

Marketing **PASSWORD** in Brazil

by Waldir Martins Fontes

Password English Dictionary for Speakers of Portuguese, published in Brazil by Martins Fontes Editora in 1991 and now in its third edition, has already achieved impressive sales results. This is a consequence of a marketing campaign, whose goal was to familiarize English language learners in Brazil with the concept of semi-bilingual dictionaries.

This marketing campaign included an aggressive promotional strategy, made necessary by the immense difficulties in the local publishing industry. Brazil suffers from economic recession and monetary inflation, with the resultant decrease in consumer purchasing power. There is also the problem in setting up an efficient company structure to cover over 8.5 million square kilometers, encompassing regions with enormous social and economic disparities.

Nevertheless, Martins Fontes understood that *Password* had to its advantage a potentially rich market. The use of English in Brazil, both at work and socially, is becoming more and more important and necessary.

Specific programs to publicize *Password* were developed with many of the English courses set up in the country and with schools which teach English as part of their curriculum. Among these activities, the following may be noted:

- A direct mail campaign to all English language teachers in the country.
- Sending a copy of the dictionary to

the director of each course.

- Visits by sales representatives for demonstrating the dictionary to directors and English teachers.
- Participation at the most important professional conventions for English teachers, such as LAURELS (Latin American Union of Registered English Language Schools) and BRAZ-TESOL.

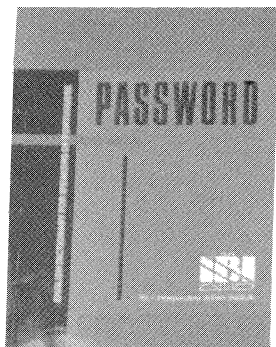
This campaign produced an impressive response. As a result, English teachers have begun to recommend the dictionary to their students.

Another important marketing coup was the agreement made with LAURELS, one of the most prestigious chains of English language schools in Brazil. As a result of this agreement, Martins Fontes produced an edition with special covers for six schools of the group.

The contact with LAURELS has had a very strong marketing impact on the image of *Password* in Brazil, taking into account the effect of a partnership between a publishing house with a well established tradition and a group of private schools of high reputation.

The association with Kernerman Publishing has provided an innovative opening for Martins Fontes, as it has become recognized as an ELT publisher in its own right for the first time.

Waldir Martins Fontes is director of Livraria Martins Fontes Editora Ltda, in São Paulo.



NEWS BRIEFS

Dar es Salaam University Press is in the final stages of producing a **Swahili** edition of *Password*. It is the first semi-bilingual version to appear in an African language, and will be distributed in East Africa.

Witwatersrand University Press in Johannesburg will publish a series of semi-bilingual versions for the languages of South Africa, starting with **Zulu** and **Xhosa**.

Further to its distribution by *Belin* in France, *Modulo Editeur* made special printings of the **French** edition for Cameroon and the Ivory Coast. The dictionary is approved by the ministries of education in these countries, as well as in the Canadian Province of Québec.

Following the success of its **Czech** edition, *Mladá Fronta* in Prague associated last year with local software company *Swing* to publish **PASSWORD PC**.



It is sold as package containing two floppy diskettes, which include the English-English-Czech dictionary and a Czech-English index.

Alna Litera in Vilnius have just published the **Lithuanian** edition. It is the first semi-bilingual dictionary to appear in the former USSR.

Okno Publishing House in Kharkov will publish in 1995 a semi-trilingual edition: **English-English-Ukrainian-Russian**.

Bookman Books in Taipei will publish an edition in **traditional Chinese** next year, for distribution in Taiwan and Hong Kong. **Simplified Chinese** versions were already published in China by *Science Press*.