

CLIENT: Chronicle Books	CASE #
PROJECT: Nana Cracks the Case	0294
WORK LABS	
THINKING: <input type="checkbox"/> SM <input type="checkbox"/> MED <input type="checkbox"/> LG <input type="checkbox"/> XL <input checked="" type="checkbox"/> XXL	



APPROVED: <i>Cabell Harris</i>	TARGET: <input checked="" type="checkbox"/> CONSUMER <input type="checkbox"/> TRADE <input type="checkbox"/> B TO B <input type="checkbox"/> INTERNAL
LAB REPORT	
DATE: 01/10	

{ Nana Cracks the Top 10 on Amazon.com }

OBJECTIVE:



fig. 1: Nana Cracks the Case

At WORK, we believe it's never too early for kids to think about what they may like to be when they grow up. Maybe a grandmother that tries her hand at different occupations may help spark their imaginations.

RESULT:



fig. 2: Nana, as sculpted by Lumpy

Chronicle Books has published WORK's third book, *Nana Cracks the Case*. The brainchild of Cabell Harris, written by Kathleen Lane, *Nana* was chosen by the editors of *Amazon.com* as one of the top 5 children's books of 2009. We couldn't be more proud. Keep your eyes peeled as 2010 promises to pull countless kids into the world of work as they follow the next installment of Nana's shenanigans.

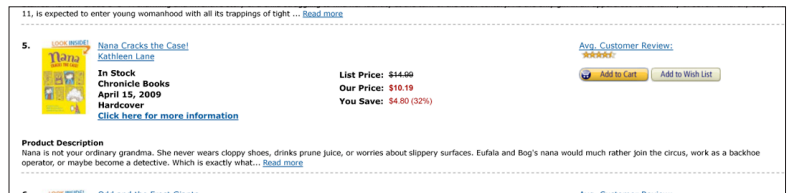


fig. 3: Number 5 on Amazon.com's Best of 2009

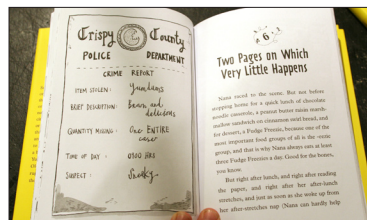


fig. 4: Crispy County Police Department

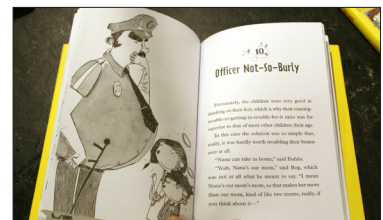


fig. 5: Officer Not-So-Burly

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