to three weeks before publication, giving recipients enough time to open and share them ahead of the release date. Because the packaging itself would be designed as an experience, it could also generate organic unboxing content on TikTok and Instagram, using a campaign hashtag such as #RejectedByPeckAndPeck.

This concept would help promote *Peck & Peck* because it is rooted specifically in the world and personality of the novel. Bonnie Garmus already has a large readership following the success of *Lessons in Chemistry*, so the campaign doesn't need to introduce her from scratch. Instead, the challenge is giving existing fans and new readers a compelling reason to become interested in this particular story. Receiving an unexpected rejection letter from a fictional literary journal creates the question, "what exactly is Peck & Peck?" That interaction can introduce the fictional world of the novel to people who may not already be familiar with the book and make them want to understand the characters and story behind it.

The primary goal of the tool would be to generate prepublication awareness and social conversation around the novel while establishing *Peck & Peck* as a fictional institution readers want to enter. The secondary goal would be user-generated content. Instead of asking people simply to post a photo of the book, the campaign gives them something to participate in, whether that means opening a strange package, writing a terrible poem on purpose, or sharing that they were "rejected" by the *Peck & Peck* editorial process.