

P A R T N E R S H I P S



C*ontents*

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Our Motto

Stories for every child,
everywhere

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PENGUIN RANDOM HOUSE

Penguin Random House is the world's largest publisher, and an iconic, globally recognised and respected entertainment brand. We connect with readers at every age and stage, and our books help shape the next generation.

As a dedicated promotions team, we work with media agencies and brands on a wide variety of briefs, specialising in brand campaigns, bespoke publishing and retail exclusives, plus corporate entertainment and media partnerships.

Marketing Tools

Membership Schemes

Incentives

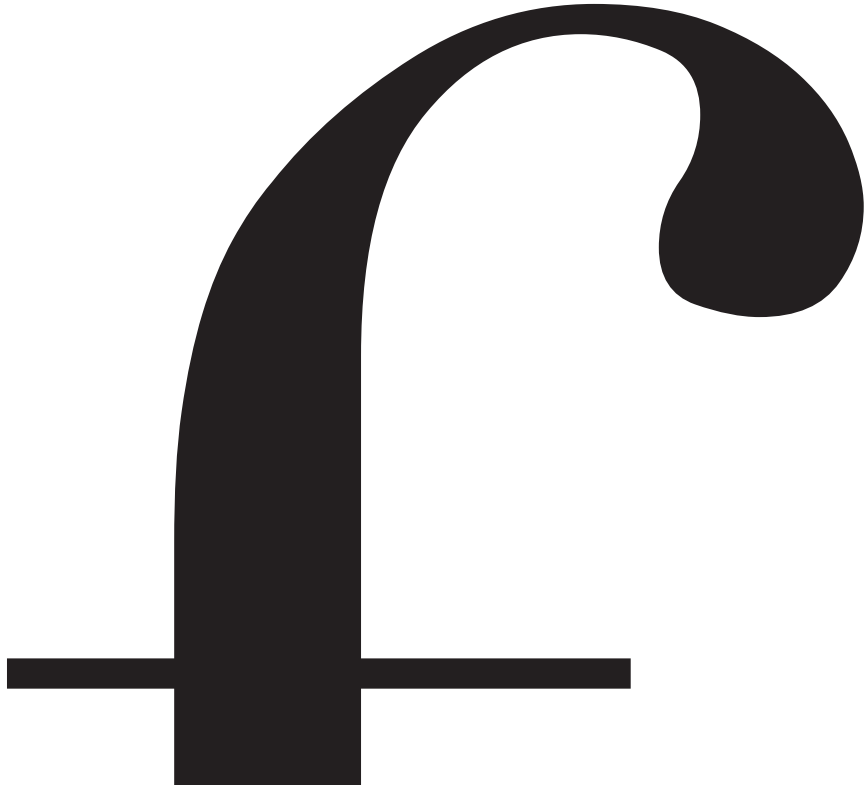
Free to Consumer Offers

Customer & Employee Rewards

Books can help you increase brand awareness, drive sales and gain market share.



CHILDREN'S



FACTS WORTH READING

99% BRAND RECOGNITION - Penguin Random House has 99% brand recognition across the book buying public.

FEMALES TAKE THE LEAD - Females account for a slightly higher proportion of book purchases across the board, and particularly within our younger categories.

100 PER MINUTE - There are over 100 children's books sold per minute in the U.K.

U.K.
MARKET

The U.K. book market was worth £1.6bn in 2016.

£1.6
BILLION

The U.K. book market is up in value and volume.

+5%
IN VOLUME



BRANDS WE'VE WORKED WITH



BURBERRY



vue



FINANCIAL TIMES



theguardian

Jack Wills



SOHO HOUSE

easyJet



Clarks



SELFRIDGES & CO

The Telegraph



ASK ITALIAN



LLOYDS BANK

FIREHOUSE

Coutts

Mirror

morphy richards

CHILDREN'S

A large, bold, black graphic of the number '11' is positioned on the left side of the page, extending from the top to the bottom. The '11' is composed of thick, solid black lines. The first '1' is on the left, and the second '1' is on the right, with a horizontal bar connecting them in the middle. The top and bottom of the '11' are also thick black lines.

HOW IT WORKS

GIFT A BOOK

We can supply copies from stock of an existing titles, at discount for you to use as you please across physical and digital.

BRAND A BOOK

We can customise the look and feel of a book, amending the cover, blurb, or printing copies with your brand's logo and promotional copy.

ADAPT A BOOK

We can take content from titles we publish already and tailor it for your needs.

START FROM SCRATCH

Using our expert editorial team we can create a book shaped around your brand that will speak to your audience.

EXPERTISE IN EVERY FIELD

EDITORIAL

Our editorial team will work with you to help shape a book for your brand, as well as managing the editorial work to deliver a flawless finished product.

SALES

We have an experienced sales promotion team who will consult with you to select, create and deliver the perfect titles and formats to suit both your promotion and budget.

PUBLICITY & MARKETING

We'll work with you to make your book campaign a major media moment. Media coverage of a book can help you spread your message faster and with more impact than any other medium.

PRODUCTION

With a dedicated team of in-house producers and designers, we can create books to fit any specifications, from high-end and luxury products, to inexpensive quality books, always created in line with our award winning Green policy.

FULFILLMENT

We can deliver partnerships across physical, e and audio titles using our in house FULFILLMENT partners or partners own product and websites.

CREATIVE RESPONSIBILITY

Our books have the potential to change people's lives. As the largest publisher in the UK we have a unique opportunity to be a force for good in society. Creativity matters to society. Creative people invent, imagine and solve problems, big and small. Creativity has the power to change the world.

Now, more than ever, is the time to be creative. With the rise of Artificial Intelligence, creativity will become increasingly important as the defining human talent. It sparks original thinking, and is the one thing that machines won't be able to do. We don't all have an equal opportunity to meet our creative potential. This is called the creativity gap. The creativity gap exists because of inequality in the UK. Our mission is to help close this gap.

We will help to close the creativity gap through:

READING: Helping every child in the UK to read well by the age of 11

COMMUNITY: Supporting communities on our doorstep and beyond

DIVERSITY: Championing diverse voices in our employees, authors and books

SUSTAINABILITY: Sourcing sustainable raw materials and reducing our environmental impact

PUFFIN WORLD OF STORIES

At Puffin we believe that stories can inspire a child to feel that they can be, and do, anything. However, not every child in the UK has access to books and stories. Libraries are suffering from a chronic lack of investment. 53% of teachers say they don't have a library in their school.

We created Puffin World of Stories in partnership with our friends at the UK's leading literacy charity, the National Literacy Trust in 2018.

Puffin World of Stories aims to address two key challenges - the lack of trained school librarians, and school budget constraints which often mean buying new books is just not an option.

Research shows that reading for pleasure improves children's ability to read, write and progress at school, as well as having a positive impact on their mental well-being.

We piloted the programme with 58 primary schools, supporting them to transform their libraries and reading spaces into hubs of creativity and imagination. We're excited to expand Puffin World of Stories to 80 more schools from September 2019.



World
of stories

EACH PARTICIPATING SCHOOL RECEIVES FOR FREE

- 300 brand new books from Puffin, from much-loved classics to debut authors
- Bespoke training for teachers from the National Literacy Trust
- Audiobook downloads, introducing schools to the power of audiobooks to reach children who struggle to read
- Colourful resources to bring their reading space to life including posters, bookmarks, and bunting

Our



Brands



From the first book you learn to read to the last you'll ever open, we are with you every step of the way.

Our three core brands are Ladybird, Puffin and Penguin. Each has been created for a different audience, but all come with the same guarantee of quality and distinction that has made them three of the best-loved brands in the world.

Together, all three offer the biggest range of stories for every child, everywhere, and all the imagination and inspiration you could ever need, however old you are.

LADYBIRD

Ladybird makes growing up the best story ever – and more than ever before since our hugely successful relaunch in 2019. Ladybird has been publishing expertly crafted books for young children for over 100 years. Ladybird encourages children to explore the world around them, answering questions for curious minds, and fulfilling a need for parents, grandparents and carers, whether at bedtime, when starting school, exploring nature or potty training. Some of our most popular brands and series are Peppa Pig, Hey Duggee, Baby Touch, Little World and Ten Minutes to Bed. Whether you love space or diggers, spiders or unicorns, there is a Ladybird book for everyone.

OUR REACH



2k followers



25.6k followers



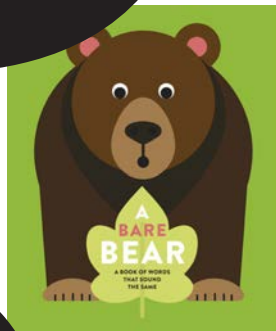
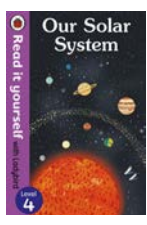
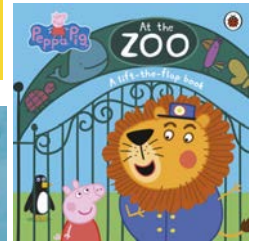
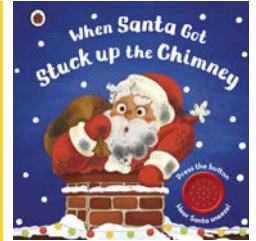
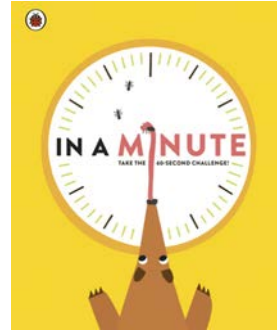
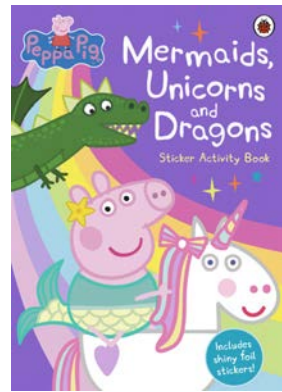
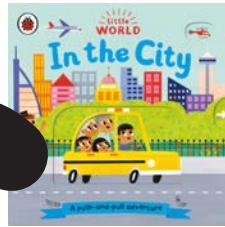
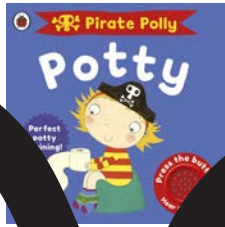
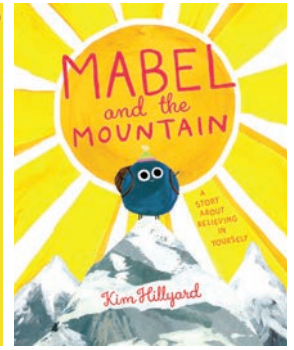
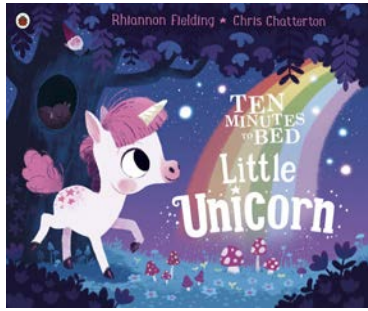
34.2k subscribers



80k likes



6.2k subscribers



PUFFIN

Puffin opens up the world to every child, with a wonderful world of stories and heroes. Our mission is to inspire children to feel they can be and do anything, and to create readers for life. Puffin publishes a diverse and wide-ranging list of fiction, non-fiction, picture books and licensed titles for all age groups and tastes, and is the home of best-loved authors, illustrators and brands like Eric Carle, Roald Dahl, Jeff Kinney, Tom Fletcher, Helen Oxenbury, Rick Riordan, Nadia Shireen, Robin Stevens, Jacqueline Wilson, Peter Rabbit, Doctor Who and the Snowman. We are always on the lookout for innovative ways to tell the world's favourite stories, and brilliant new debut talent and brands that connect with today's young readers from 0 – 12 years old.

OUR REACH



9k followers



5.6k followers



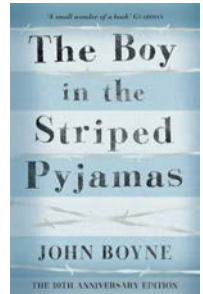
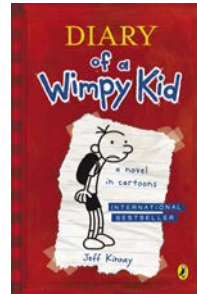
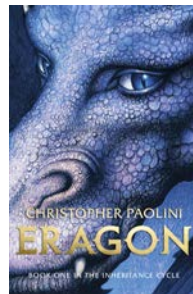
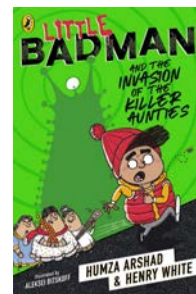
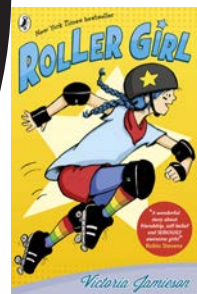
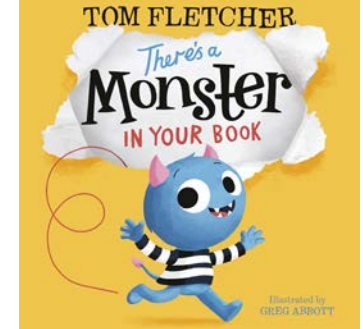
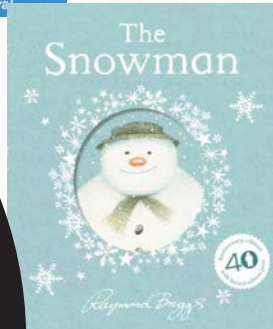
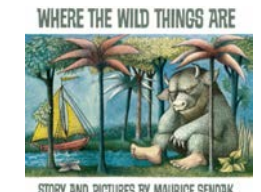
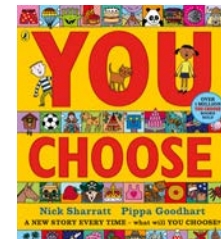
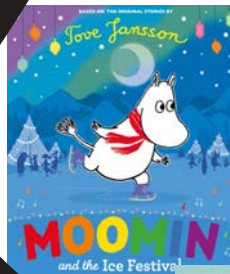
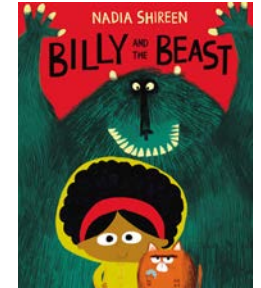
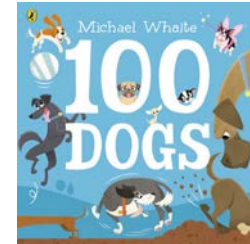
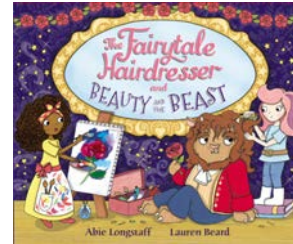
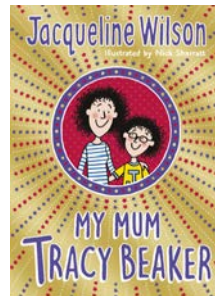
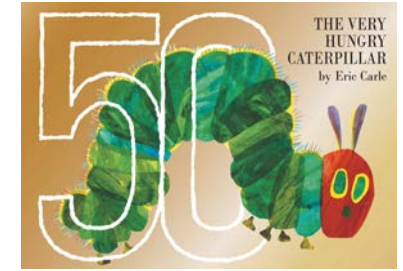
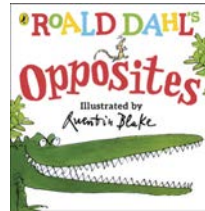
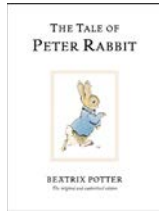
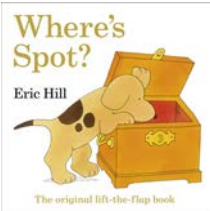
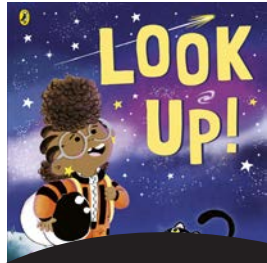
106k subscribers



40k likes



13.5k subscribers



PENGUIN

Our young adult titles are published under our Penguin imprint. We have unparalleled success in the YA market, publishing stories and non-fiction which both entertain and spark thoughts, dreams, conversations and learning. We are building a wide-ranging inclusive list of books that tackle head on important questions of sexuality, gender, race, violence, mental health and much more through amazing storytelling, familiar faces and diverse points of view. Some of our best-selling YA authors include: Malorie Blackman, John Boyne, John Green, Karen McManus, Jennifer Niven, R.J. Palacio, Zoe Sugg and Nicola Yoon.

OUR REACH



1.89m followers



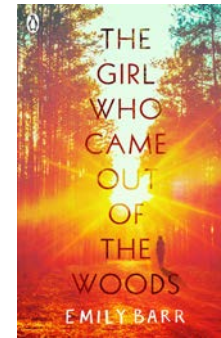
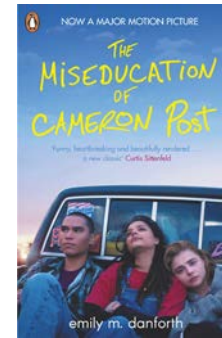
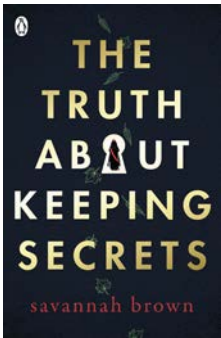
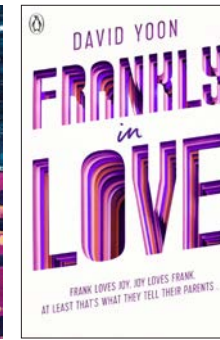
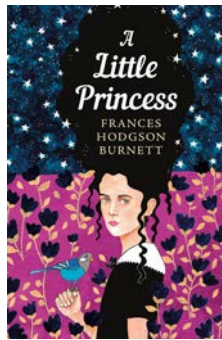
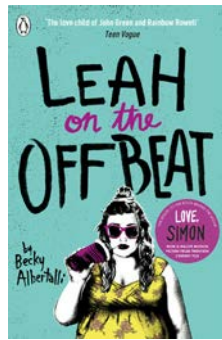
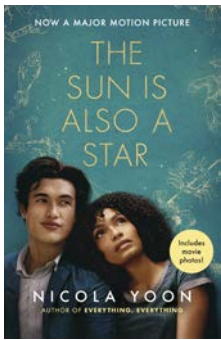
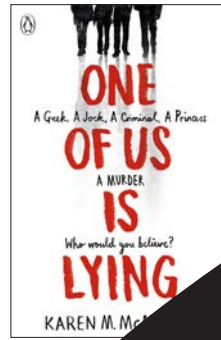
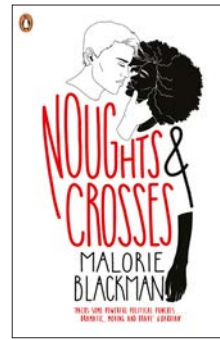
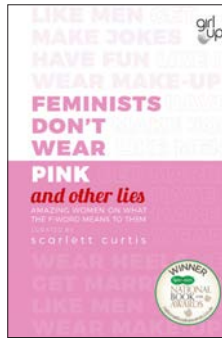
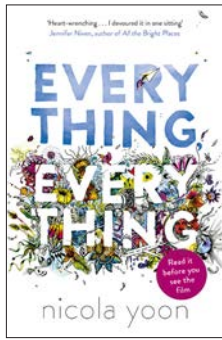
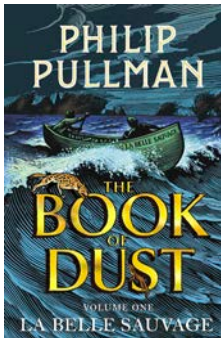
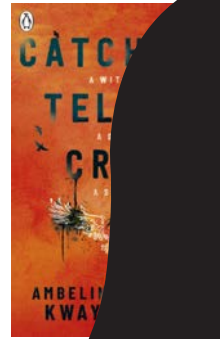
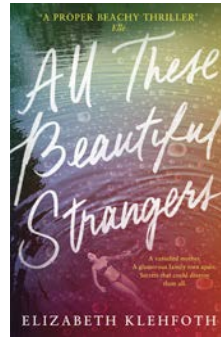
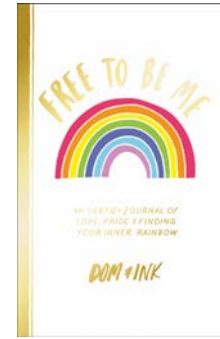
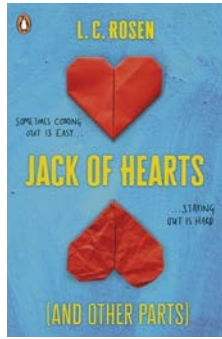
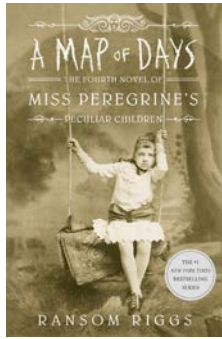
405k followers



160k subscribers



540k likes



A large, bold, black graphic of the letter 'V' is positioned on the right side of the page, extending from the top to the bottom. The letter is composed of two thick, solid black strokes that meet at a sharp point at the bottom center. The top of the 'V' is cut off by the top edge of the page.

VENTURES

For many years, these stories and characters lived mainly in books, but nowadays they're providing the magic and wonder for all kinds of media, products and experiences that tell the complete story.

Penguin Ventures brings together our Licensing, Retail, Theatrical, Exhibitions, Digital, Film, Television, Experiential and Partnership strategies to find new ways to tell the world's favourite stories beyond the book. We are guardians for the character brands we own or represent and these include The World of Beatrix Potter, including the classic tales, the Peter Rabbit TV animation series and the Peter Rabbit movie franchise in partnership with Sony. Raymond Briggs' The Snowman and the newly animated feature, The Snowman and The Snowdog. The Flower Fairies, Ladybird Vintage and Eric Hill's Spot.



CHILDREN'S





CASE STUDIES

Here are the ideas and strategies behind some of our most successful partnerships. Spanning snow suits to The Royal Mint, we've worked with some of the most respected and recognised brands. We think outside the box and can rise to the occasion of finding the right product for your customer and market.



**Vivienne
Westwood**

ALICE IN WONDERLAND

To mark the 150th anniversary of Alice's Adventures in Wonderland, we worked with Vivienne Westwood on this special edition of her favourite children's story. She personally introduced and illustrated the book, creating a unique front cover and end papers, sold in Vivienne Westwood stores and available at select bookshops.



CHILDREN'S



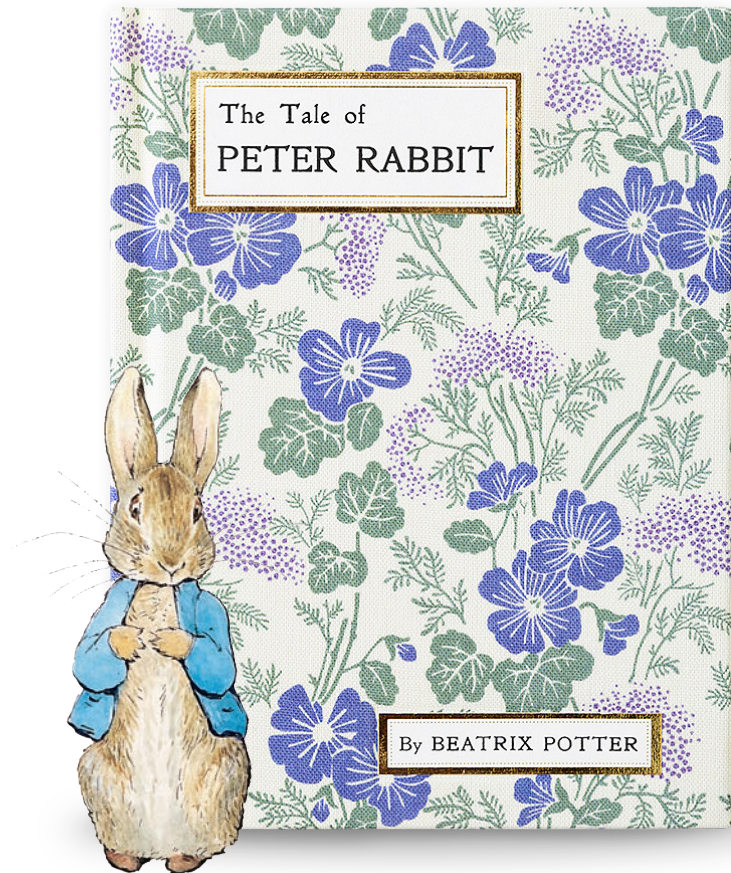


PETER RABBIT



In celebration of the anniversary of Peter Rabbit, we created a bespoke, custom designed edition to be sold exclusively in National Trust properties.

One of their best-selling lines, the classic Tale of Peter Rabbit was re-imagined with a beautifully designed jacket, as the perfect gift for Beatrix Potter fans and collectors alike.



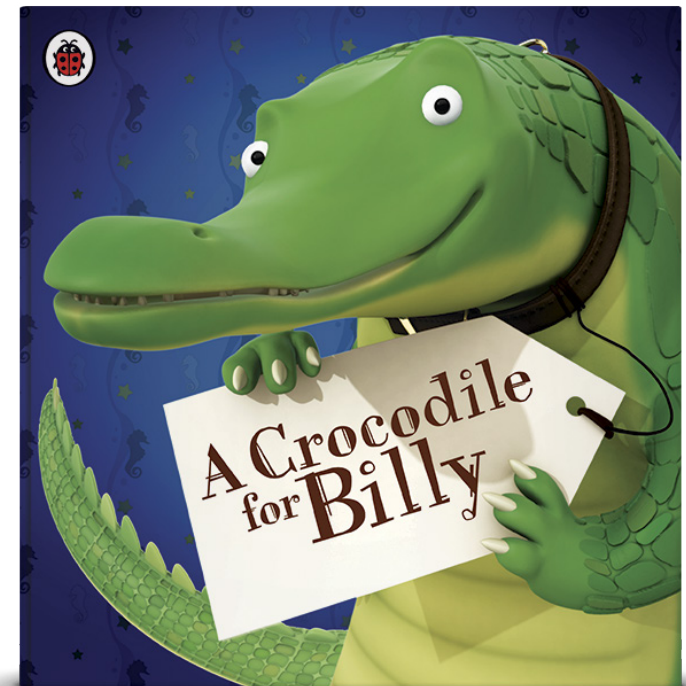


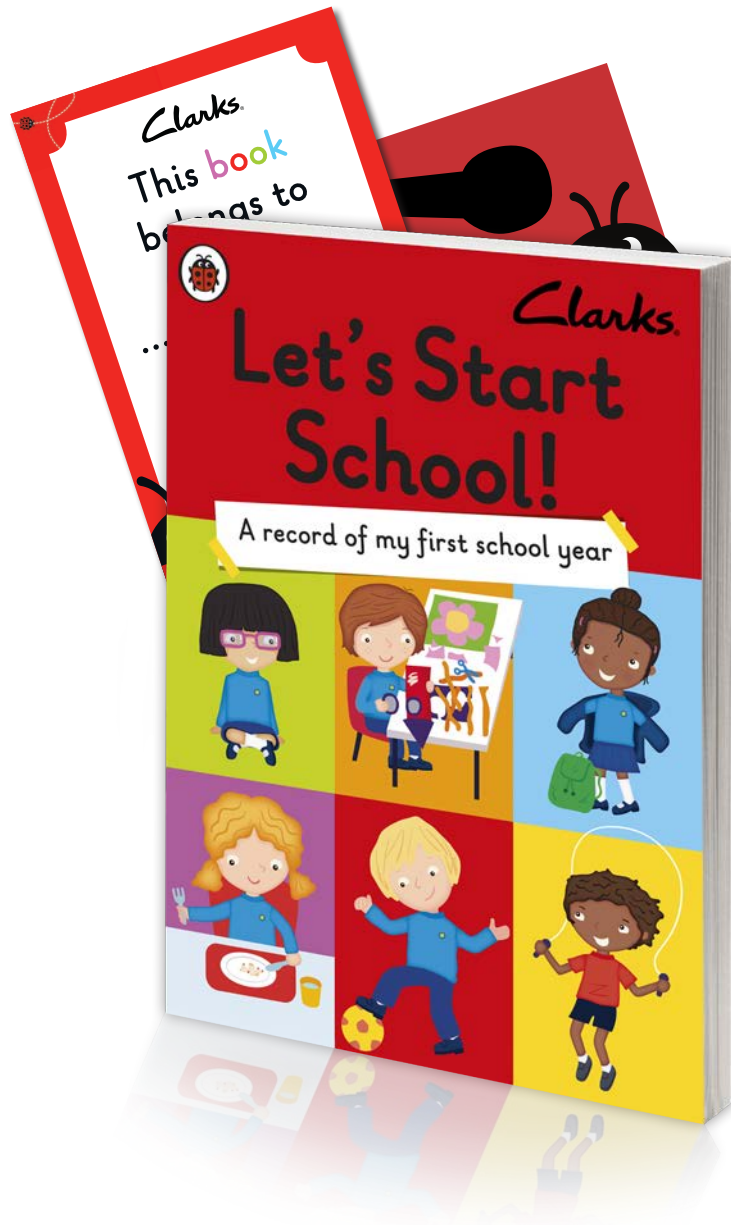
LLOYDS BANK

A CROCODILE FOR BILLY

In partnership with Lloyds Bank, we produced A Crocodile for Billy – a bespoke children’s story book introducing the concept of saving money with the help of unique characters, created especially for Lloyds.

Including a fold-out saving chart, the book was gifted to customers when a new savings account was opened with the bank. The book was supported by an online educational site featuring characters from the book, as well as an animated e-version of the tale.





Clarks

LADYBIRD

Clarks teamed up with Ladybird in a major brand partnership for the launch of their first ever 'My First School Shoes' promotion.

250,000 bespoke Ladybird Let's Start School books were gifted to Clarks customers across 750 UK stores as part of a six-week campaign.

The campaign also involved the launch of the Ladybird 'Starting School' podcast in collaboration with Clarks.



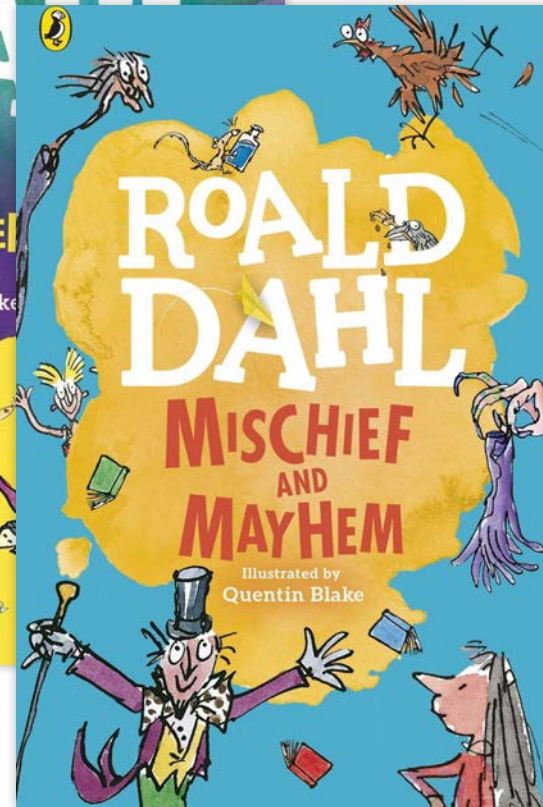
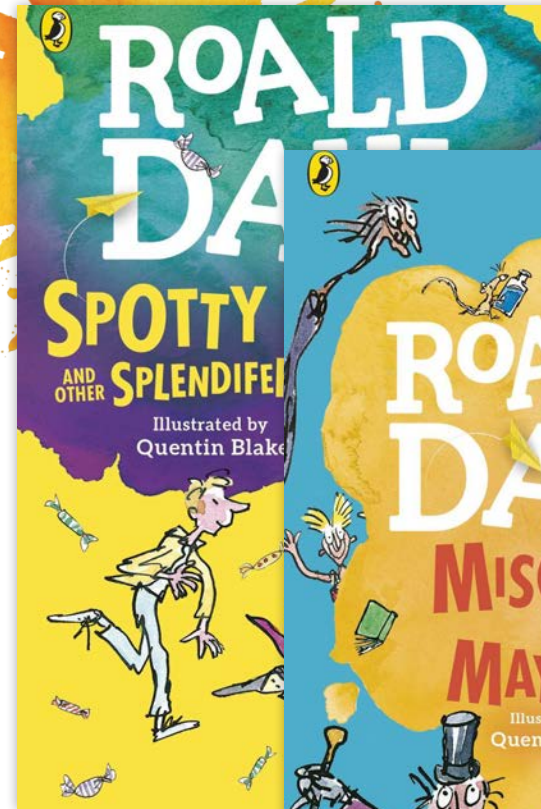
70



ROALD DAHL

To commemorate the Roald Dahl centenary, we teamed up with The Sun to create two free bespoke books for readers, available with the paper over the birthday weekend.

100,000 new editions of Mischief and Mayhem and Spotty Powder were printed, with brand new covers and available to pick up with a coupon in Morrisons stores across the country.





Home Books Claim your FREE

FREE Ladybird books with McCain Smiles

The Gingerbread Man and Goldilocks and the Three Bears are just some of the fantastic FREE Ladybird books you can collect with McCain Smiles. With just two unique codes from inside promotional packs of Smiles you can start your Ladybird Treasured Tales collection today.

Where to find your code

Claim your FREE book



6 books to collect

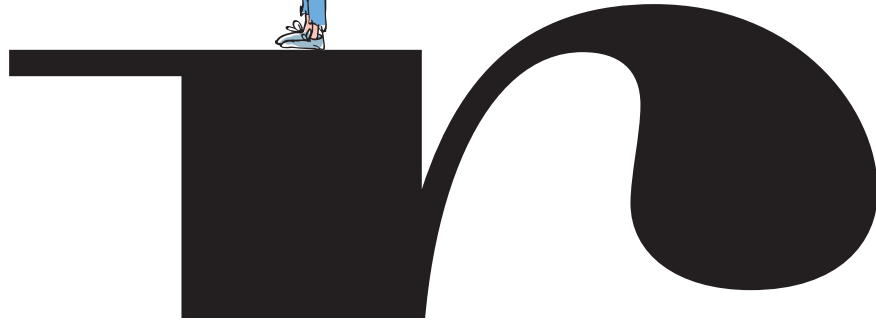
© Ladybird Books Ltd M0001



LADYBIRD

McCain partnered with us to offer free Ladybird books to consumers with packs of McCain Smiles. Customers collected two unique codes and entered them at McCain's mini-site to qualify for a free book from the collection of six Treasured Tales, including titles such as Goldilocks and The Gingerbread Man.

The campaign won an IPM award for Partnership Marketing and had a phenomenal response record (a 5.6% response with sales increased by 37% in Tesco and 10% in Asda).

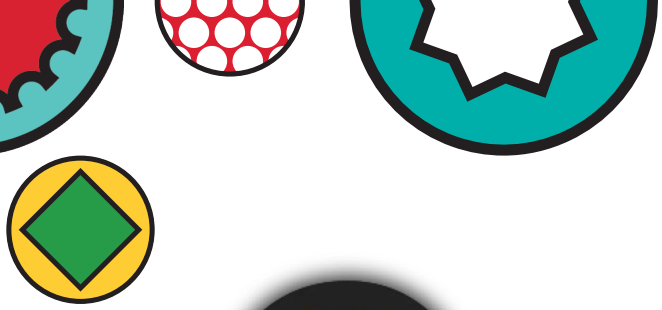


ROALD DAHL

McDonald's UK, in partnership with Penguin Random House and the National Literacy Trust have distributed millions of Roald Dahl and Diary of a Wimpy Kid books to children through their Happy Readers Campaign.

Bespoke mini books, featuring to the extraordinary worlds of some of our best-loved characters, were created as part of the landmark promotion, which was supported with national TV advertising, exciting radio, digital and social media marketing, and consumer book offers as well as themed activity days across 300 restaurants, engaging families with the books.



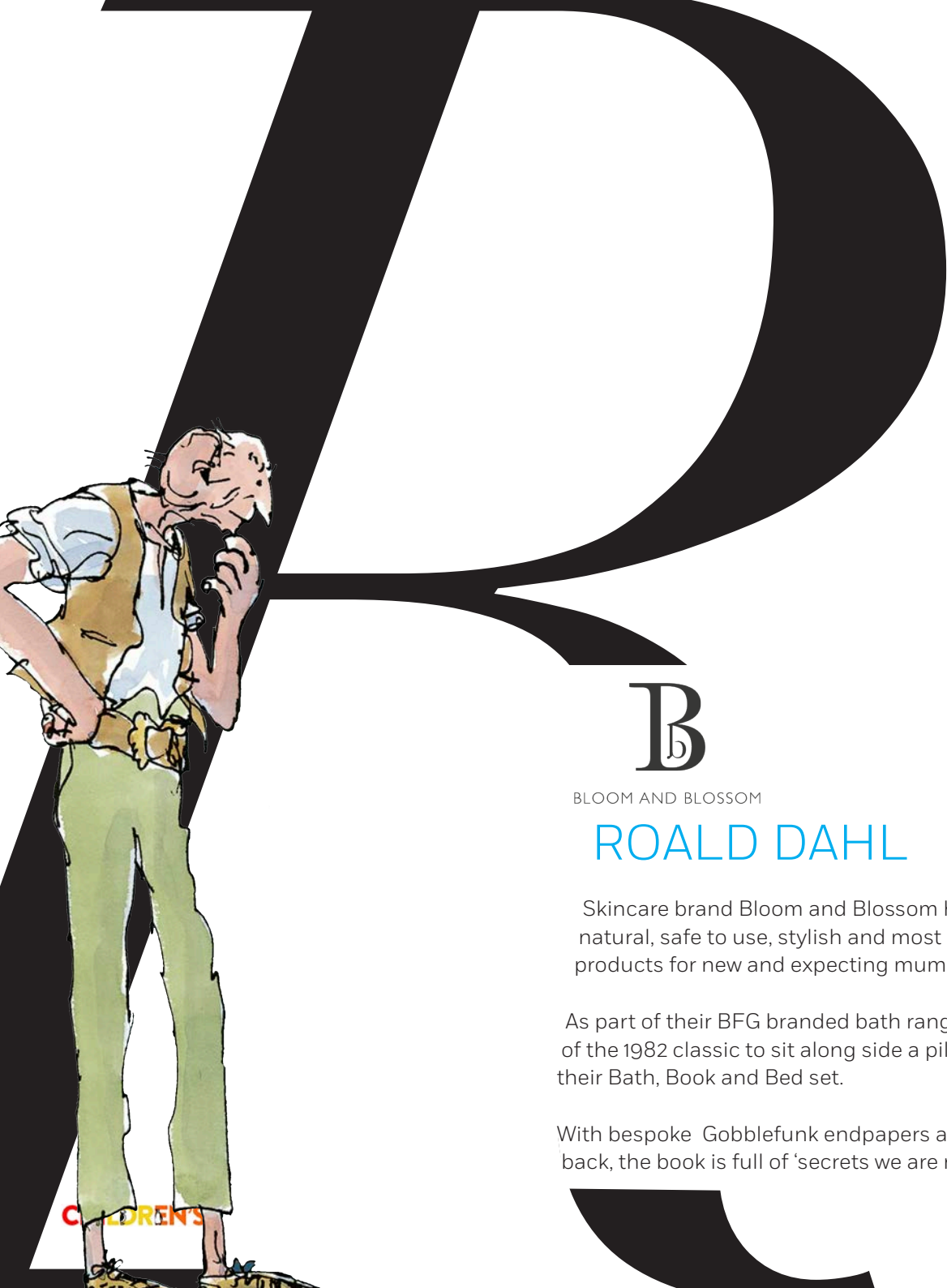


PLAYTIME WITH PUDSEY

Penguin Random House partnered with Children In Need in 2017, publishing a board book for exclusive retail in Asda Supermarkets. Proceeds of the book went to support Asda's fund raising effort, and contributed to their massive total of over £2million.

We created the bespoke content of Playtime with Pudsey to tie in perfectly with the Power of Play theme of 2017 and also designed and printed counter units for sale at till points, as well as securing space in George and Children's chart.





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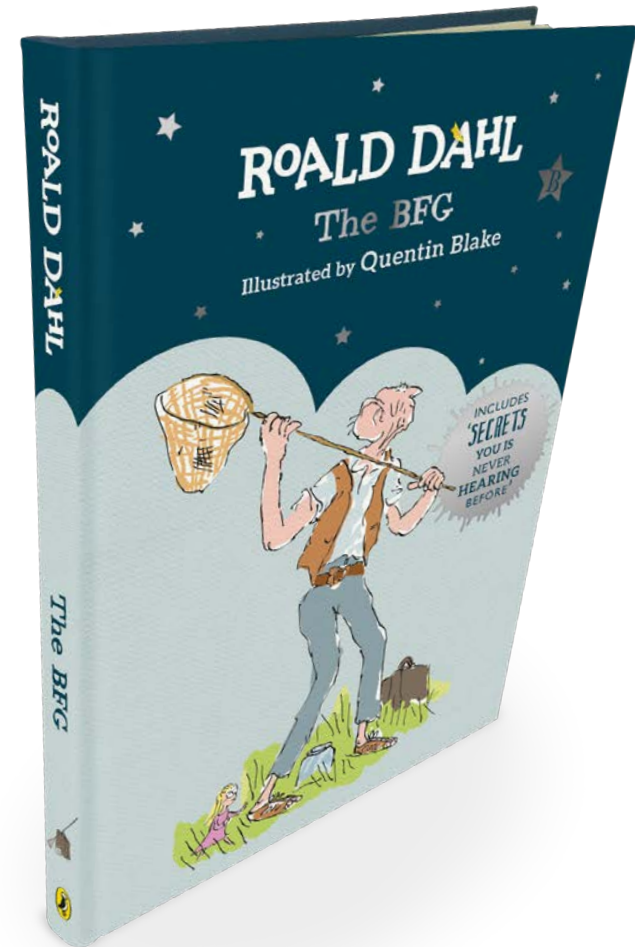
BLOOM AND BLOSSOM

ROALD DAHL

Skincare brand Bloom and Blossom has developed a unique collection of natural, safe to use, stylish and most importantly solution-focused range of products for new and expecting mums and their babies.

As part of their BFG branded bath range, we created a luxury exclusive edition of the 1982 classic to sit along side a pillow spray and bubble bath, making up their Bath, Book and Bed set.

With bespoke Gobblefunk endpapers and extra archive content hidden in the back, the book is full of 'secrets we are never hearing before..'



DINOSKI

LADYBIRD

Dinoski are a skiwear brand who thought that kid's ski suits & winter gear was boring, making it difficult for families to spot their little ones on the slopes. As a result, they have created a line of exciting, character themed suits that kids can't wait to wear.

To bring their ski-suits to life, we created an adventure storybook which is included as a gift with each order to ensure kids love their suit on and off the slopes.

The book takes the children on a ski adventure, selecting their outfit and mode of transport up the slopes, with stickers, press out and plays and even a checklist for them to use when they go on their own skiing trip.





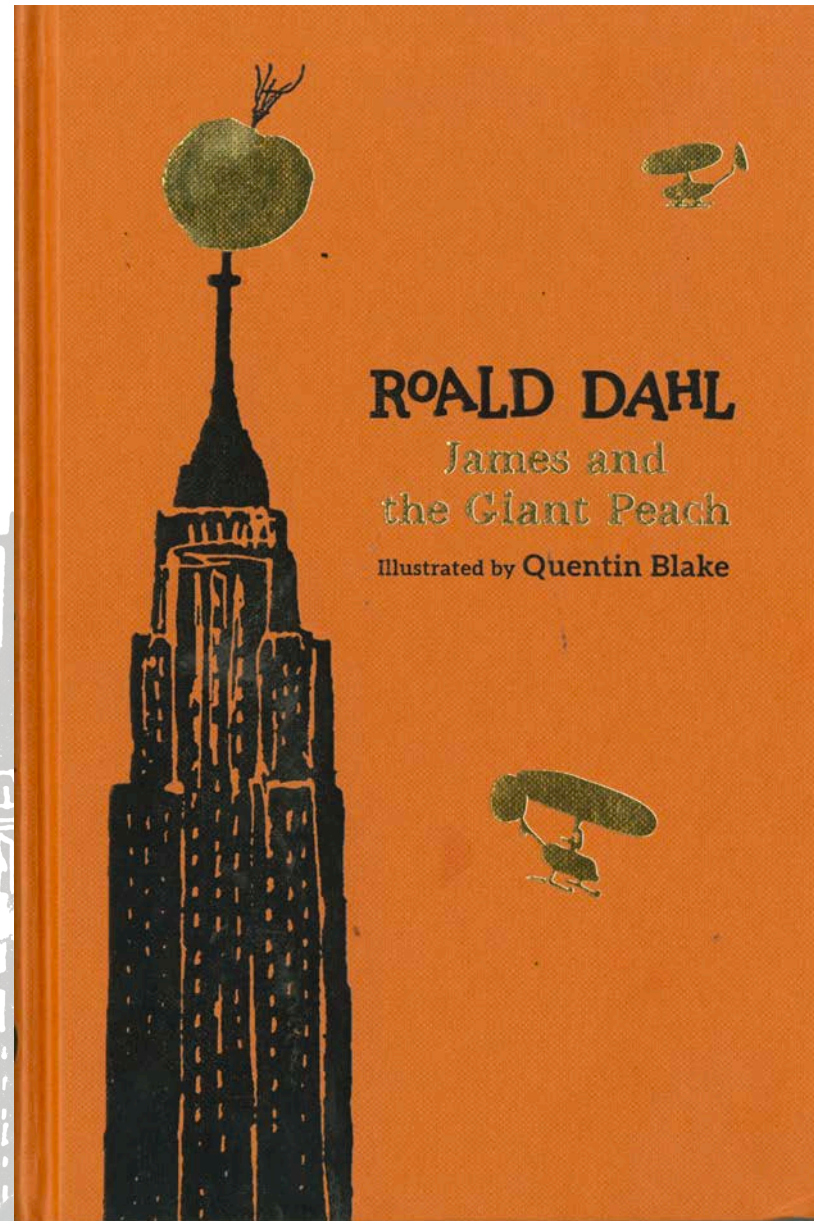
ROALD DAHL
MUSEUM AND
STORY CENTRE

ROALD DAHL

We created a special edition of James and the Giant Peach, exclusive to the Roald Dahl Museum and Story Centre, limited to only 1000 copies.

This wonderful up-sized hardback comes in orange wibalin with black UV detail and gold foil, featuring endpapers created with Roald Dahl's genuine handwritten notes and ideas for this story, as stored in the Museum archive. Each edition is also hand numbered on the inside the front cover.

Don't forget to keep your eyes open for exclusive limited editions of other Roald Dahl titles in the future!





The
Royal
Mint®

BEATRIX POTTER

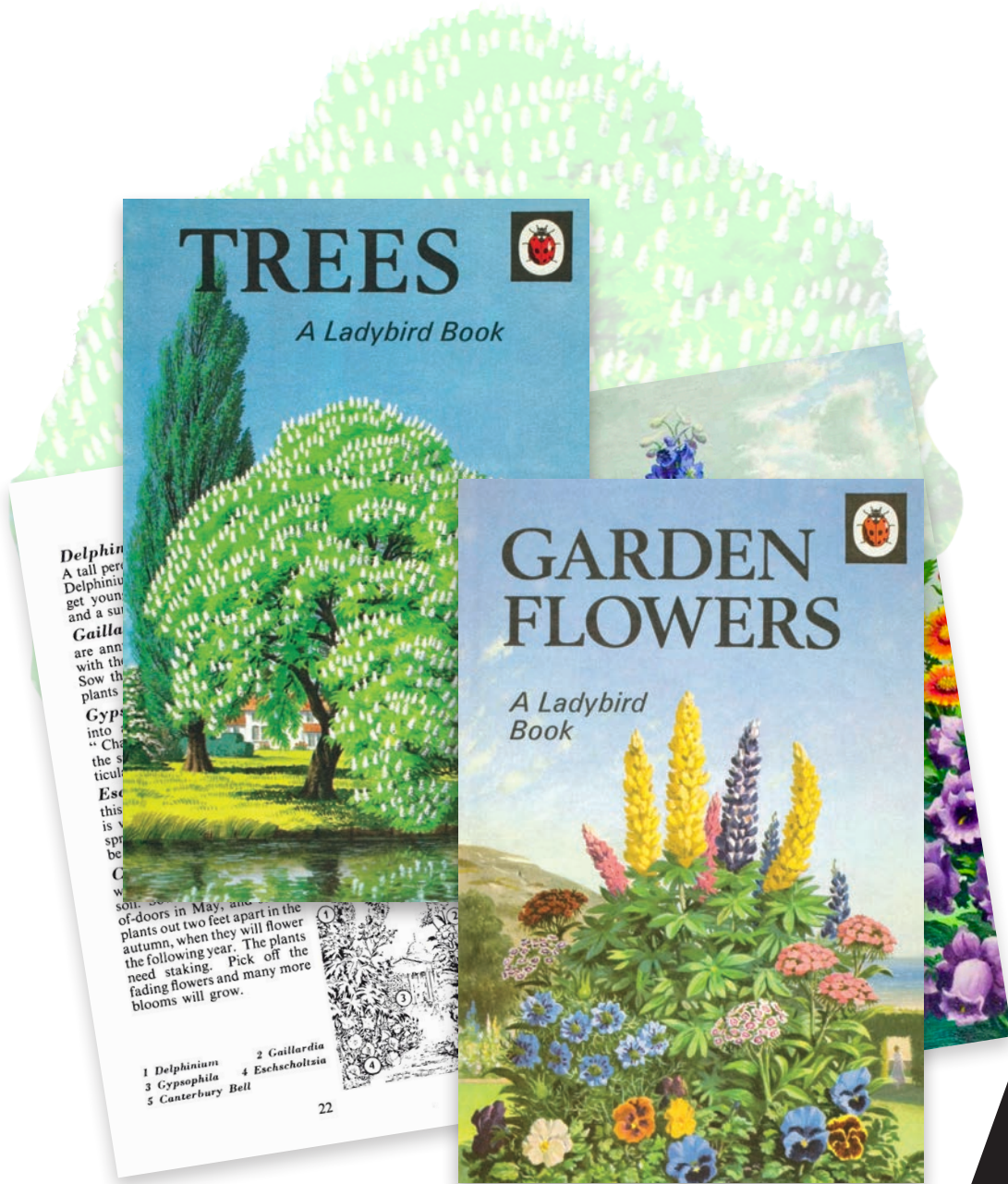
An icon of children's literature, Beatrix Potter is delighting a whole new generation.

Penguin Random House Children's and The Royal Mint have partnered to bring Beatrix Potter's best loved tales and a limited edition enamel 50p coin together for the very first time.

The book features an original cover designed exclusively for The Royal Mint and, on the colour-printed coin, you'll find an original drawing of these classic characters.

The coin is presented in an acrylic case for safekeeping and is limited to just 3000 editions of each character. Each coin is finished to Proof standard and is packaged in the style of the author's illustrations





Royal Botanic Gardens

Kew

LADYBIRD

In 2017, Kew Garden's brought two of our iconic Ladybird Classics back in print to retail exclusively in their gift shop and online store.

Both Trees and Garden Flowers, originally published in the 1960s, are not only beautiful and collectable, each copy sold goes to support Kew's vital work around the world and their mission to save the plants and fungi that one day might save us.



Ro

Independent.ie 

ROALD DAHL

For January 2018 we worked with the Irish Independent to offer a free retail pick up of six Roald Dahl titles over six weeks. From Roald Dahl's Dahlmanac – a fun-filled compendium bursting with Dahl-tastic treats, jokes, activities, fun facts and extracts from Roald Dahl's own letters, to Roald Dahl's Scribble Book to draw your own Chocolate Factory.

Customers collected vouchers printed in the paper and could redeem the books from any Tesco store in the Republic of Ireland.

The pick up received eight weeks of pre-promotion across all Irish Independent channels, including a National TV and Radio campaign and two appearances on the front page masthead.

This was their best performing book collection to date, with an average of 20% uplift across the six weeks





PEPPA PIG WORLD

Peppa Pig World is part of Paulton's Family Theme park on the edge of the New Forest in Hampshire. As well as the fantastic rides in Peppa Pig World, you can also see a whole variety of features from the Peppa Pig Cartoon including Peppa's House, School, Campervan and those Paddling Ducks! Take a look at what to see in Peppa Pig World below.

We publish the Official Souvenir Storybook in partnership with Paulton's, so children can remember all the fun they had at Peppa Pig World. Full of puzzles and stories that are tailored to reflect what the children see and experience in the park.





THE SNOWMAN

As the publishing and apparel licensor of global children's brand The Snowman and The Snowdog, Penguin and Cooneen by Design have collaborated to create a mini-book and pyjama set.

The little edition of the best-selling book was available as a free gift for consumers with selected sets in Autumn 2017.





GET IN TOUCH

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thank you

