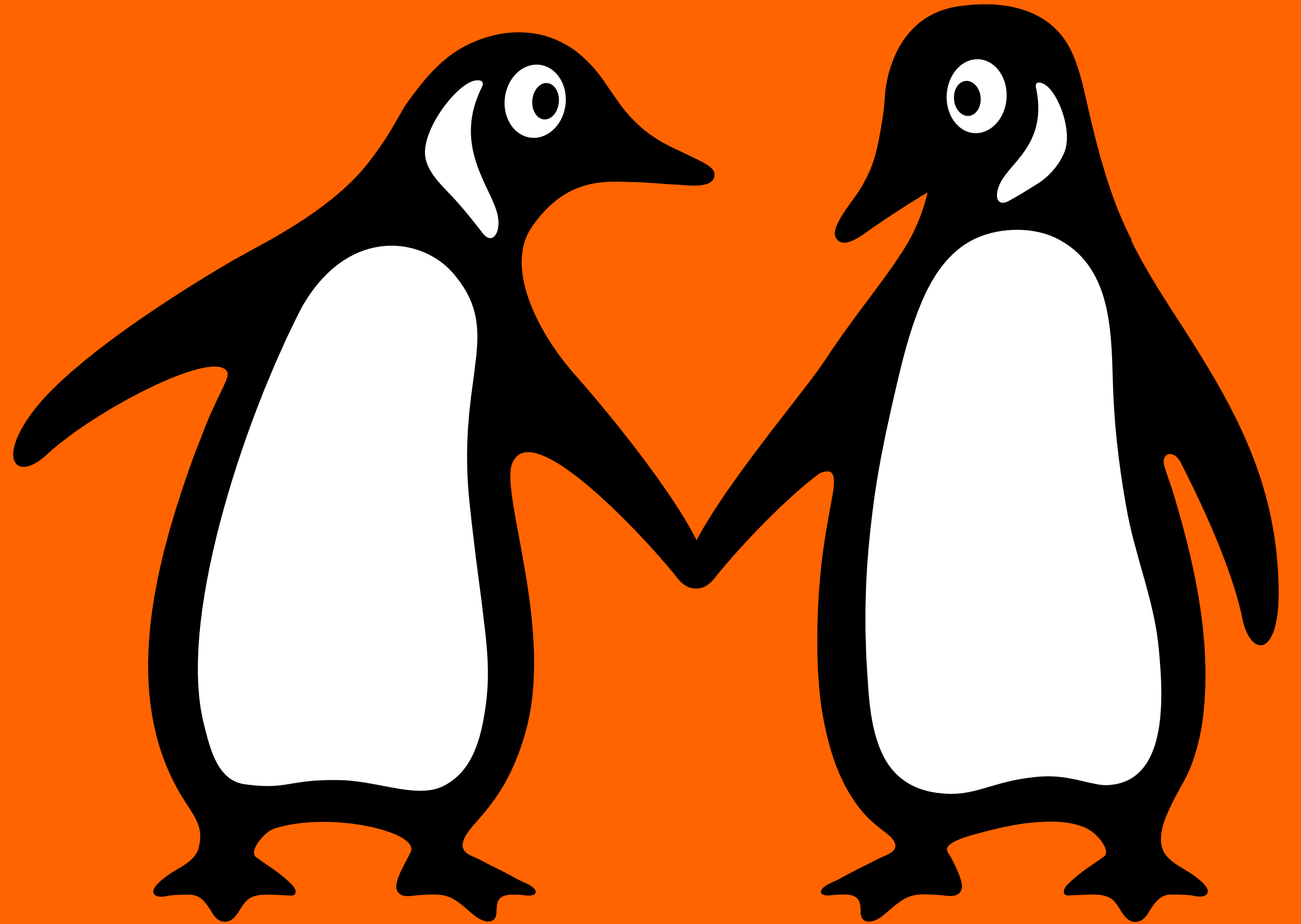
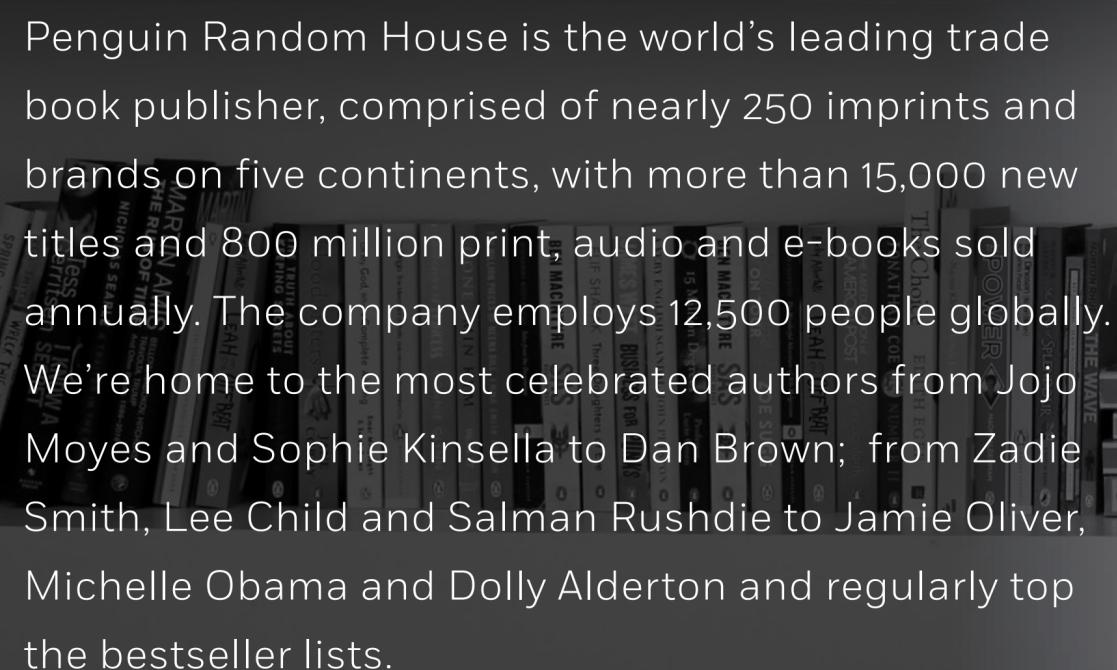


# Penguin Partnerships

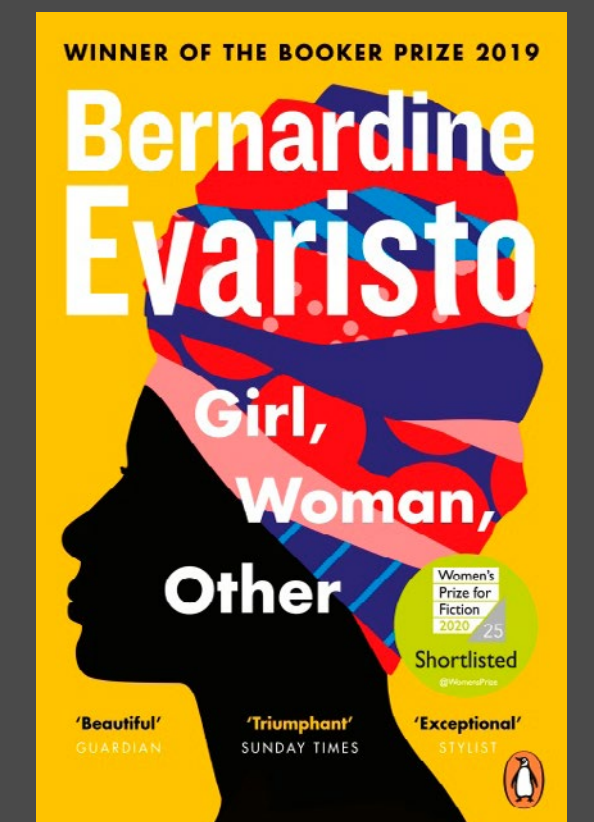
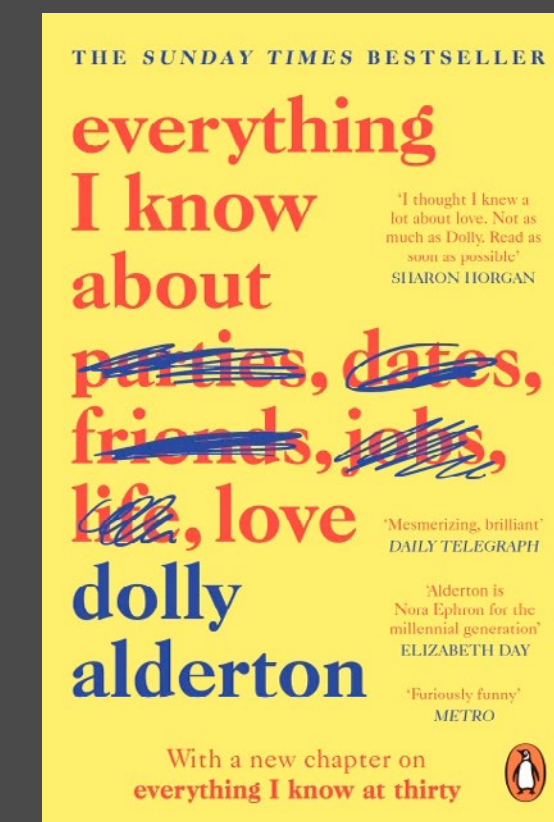
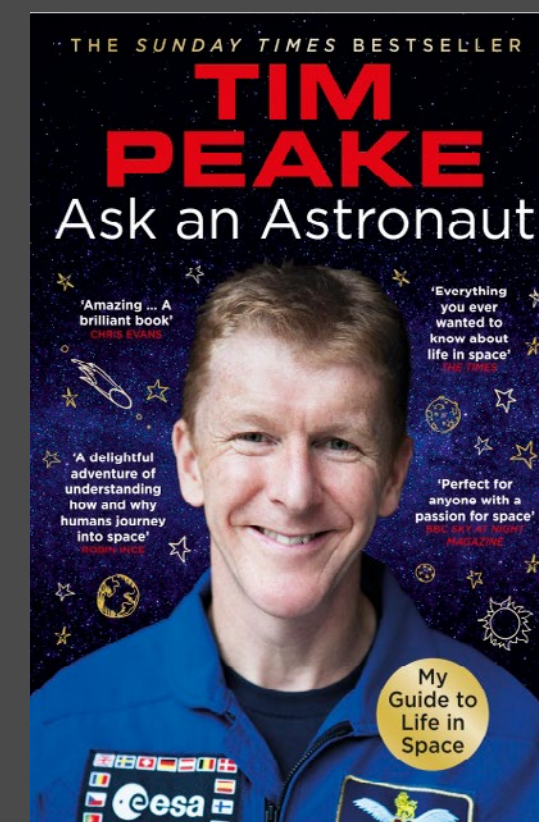
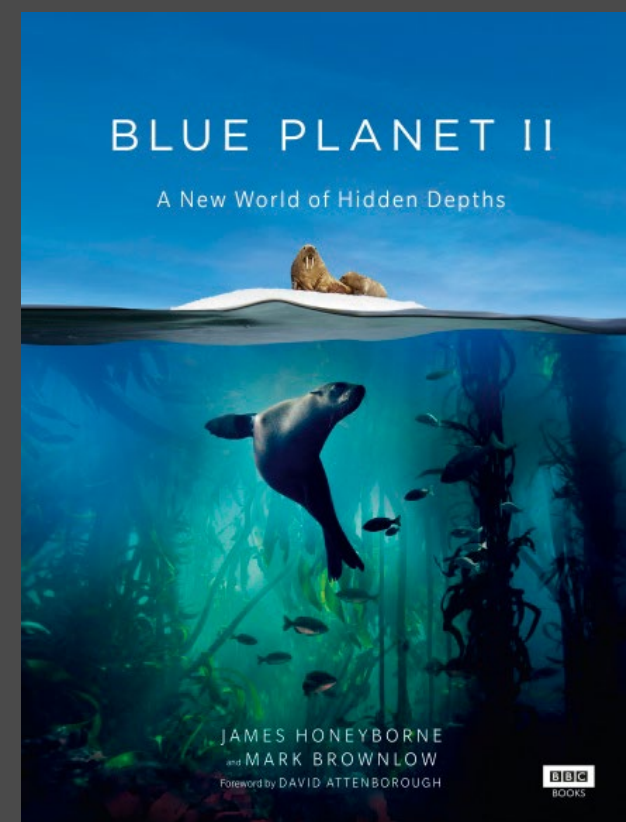
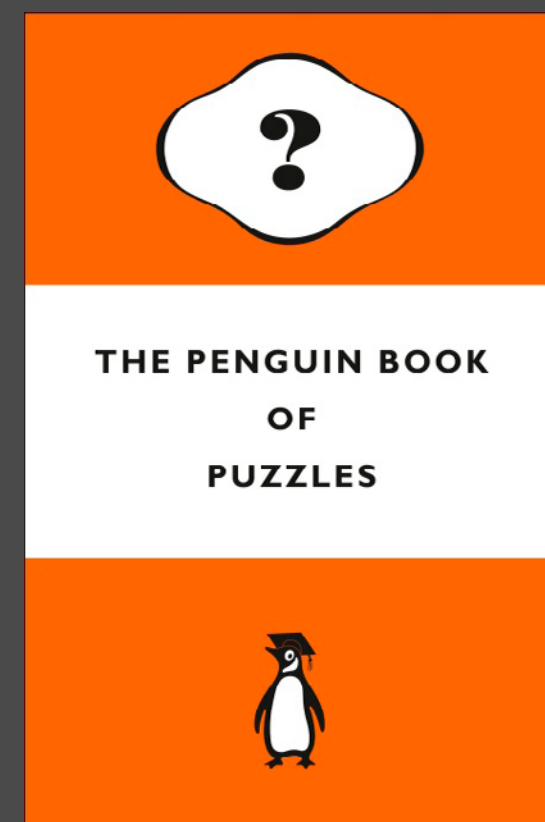
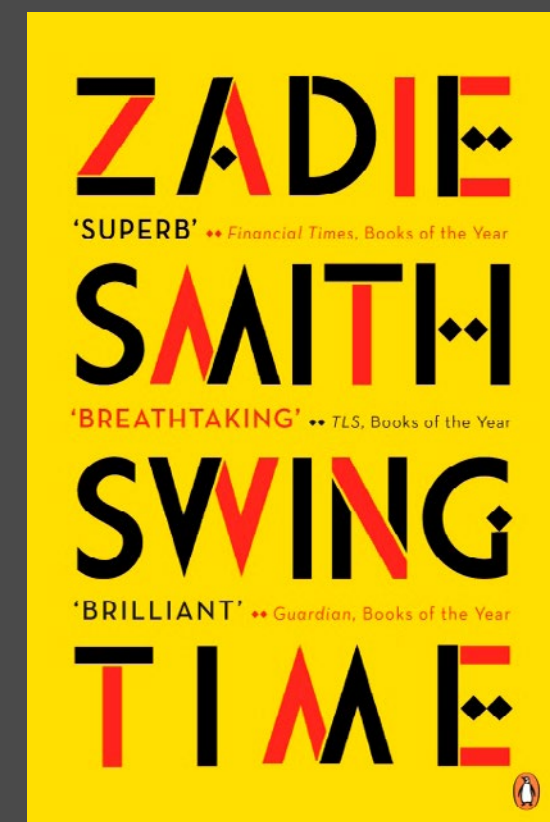
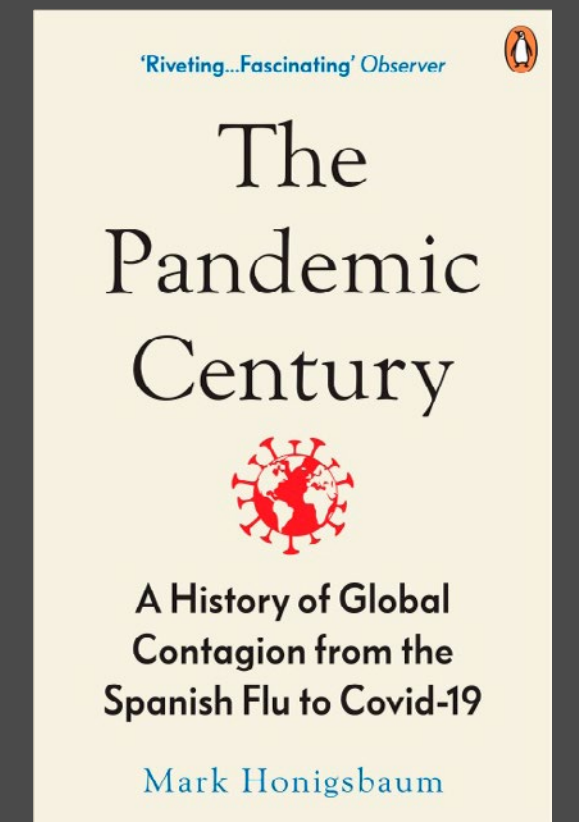
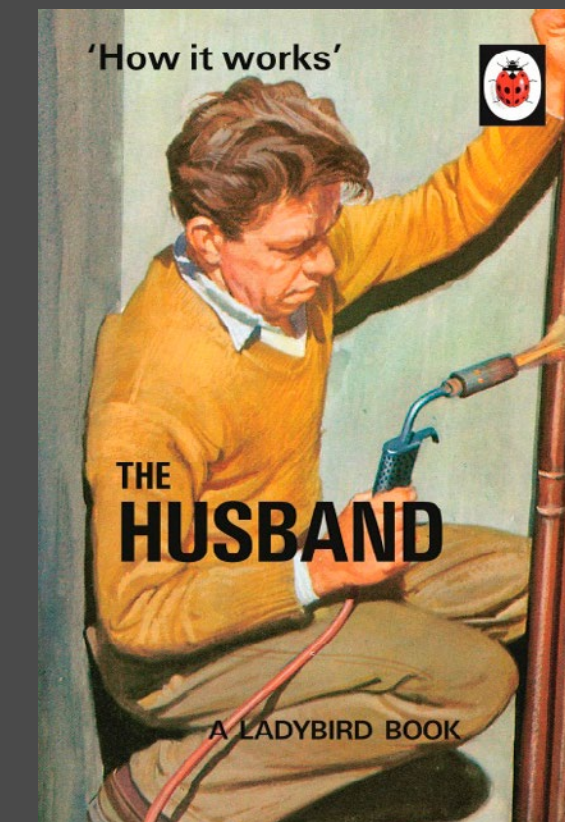
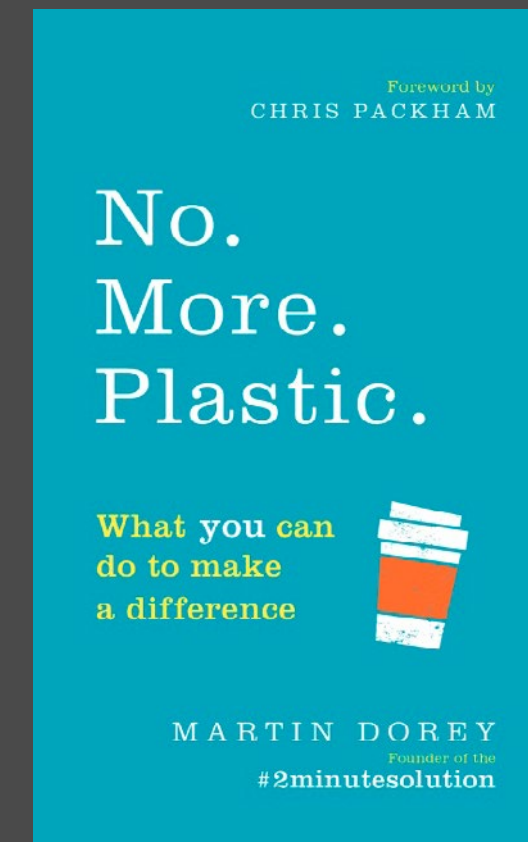
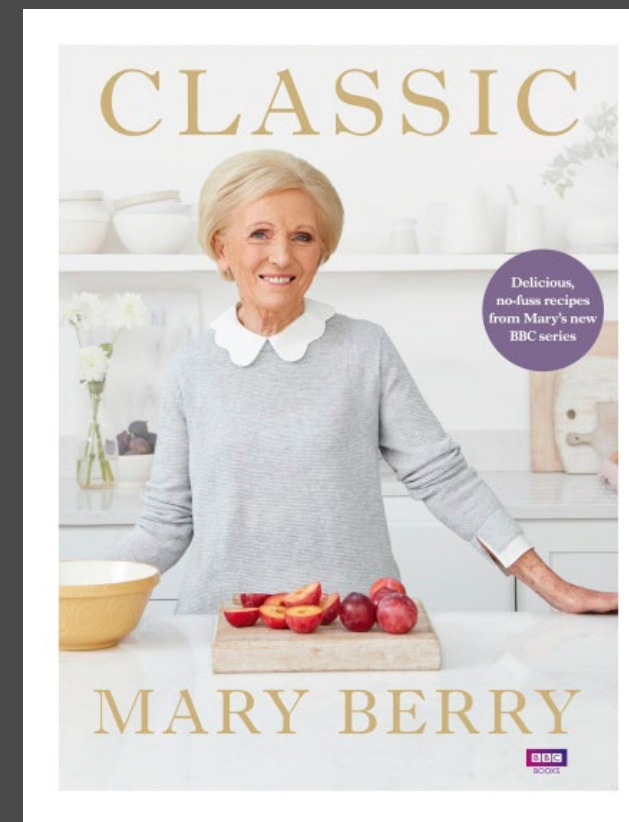
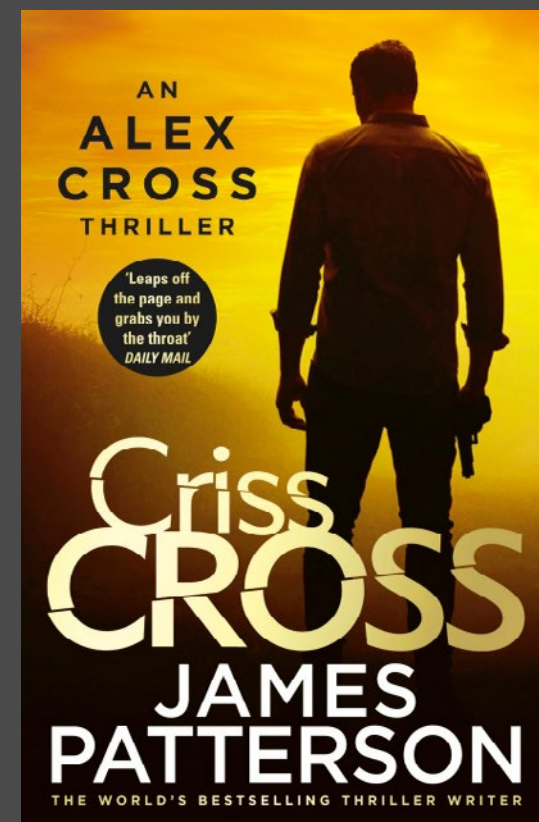
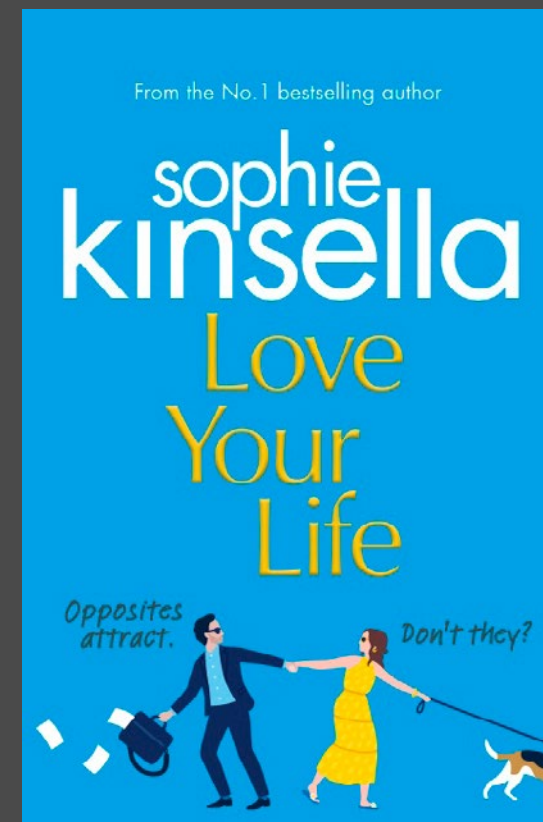
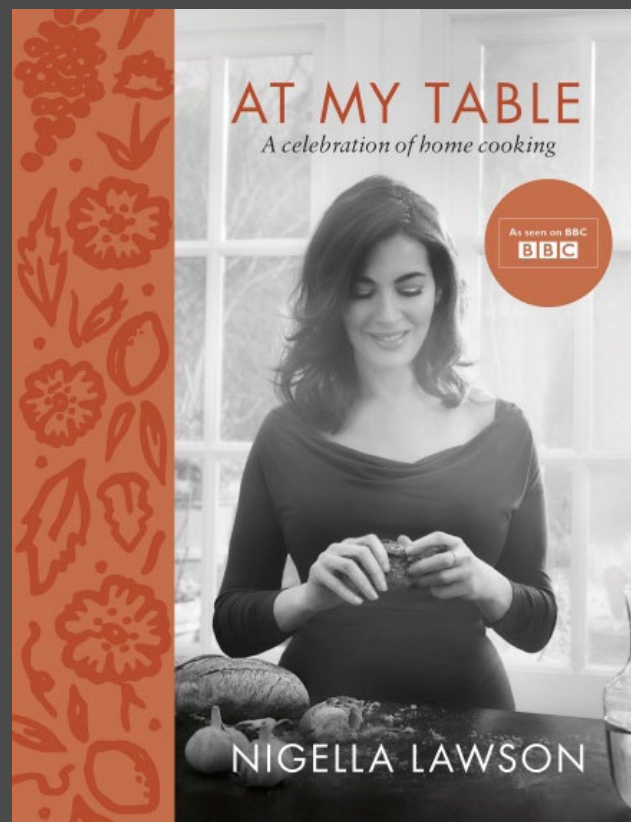
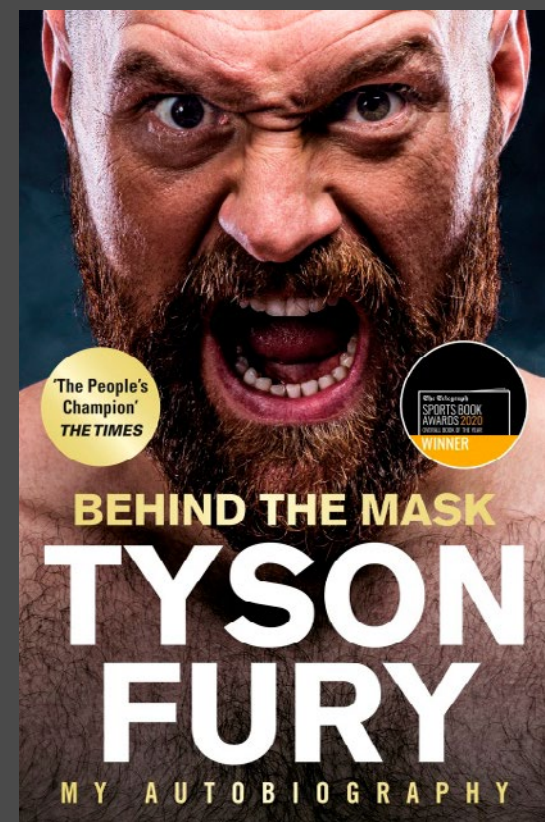
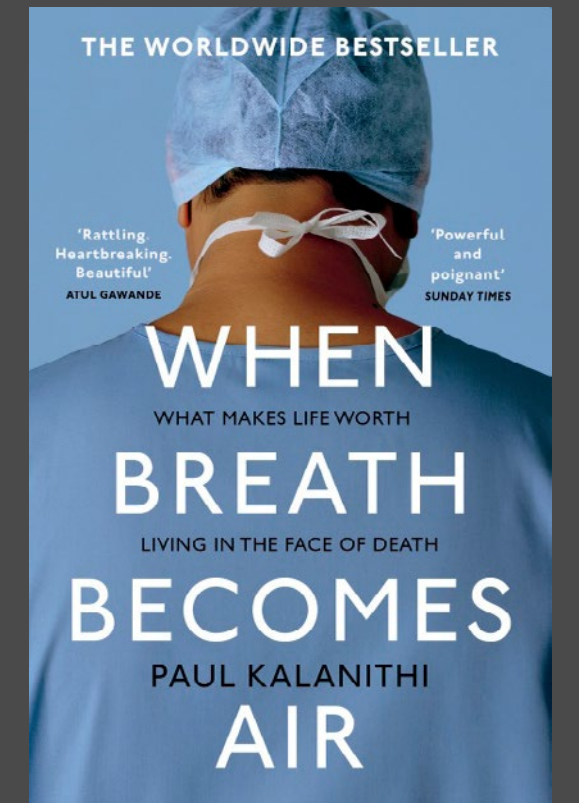
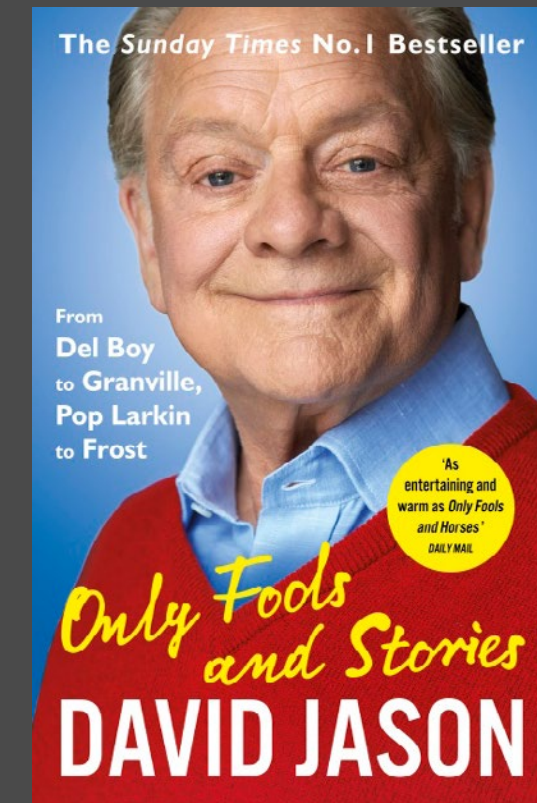
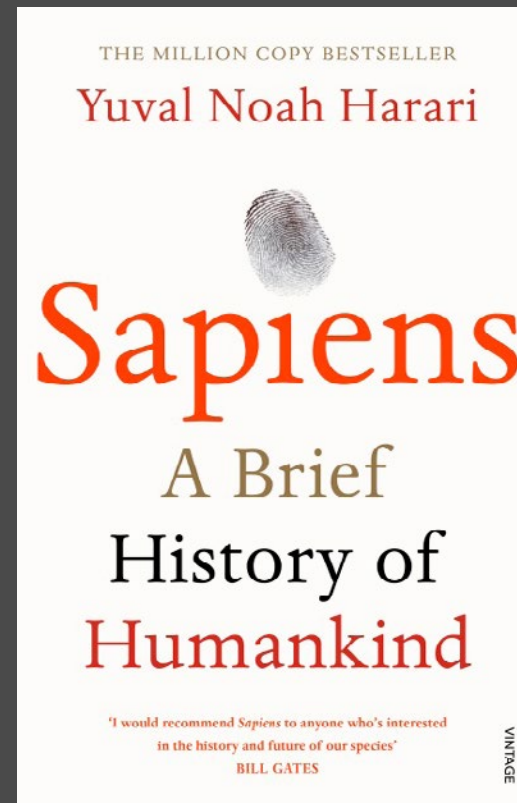
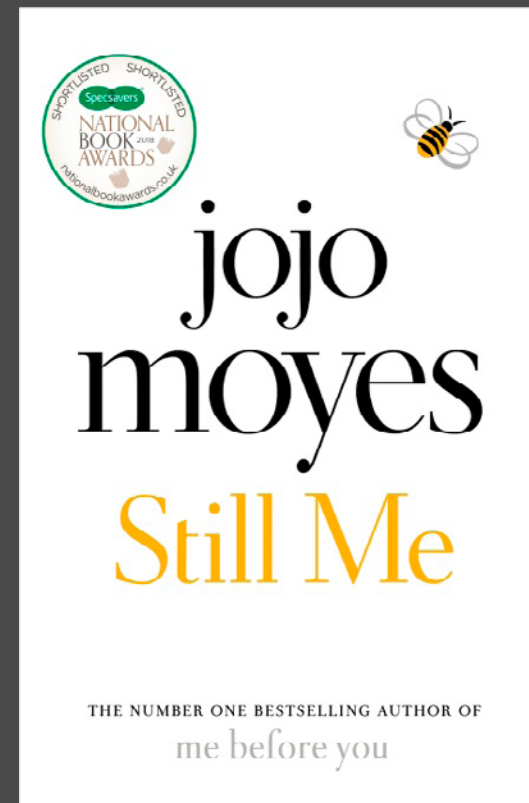
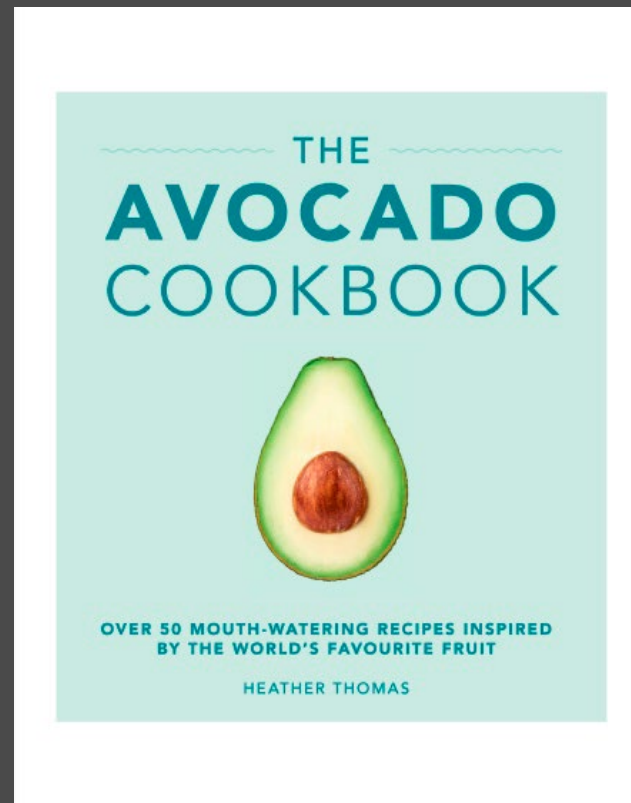
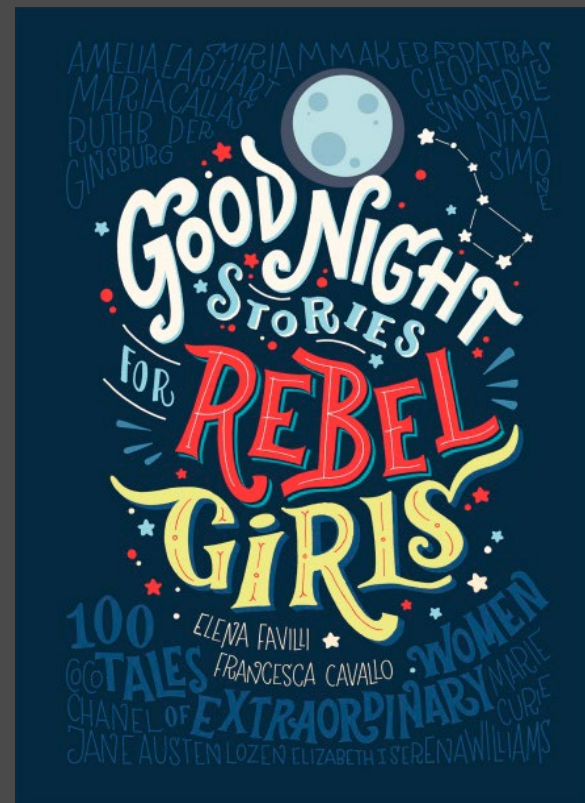
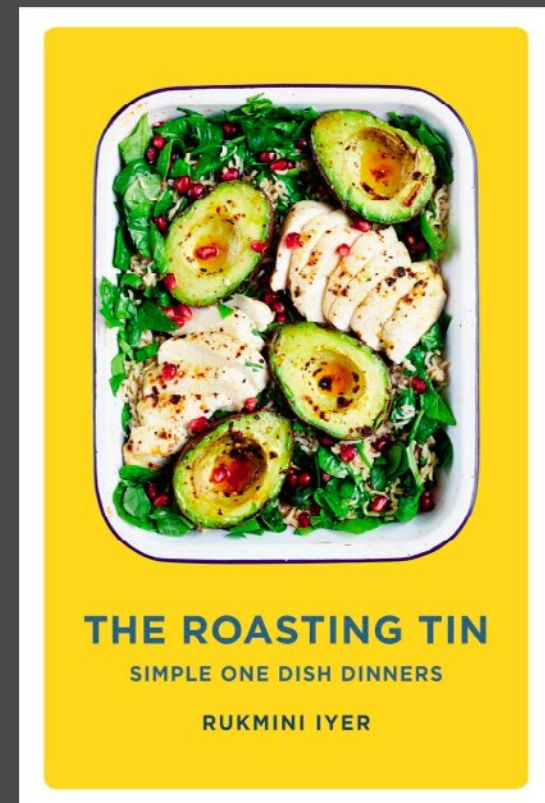
Books for promotions





Penguin Random House is the world's leading trade book publisher, comprised of nearly 250 imprints and brands on five continents, with more than 15,000 new titles and 800 million print, audio and e-books sold annually. The company employs 12,500 people globally. We're home to the most celebrated authors from Jojo Moyes and Sophie Kinsella to Dan Brown; from Zadie Smith, Lee Child and Salman Rushdie to Jamie Oliver, Michelle Obama and Dolly Alderton and regularly top the bestseller lists.







# Facts Worth Reading



91% of book buyers said they are aware of the Penguin brand



Six books were sold every second in the UK in 2019



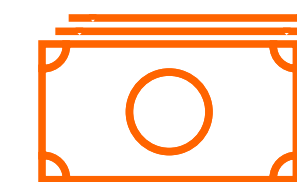
The UK book market is consistently up in both value and volume



Penguin Random House published 9 of the top 20 bestselling books in the UK last year



Women buy a higher proportion of adult fiction books than men



£10 was spent every second on Penguin Random House books in 2018



£1.63 billion was spent on physical books in the UK in 2017



The UK's physical book market grew by £33 million in 2018



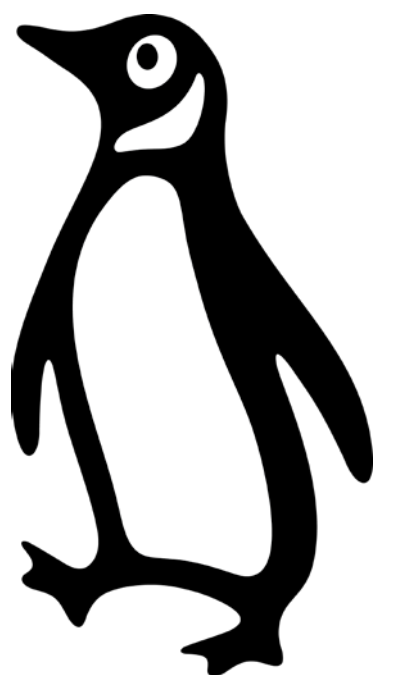
Penguin Random House publishes around 15,000 titles annually under 365 divisions and imprints



# How can brands use books?

As a dedicated sales 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, depending on their brief and budget.

**Books can help you steal a march on the competition, drive sales and gain market share.**





# How it works

- **Start from scratch**  
We can adapt your content, working closely with our expert editorial teams to create a book shaped around your brand.
- **Adapt a book**  
We can take content from a book or books we publish already and tailor it as per your needs into a new book.
- **Brand a book**  
We can customise the look of a book, amending the cover or blurb, and printing copies with your brand's logo and promotional copy.
- **Gift a book**  
We can supply copies from stock of an existing book, at discount for you to use as you please.

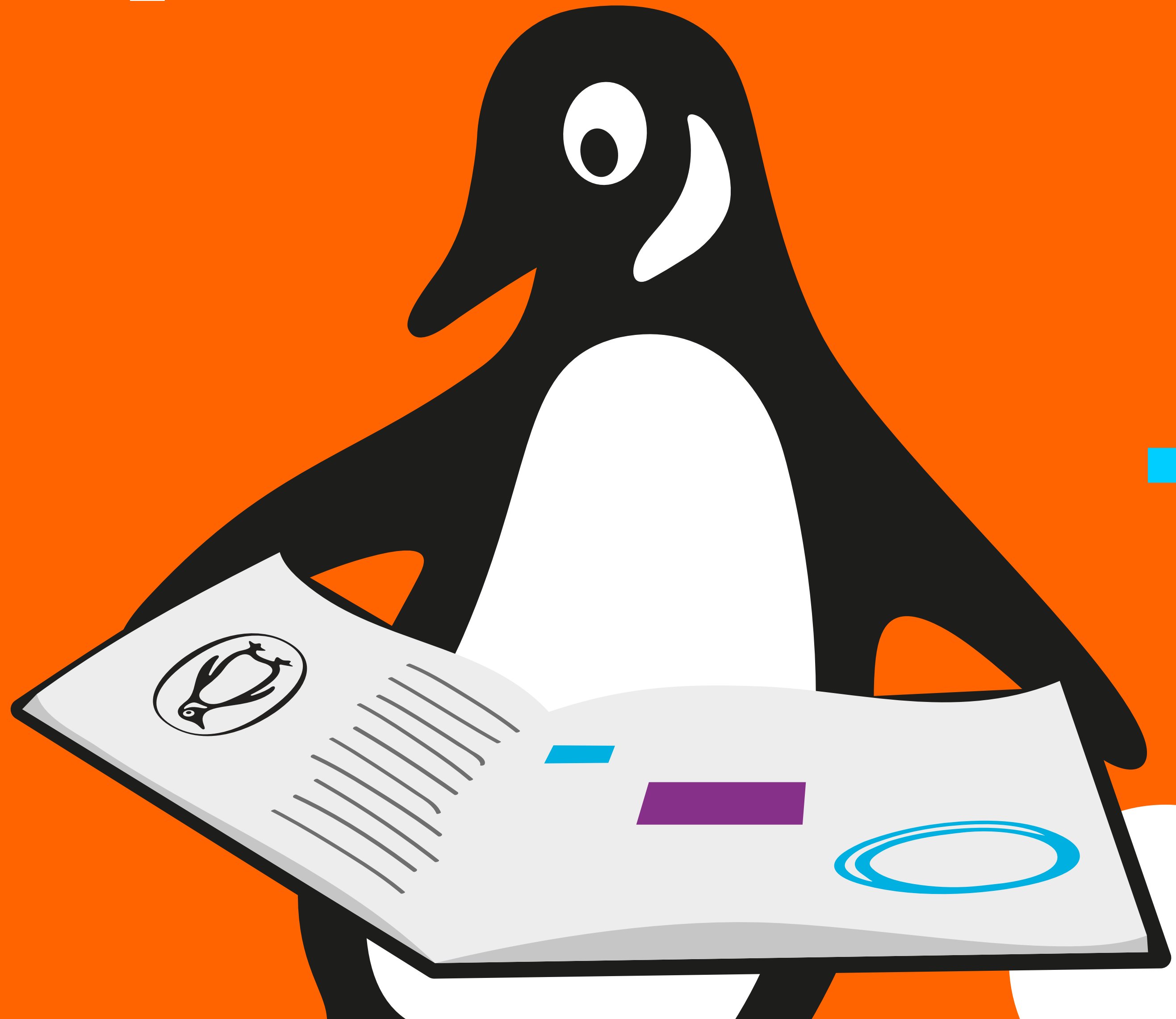




# Brands we've worked with



# Case Studies





We created a bespoke Philadelphia cookbook from scratch, to support Kraft's advertising campaign promoting Philadelphia as a delicious and easy ingredient for a quick meal. The books were offered in Asda as a gift with multi-purchase, and also sold to a range of our customers including Amazon. This gave the Philadelphia great brand exposure outside of their core market.

Sales are now in excess of 400,000 copies and thanks to the royalty payment they receive this partnership has benefitted Kraft not only in terms of reach and exposure, but has also been a source of incremental revenue.





Penguin Random House partnered with Exodus Travels to publish this beautiful cookery title. Exodus Travels was founded upon adventure and adventure remains what the company is still all about. Discovering countries, cultures, environments, cities, mountain ranges, deserts, coasts and jungles; and delving into local traditions, cultures, cuisine and lifestyles.

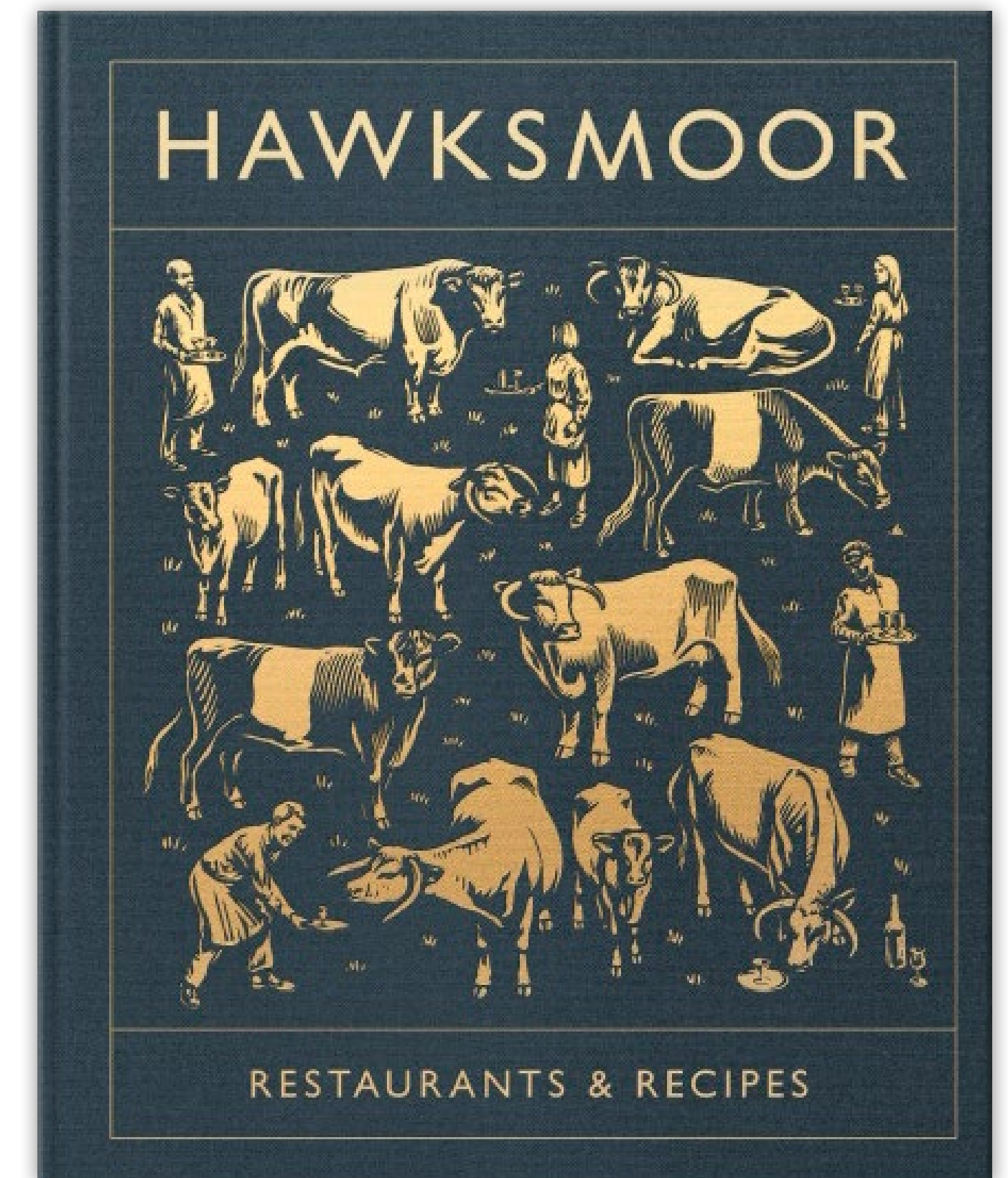
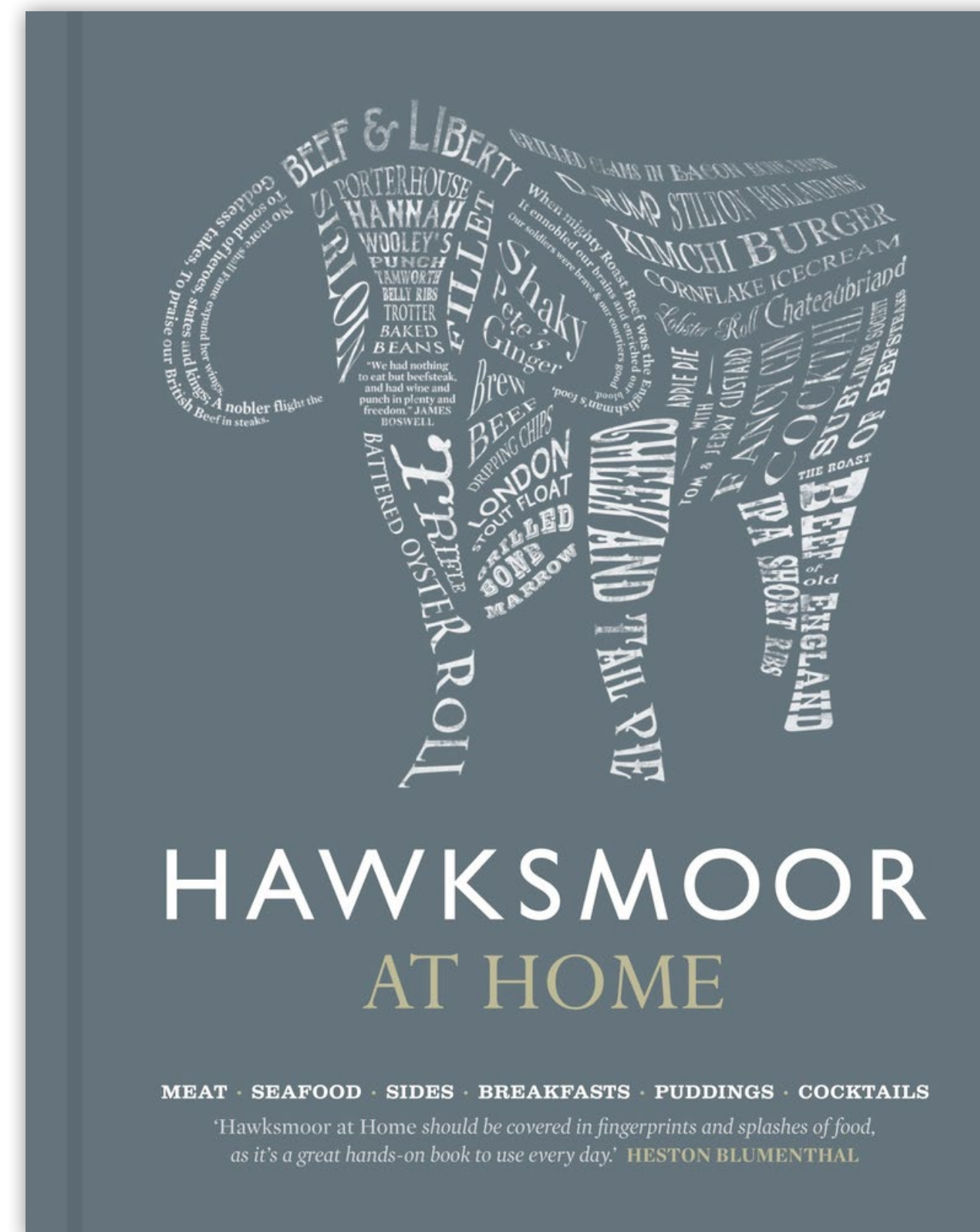
Their cookbook, *A Taste of Adventure*, features recipes from all over the world, from Vietnamese Pho and Indian Mango Lassi, to traditional African flatbreads, Middle Eastern Lamb Tagine, and Spanish Paella. Exodus Travels bought 5000 copies for sale through to their customer base and we also sold to a range of our trade and non-traditional customers, including Amazon, widening their brand exposure.





# HAWKSMOOR

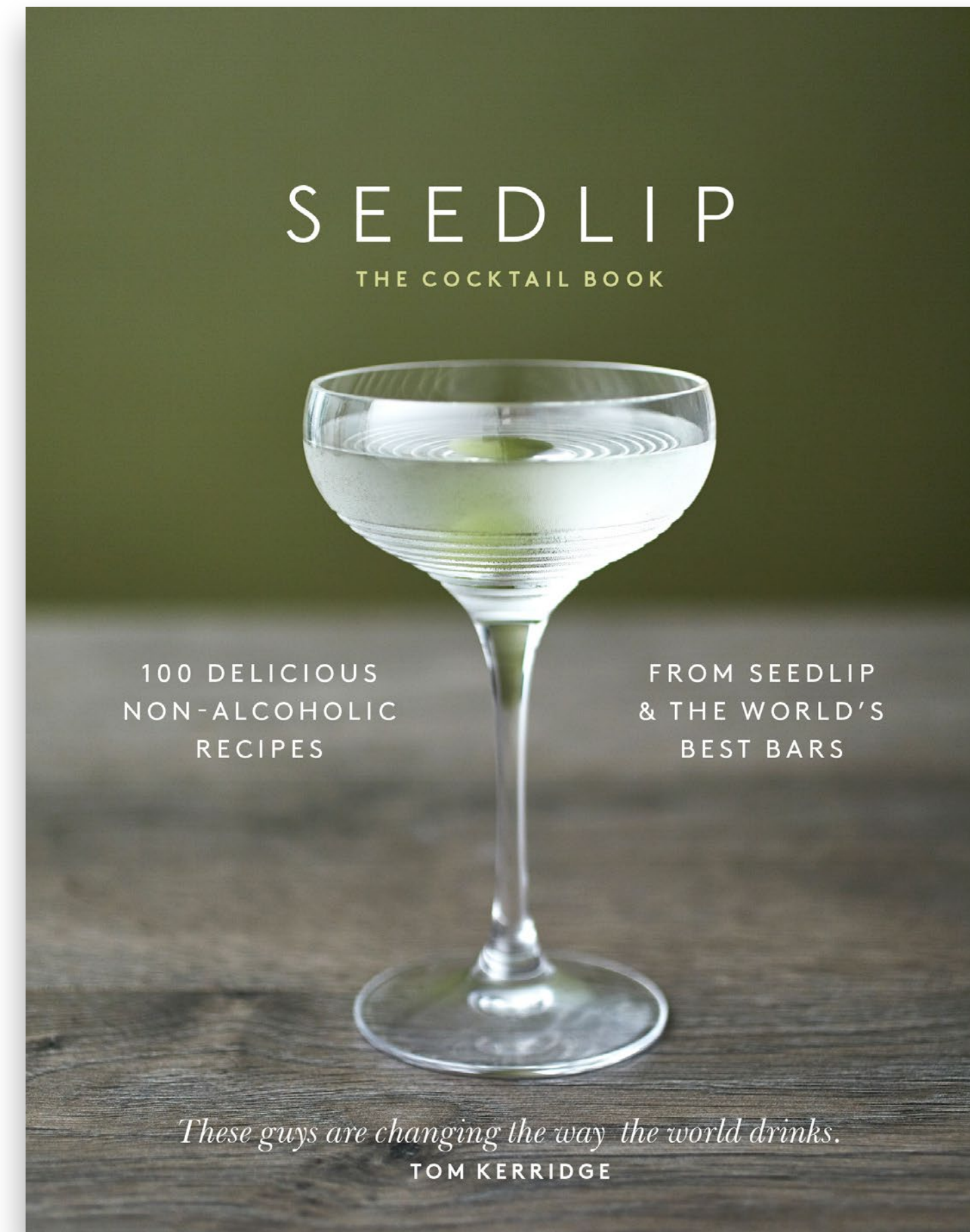
Hawksmoor is one of the great restaurant success stories of the last ten years. *Hawksmoor at Home* has sold over 60,000 copies, 15,000 through the restaurants.





We partnered with Seedlip, the creators of the distilled non-alcoholic spirit, on their very first cocktail book. This recipe book contains an exclusive collection of Seedlip's finest non-alcoholic cocktails as well as an insight into their ethos, techniques and ingredients. Each recipe is beautifully photographed and the book is designed with stunning cover finishes.

Seedlip bought 7500 copies to package with their gift boxes of spirit and re-sale online and through their pop-up store.





We have published two books with Fortnum & Mason: *Tea* and *Honey and Preserves*, mirroring two key products for the store. Books were retailed at Fortnum & Mason and across bookshops and gift shops.





Penguin Random House partnered with Historic Royal Palaces (Kensington Palace, Hampton Court Palace, Kew Palace, Banqueting House and Tower of London), to create two beautiful gift books, *Tea Fit for a Queen* and *Chocolate Fit for a Queen*.

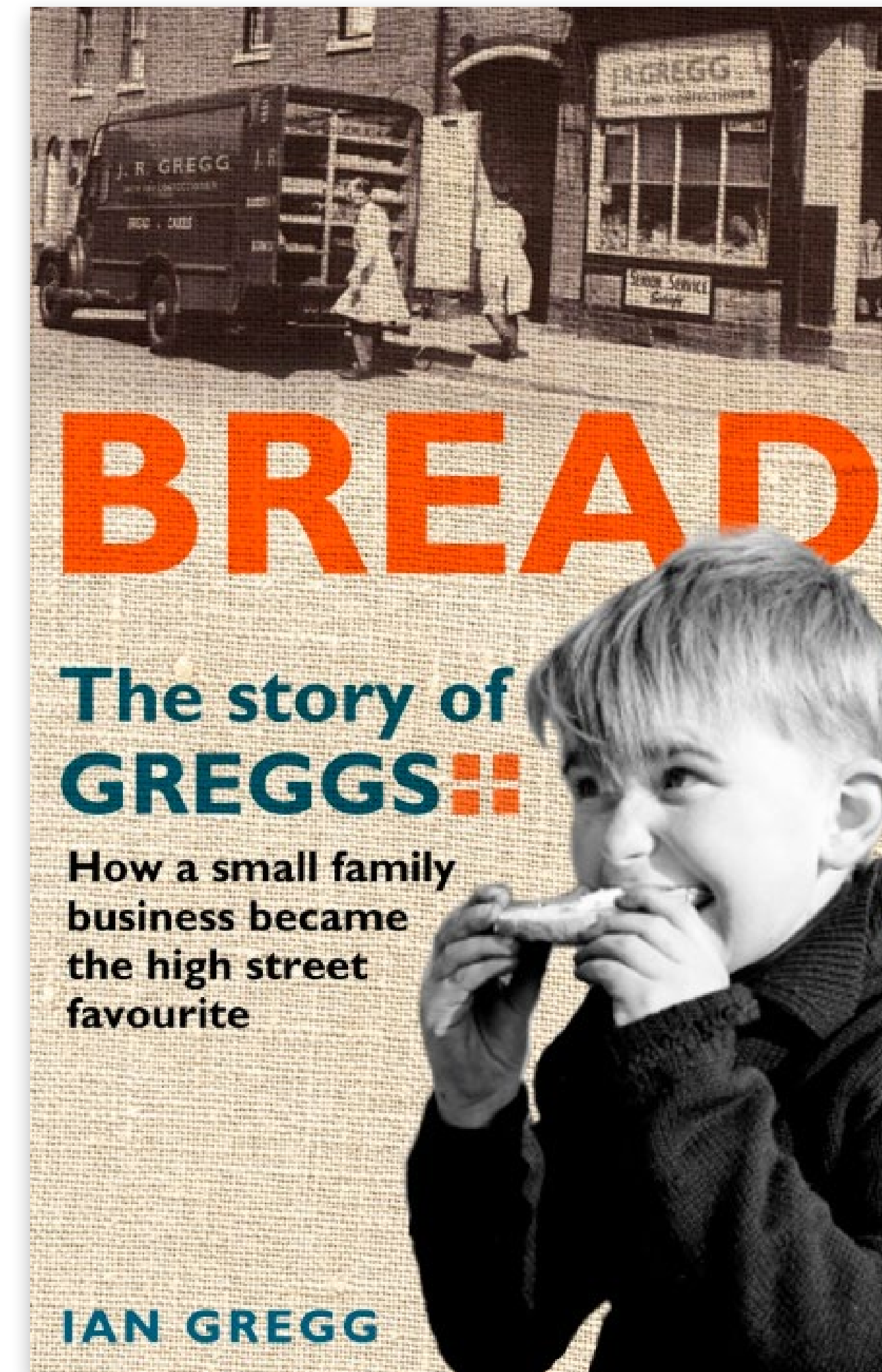
Published to coincide with the 500th anniversary celebration events at Hampton Court Palace –including the recent re-opening of the only surviving royal chocolate kitchen in the country, which once catered for the Kings and Queens of England. Lucy Worsley, Chief Curator of Historic Royal Palaces, wrote fantastic introductions for these books. Copies were sold in the Historic Royal Palace gift stores and in the general book trade and wider independent gift trade.

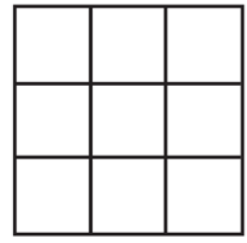




We partnered with Greggs to create a book about their company history. Greggs is a business that began as a husband-and-wife team in the 1930s, and survived a world war and two major recessions to become Britain's well-loved bakery. Ian Gregg donated all of the royalties he received and Greggs plc donated all its profits from the sale of the book to the Greggs Foundation to help fund more breakfast clubs for children.

Greggs also purchased 20,000 copies, which they sold through their retail channels.





## SOHO HOUSE

We have worked closely with Soho House, the world's leading members' club, to create three beautiful, highly illustrated clothbound books – all perfectly reflecting the club's brand values and ethos. The first, *Eat Drink Nap: Bringing the House Home*, is the quintessential guide to cooking, decorating and entertaining the Soho House way whereas the second, *Morning Noon Night: A Way of Living*, offers readers a snapshot of life at Soho House properties from the moment you wake to the moment your head hits the pillow. The third, *City Country Coast*, celebrates all things which are true of every Soho House: the signature dishes, the bespoke Soho Home interiors, the buzzy crowds of members. It also opens the door to a glimpse of some of the newest houses.

Soho House bought back copies of both titles to gift to members and sell through their various properties worldwide. They were given a three month exclusivity period before the books were released into the general book trade.





The definitive book on London Design, written and designed by The London Transport Museum, in partnership with TFL. This book was curated and designed by the experts at The London Transport Museum with behind-the-scenes analysis of the 100 best designs in London's transport history. This is accompanied throughout by beautiful images, both historic and contemporary, from the TFL and London Transport Museum archives.

The museum took 3000 copies to sell through their channels and we sold copies through the general book trade.





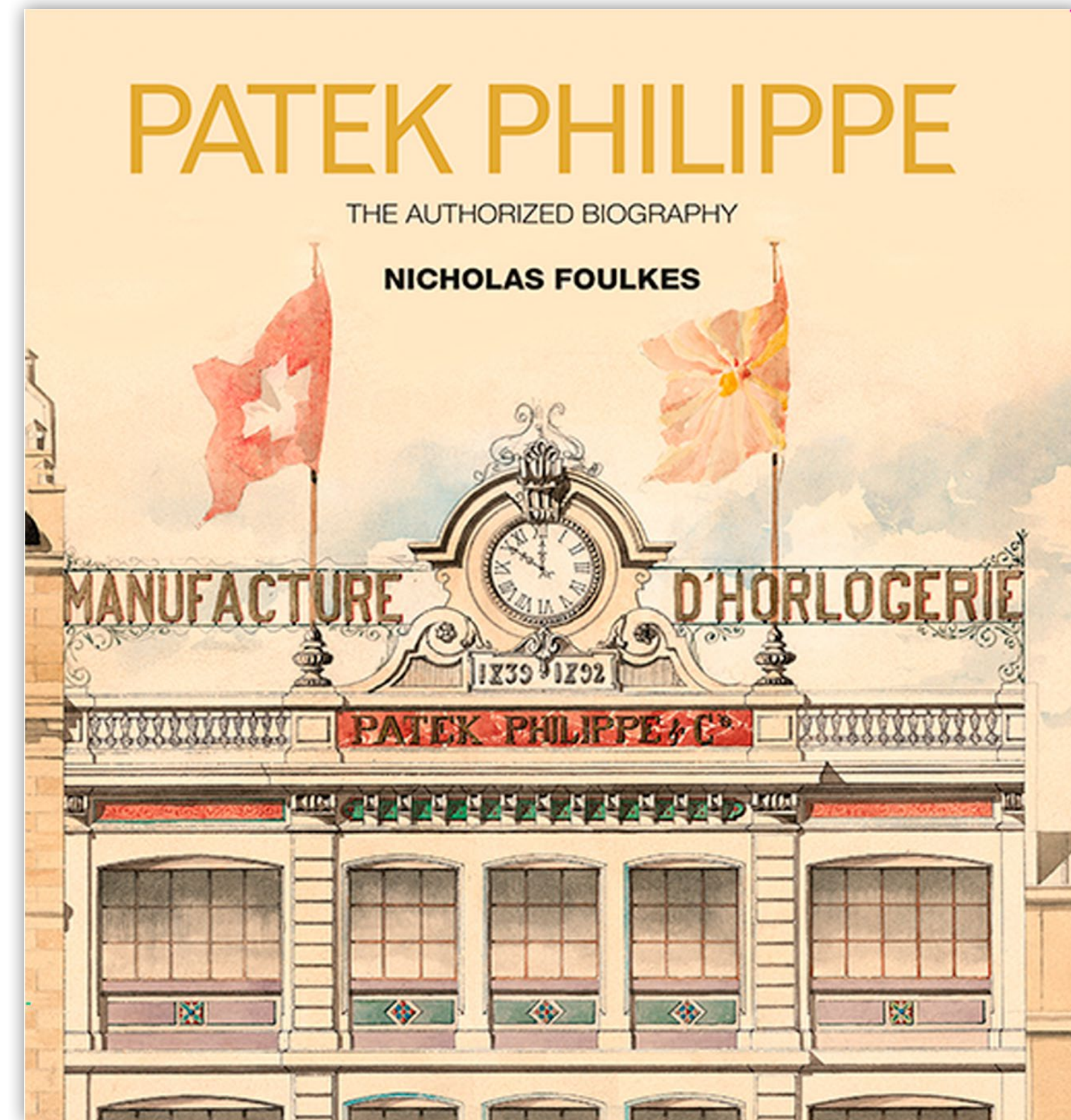
# PATEK PHILIPPE

## GENEVE

The first fully authorised book by the most prestigious watch maker on the planet. Fully backed by Patek's formidable advertising and marketing reach with access to the unique Patek Philippe archive in Geneva. The author, Nicholas Foulkes, is the world's authority on Patek Philippe and is one of the world's authorities on watches. The book featured in the company's 175th anniversary celebrations and there was also a promotional film for the book created by Patek Philippe.

Patek Phillipe took 8000 copies of the book to gift to key customers and corporate contacts, plus retail through their channels. We also sold copies through the general book trade.

Following the success of the initial book, we created co-editions in 6 different languages for Patek Philippe to give to their customers around the world. This resulted in a further 5000 copies.

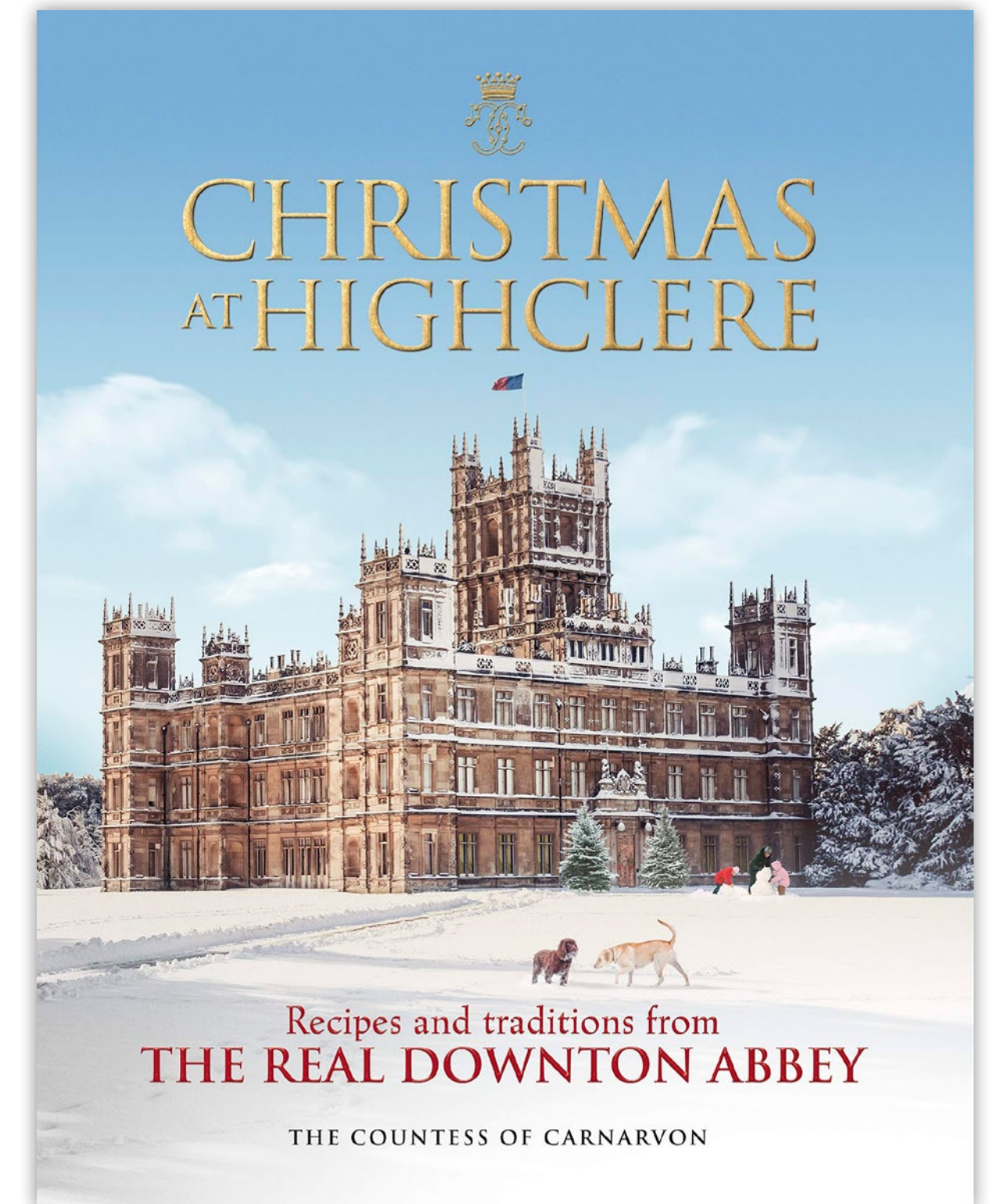
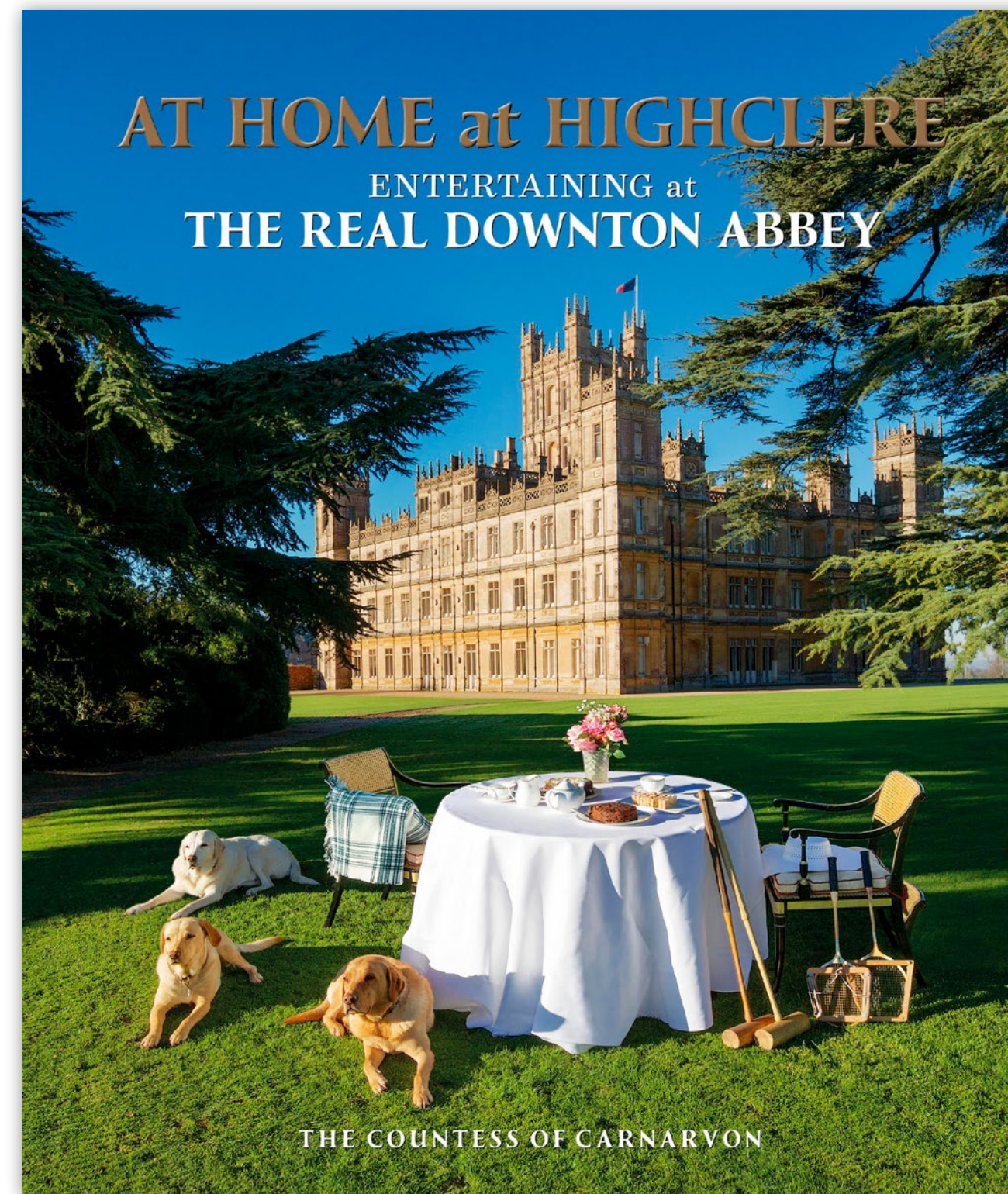




## HIGHCLERE CASTLE

We partnered with Lady Carnarvon on her first book on Highclere. The book tells what it is really like to live at Highclere Castle, so familiar to millions of people as the family home of the fictional Crawley family of Downton Abbey. There are stories from past and present with recipes and anecdotes about the traditions inherited through the centuries.

Lady Carnarvon took 5000 copies to retail through her channels and we sold copies through the general book trade.

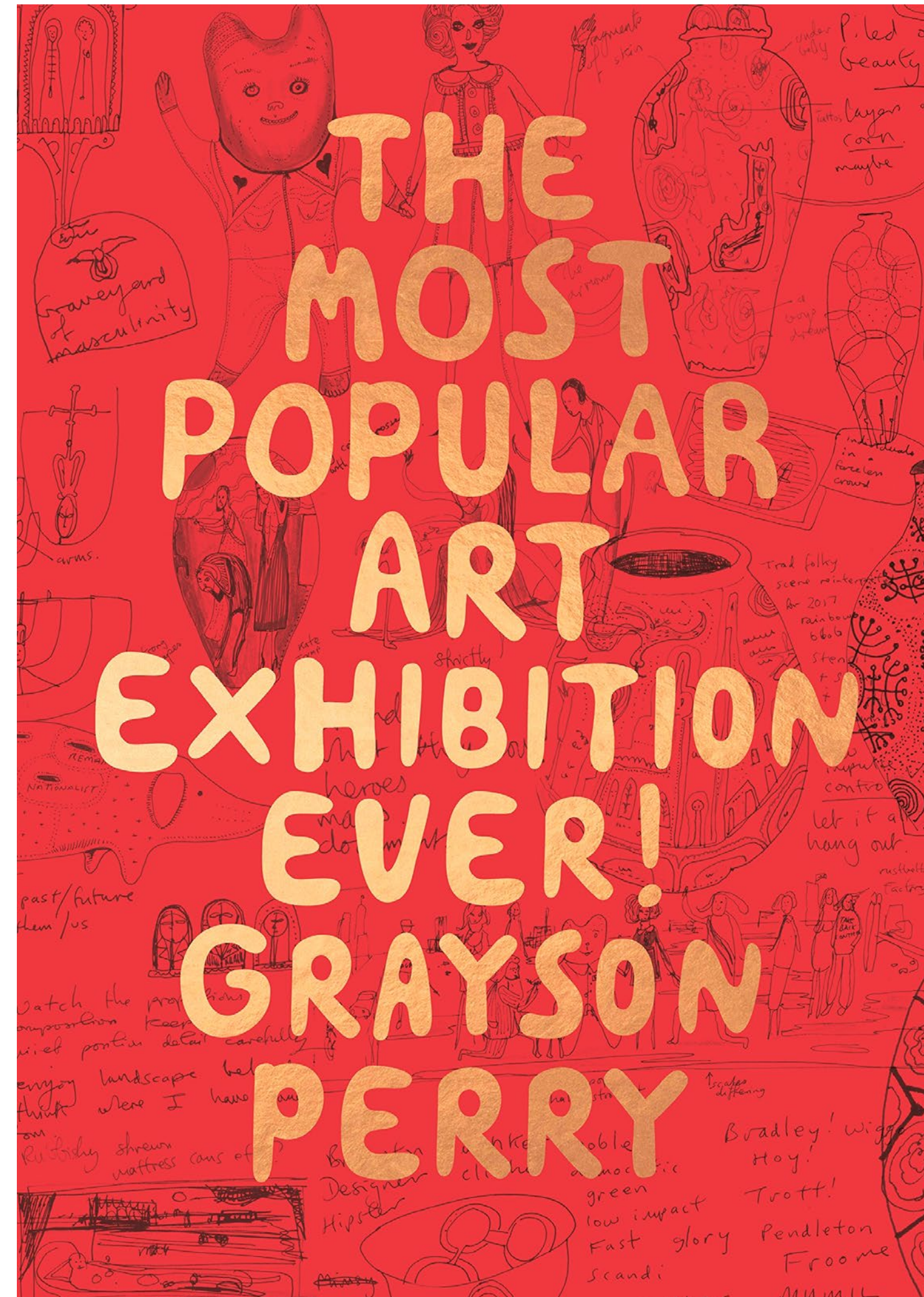




# SERPENTINE

We collaborated with The Serpentine Gallery to publish the accompanying book to Grayson Perry's 2017 exhibition *The Most Popular Art Exhibition Ever!*

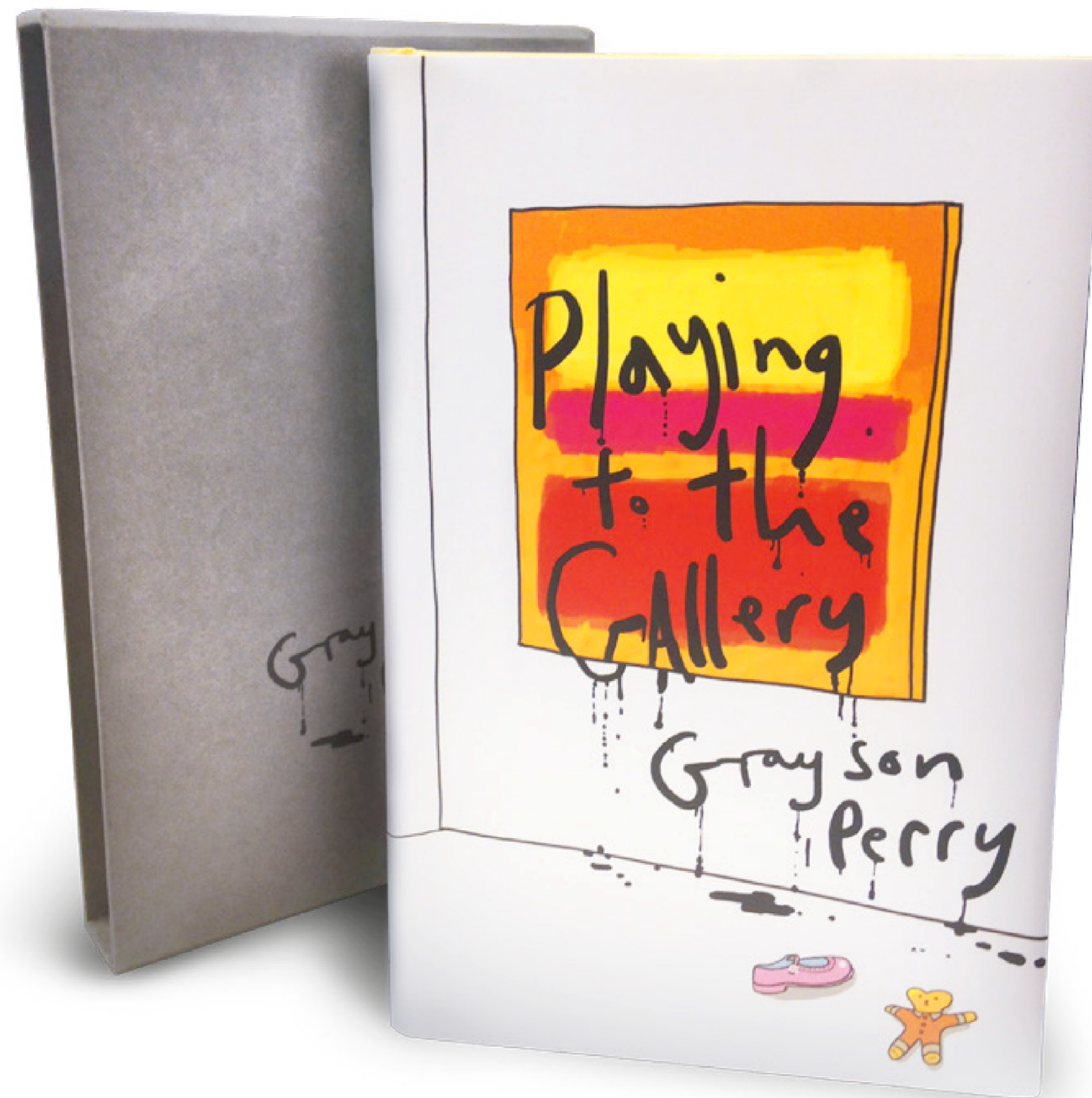
The book contains all his latest works, in full colour, including his much-discussed 'Leave' and 'Remain' pots, and creations inspired by his recent TV series All Man – along with an introduction by Grayson Perry, his sketches and his commentary on each piece, explaining the thinking behind them. We created an exclusive edition for The Serpentine Gallery which featured their brand logo on the cover and then also sold a general edition through the book trade.





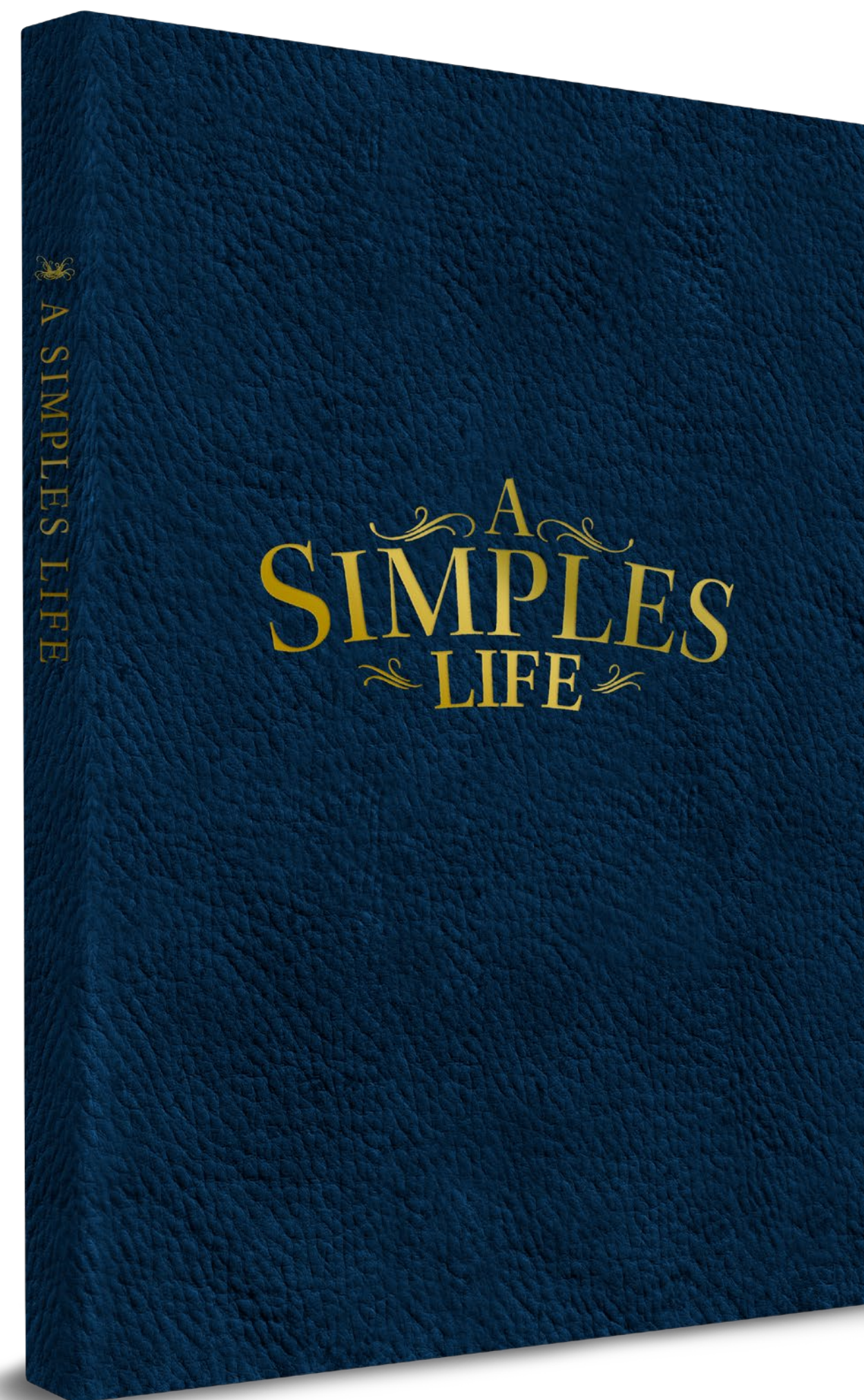
Penguin Random House worked closely with Coutts to produce a limited run of 600 slipcased editions of Grayson Perry's guide to art *Playing to the Gallery*.

The bespoke slipcase featured the artist's signature and was embossed with Coutts' logo in gold foil to celebrate the company's support of the Grayson Perry exhibition at the National Portrait Gallery, and the ongoing partnership between the gallery and Coutts.





We often supply copies of our books for use as corporate gifts and good discounts are available for bulk purchases across our titles. We produced a leather bound-look edition of Aleksandr Orlov's autobiography *A Simple Life* for comparethemarket.com to use as a corporate gift.





# GUCCI

We partnered with Gucci and Florence Welch's management team to create a special edition of her autobiography *Useless Magic*. Gucci were involved through Florence's link as a Gucci brand ambassador. The special edition has a limited edition clothbound cover designed by Gucci, gold gilded pages, and a signed bookplate. Gucci and Florence's management team bought 1200 units for use at a Gucci event and for re-sale through selected Gucci stores and on Florence's fan site.





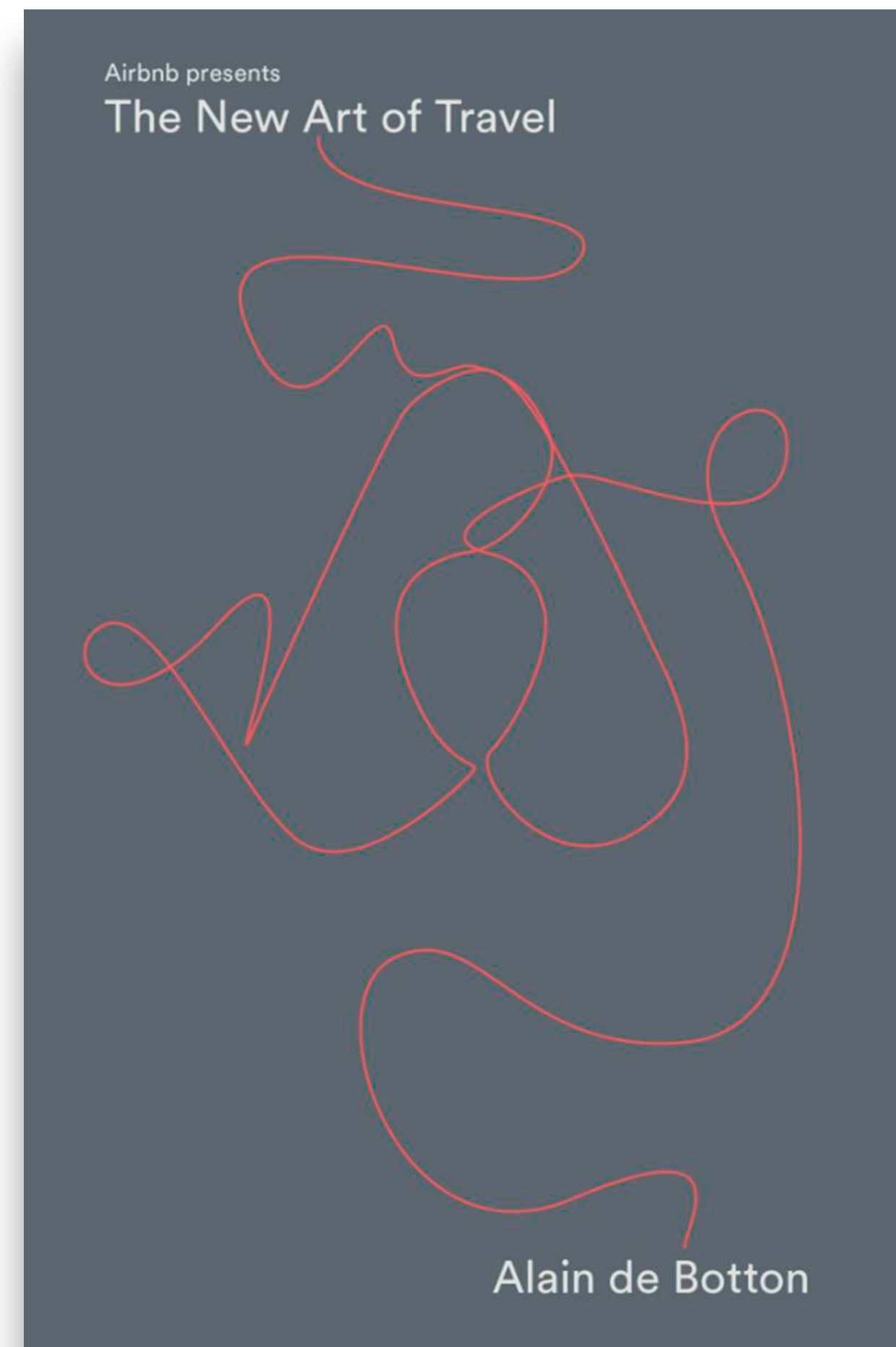
We created a special edition of Peter Sagan's memoir *My World* for his clothing sponsor, Sportful. The special edition had an exclusive jacket and cover, carrying Sportful's logo and featuring their sportswear prominently and also included an exclusive foreword written by Peter Sagan.

Sportful took a limited run of 1000 copies which they gifted to key corporate contacts.





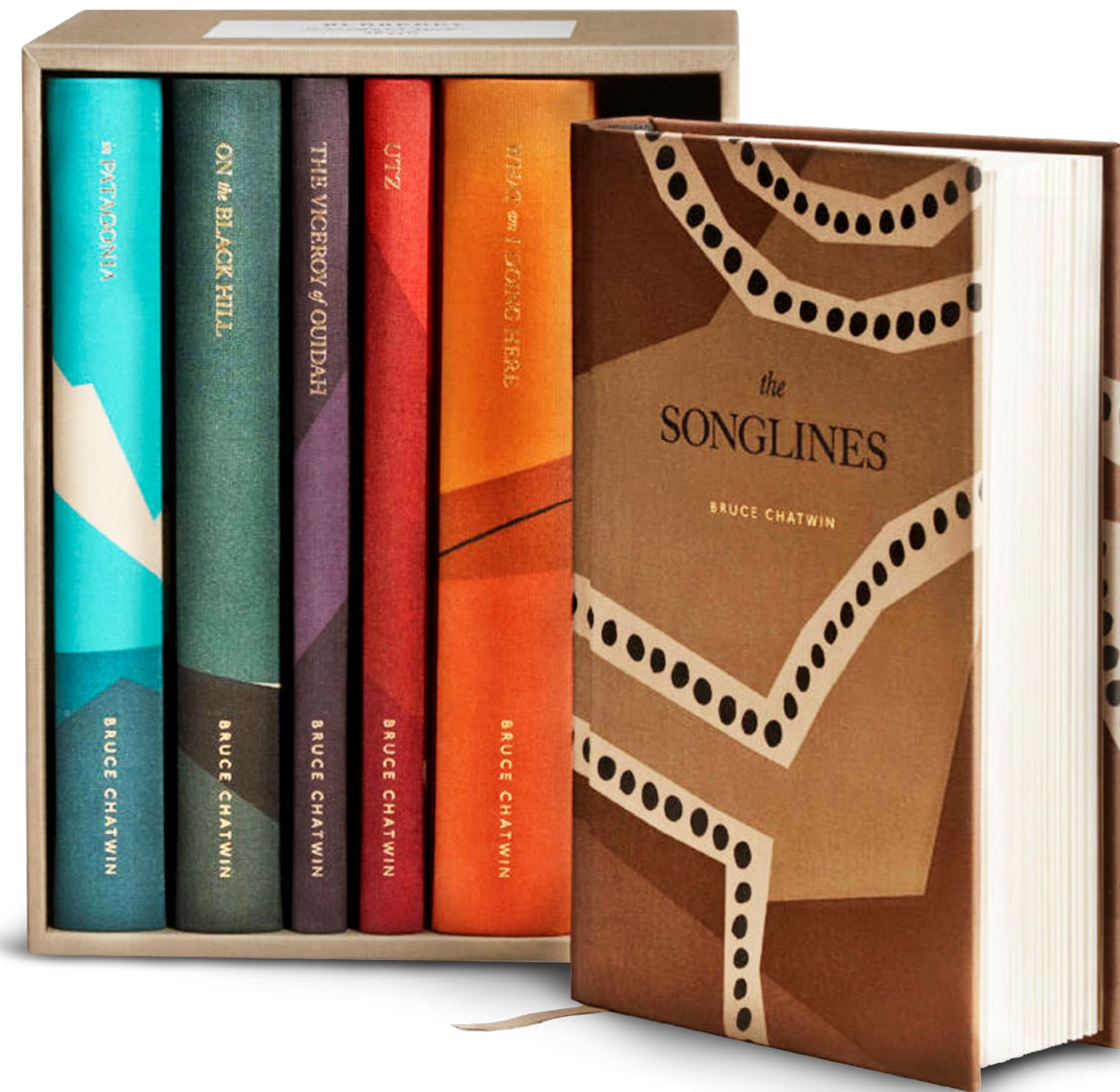
2015 saw the exciting launch of a partnership between Airbnb and Penguin Random House. We created a bespoke and branded edition of Alain de Botton's *The Art of Travel*, designed to feature across Airbnb properties to promote the brand and their novel approach to modern travel. Complete with a customised cover and foreword from Brian Chesky, founder of Airbnb, *The New Art of Travel* is: *'a reminder to think about where – and why – we travel to make sure that we are going to the places we as individuals need to go.'*





We partnered with Burberry to celebrate the work of British novelist and travel writer, Bruce Chatwin, and create a limited edition set of his iconic novels. Each book was clothbound with an exclusive printed cover designed under the creative direction of Burberry Chief Creative and Chief Executive Officer Christopher Bailey, tying in with the brand's menswear spring/summer 2015 collection.

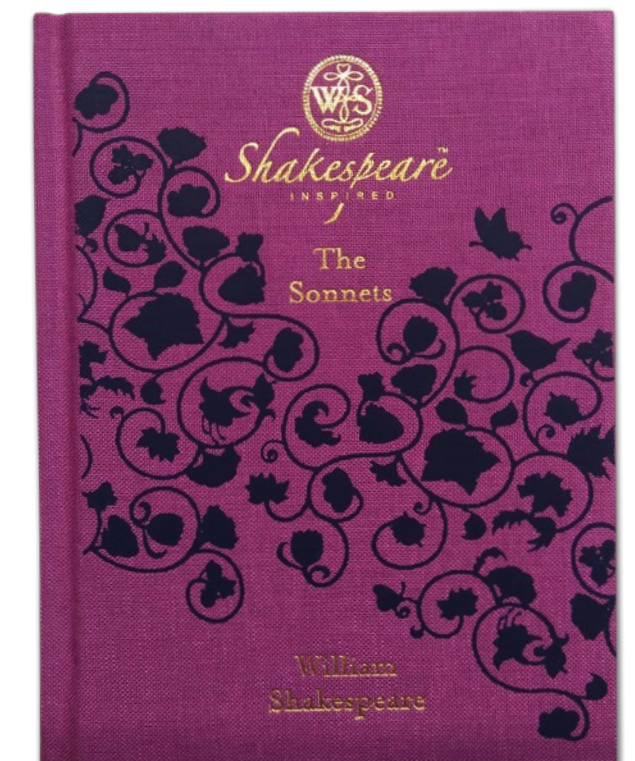
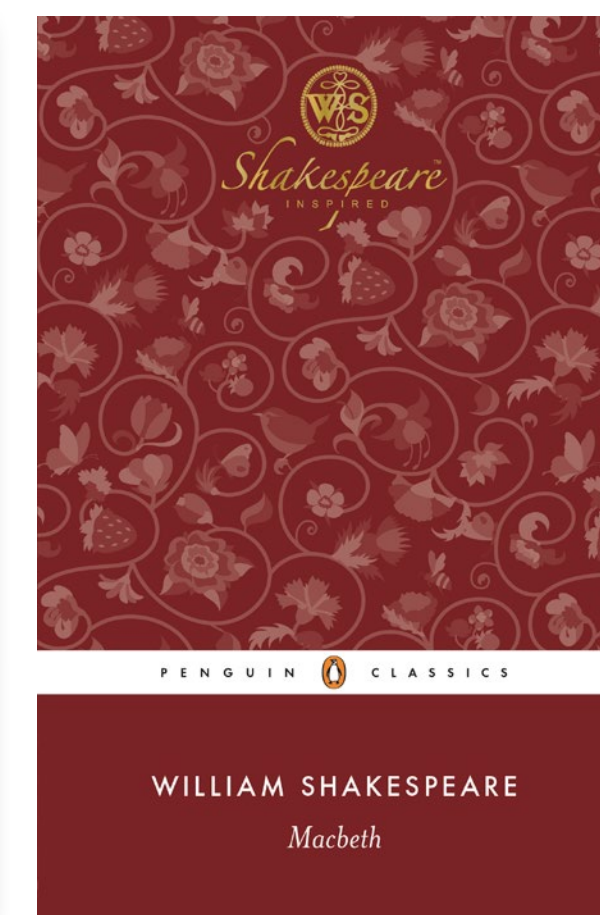
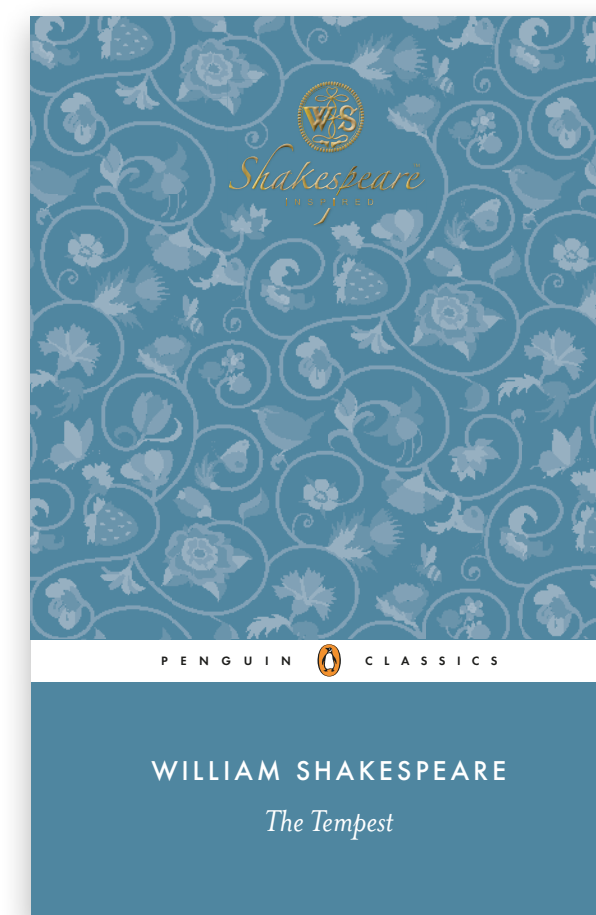
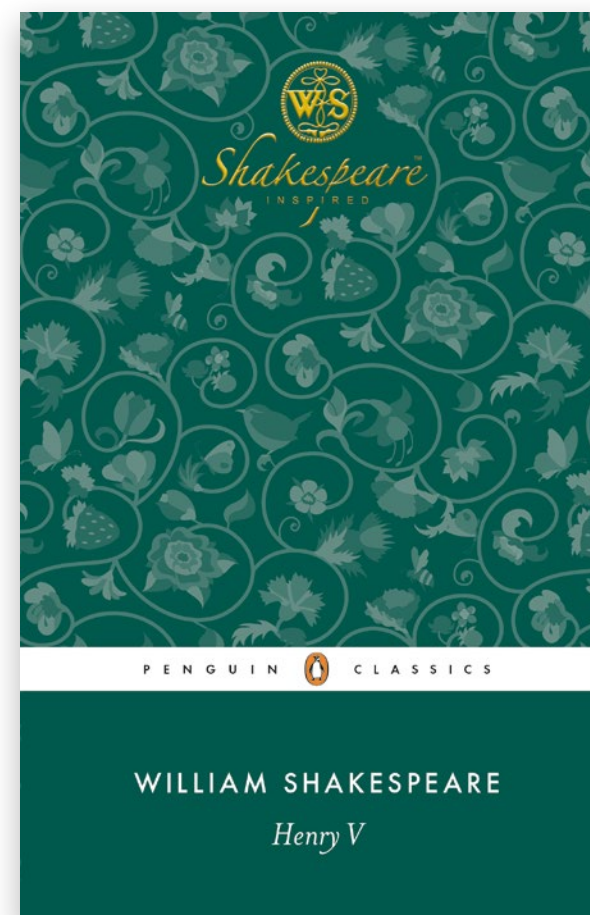
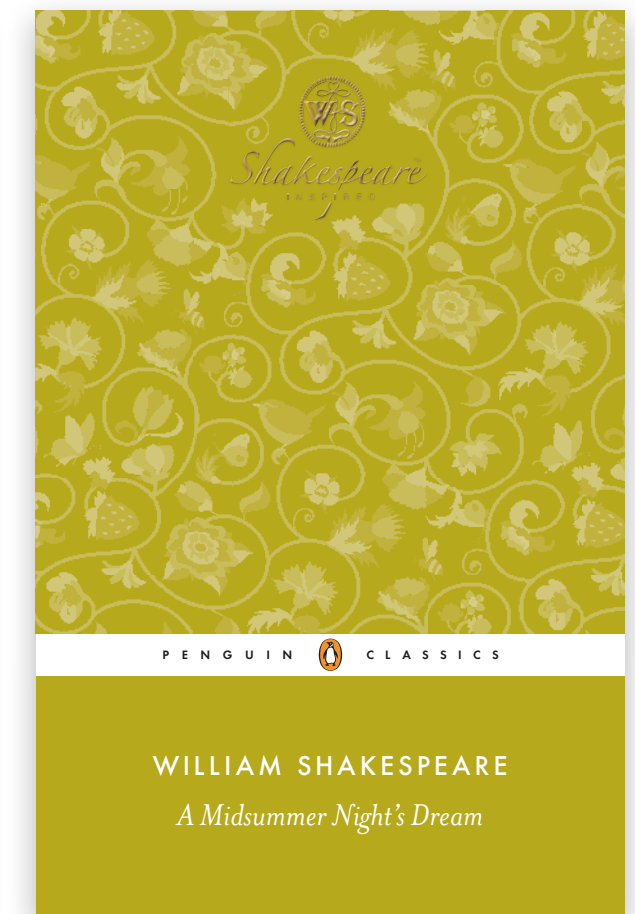
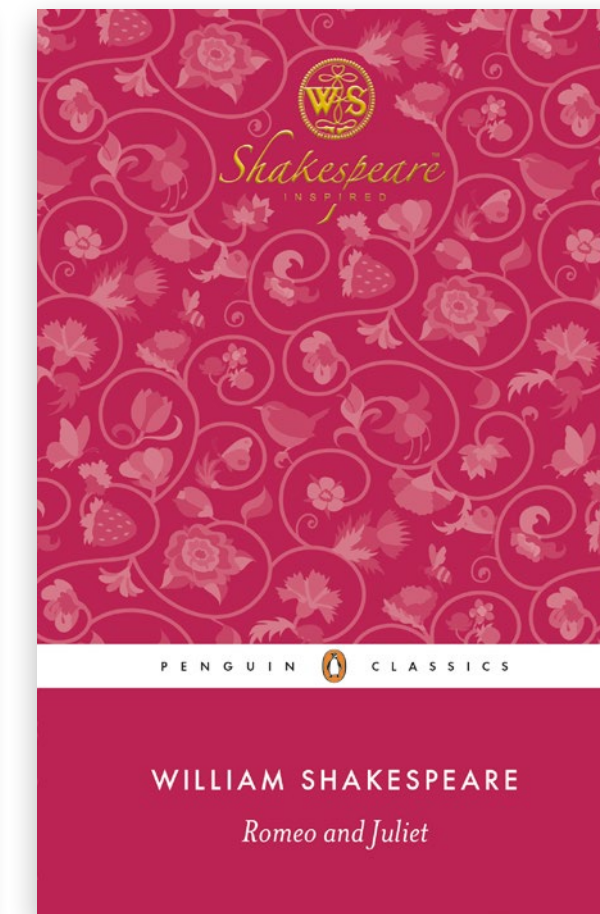
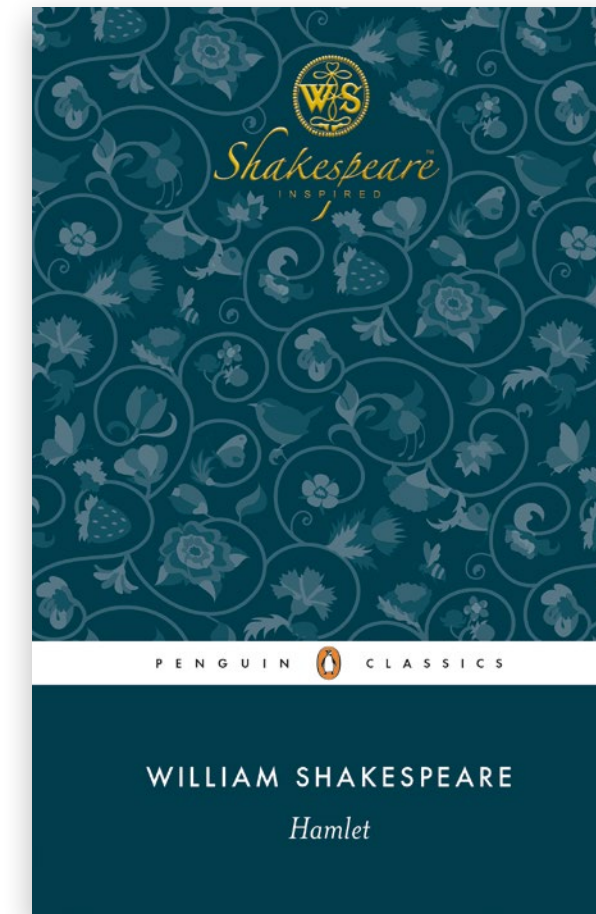
The six books, housed in a specially designed Burberry box, were available in a numbered limited edition print run from select Burberry flagship stores and on Burberry.com

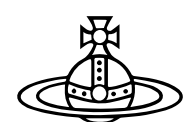




In a special collaboration to celebrate 400 years of Shakespeare's legacy in 2016, Penguin Classics and the Shakespeare Birthplace Trust created exclusive 'Shakespeare Inspired' editions of *The Sonnets & A Lover's Complaint*, *Romeo and Juliet*, *The Tempest* and *A Midsummer Night's Dream*. Each book has an exclusive designed cover with the Shakespeare Birthplace Trust logo in embossed gold foil and information inside on the partnership.

This was followed a year later by an exclusively designed clothbound edition of the sonnets in purple cloth with blue foil patterns and matching endpapers. We have also since added further bespoke paperback editions of *Henry V*, *Hamlet* and *Macbeth* to the series. These editions are exclusive to the Shakespeare Birthplace Trust and they retail them through their channels.





# Vivienne Westwood

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.

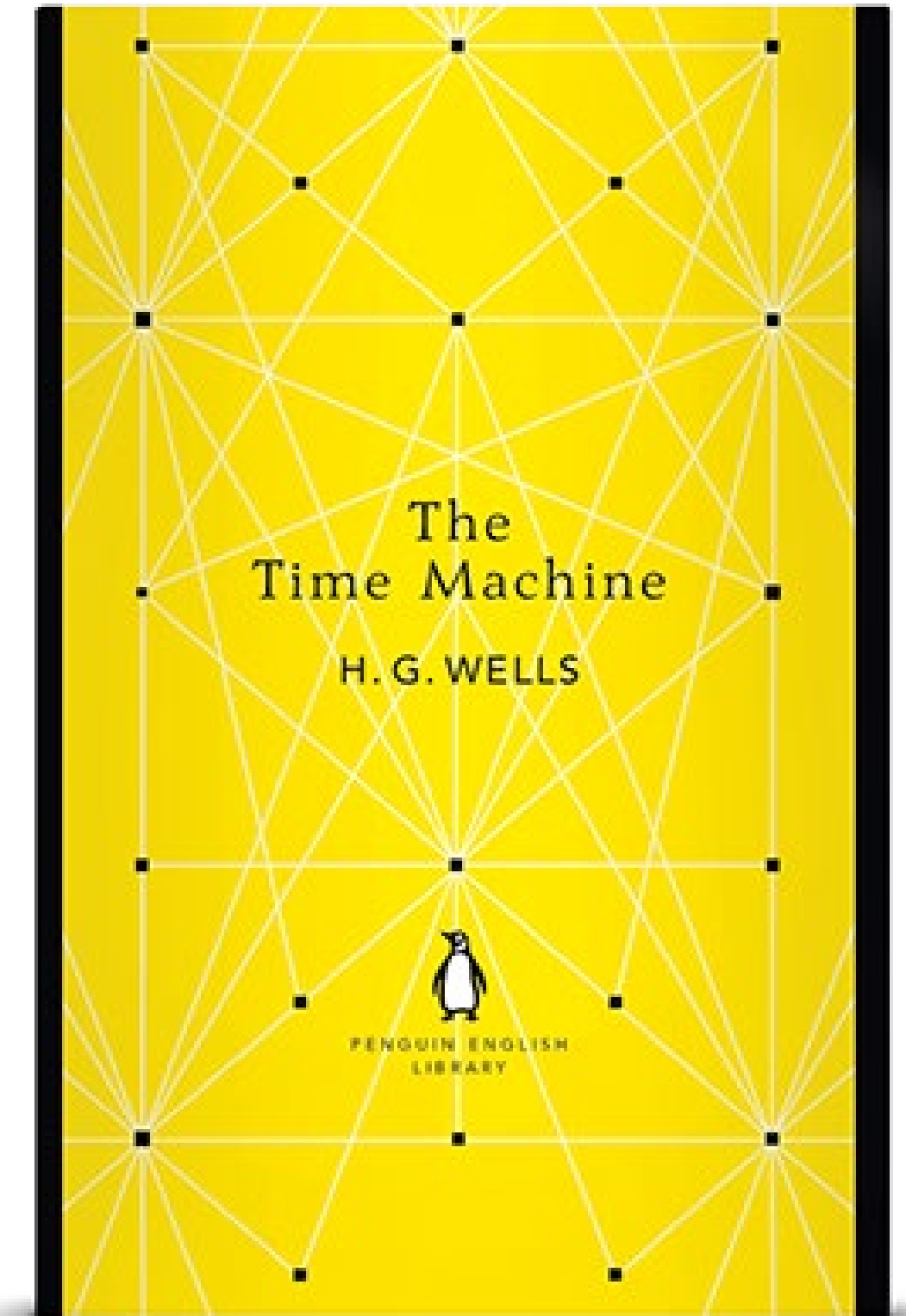
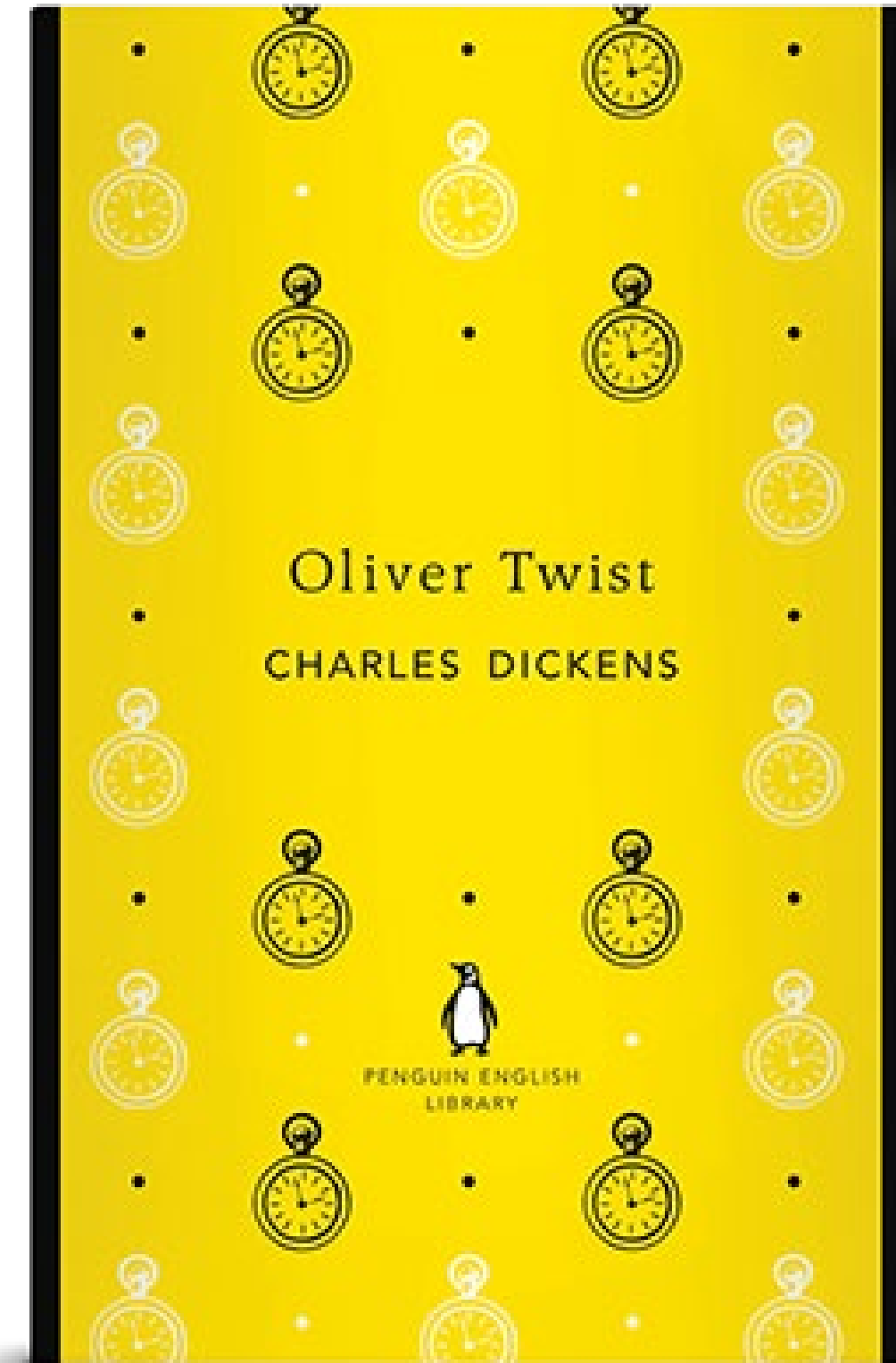




## SELFRIDGES&CO

Penguin Random House designed and produced two limited editions of *The Time Machine* and *Oliver Twist* exclusively for Selfridges. Supporting their 7-week activity celebrating the printed word, the books were re-imagined in Selfridges' signature Pantone 109 Yellow.

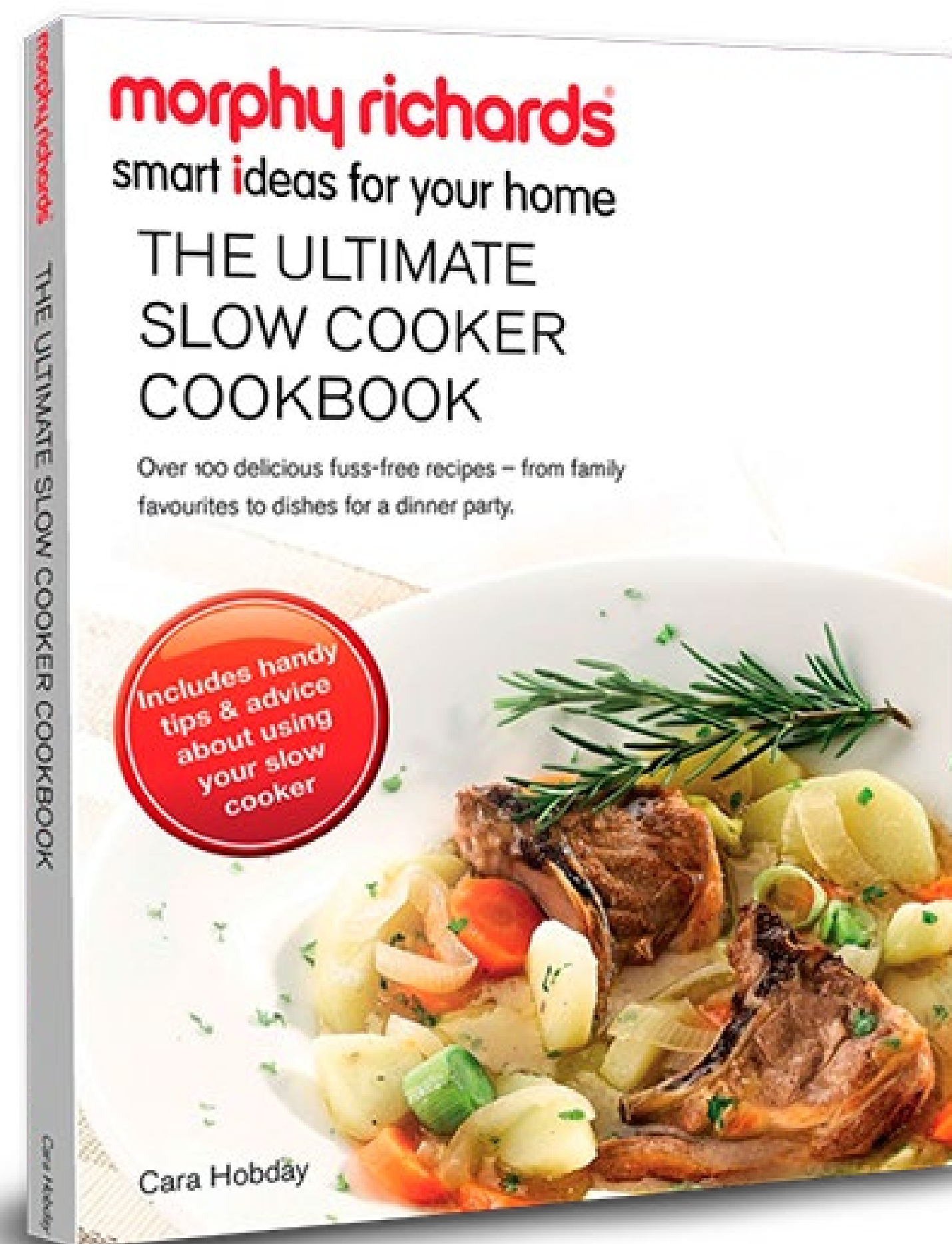
Featured for a limited time as bespoke products for the iconic department store, the books were also displayed within a 15,000-book pop-up library .





## morphy richards®

We collaborated with Morphy Richards to create an exclusive branded *Morphy Richards Slow Cooker Cookbook*. The book was included in pack with Morphy Richards Slow Cookers as an added incentive to increase sales over a limited time period.



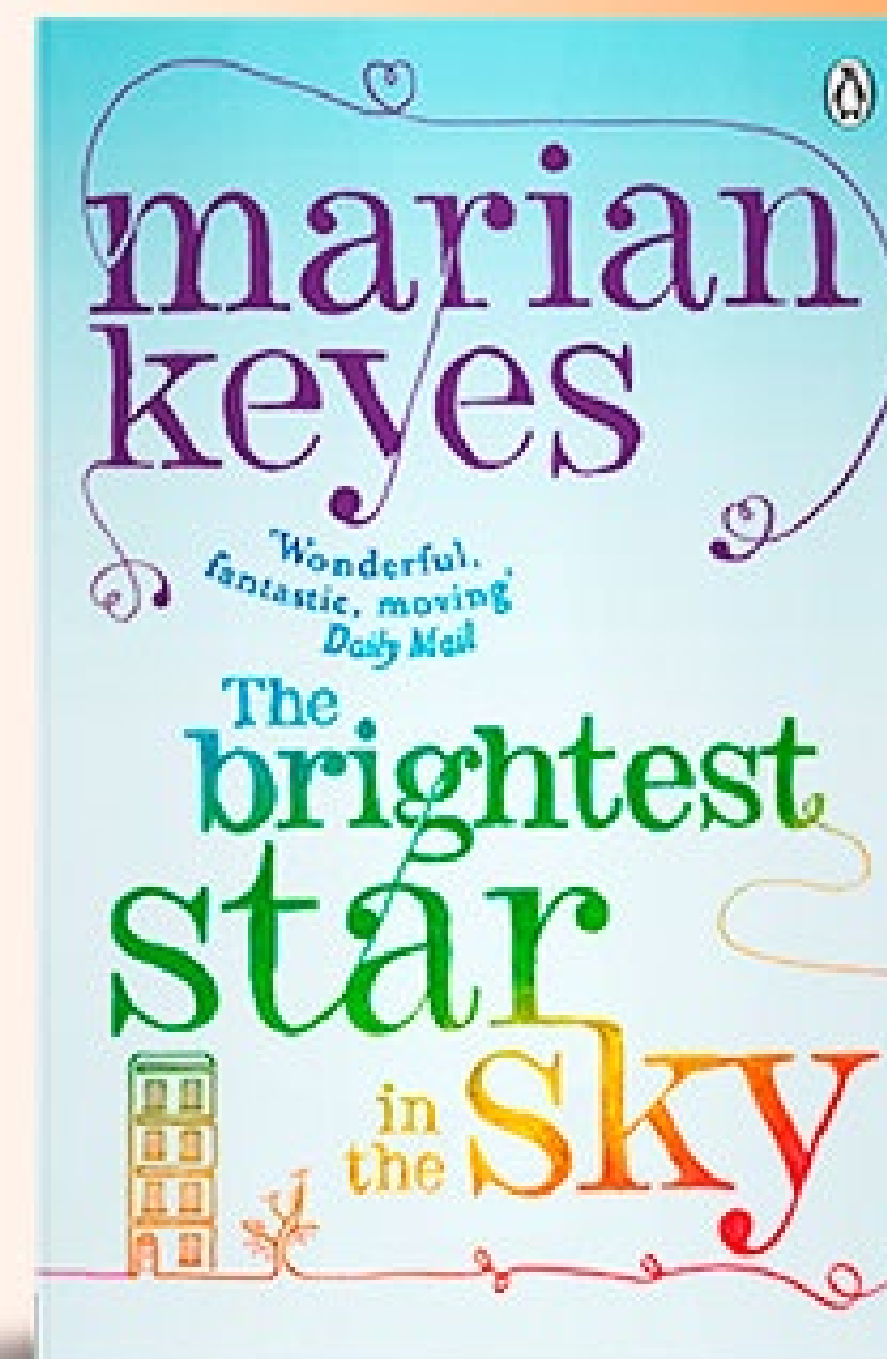


Penguin Random House partnered with L'Oréal for a summer reading promotion across Ireland. We created L'Oréal-branded editions of best-selling female novelist Marian Keyes's *The Brightest Star in the Sky* for customers to enjoy for a limited time. The books were available for instant in-store redemption with a multi-purchase of L'Oréal products.

# FREE BOOK



Buy any two **Garnier Ambre Solaire Sun Protection products** at half price  
and get a **FREE** copy of  
**Marian Keyes Bestselling Novel**  
**The Brightest Star in the Sky\***

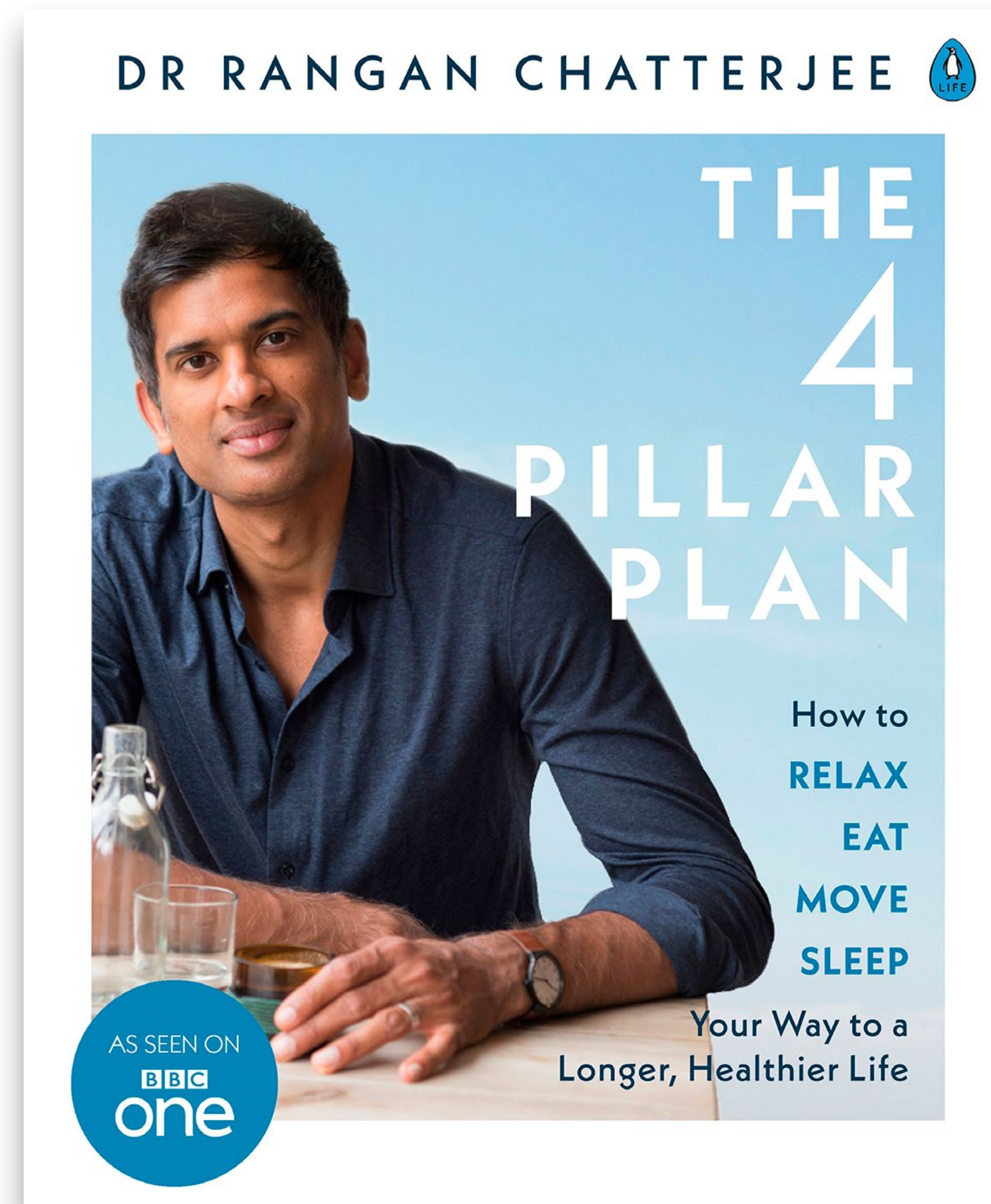




# werlabs<sup>®</sup>

We worked closely with Werlabs AB, providing them with copies of Dr Rangan Chatterjee's *The 4 Pillar Plan* to use as an incentive to drive customers to order their XL blood test. Werlabs AB provide their customers with blood testing kits, which can be performed at home and then sent to special teams of medics who provide clinical observations and healthcare advice to be discussed with GPs etc.

A simple, accessible and inspiring guide to good health covering the four areas of diet, rest, sleep and movement, The 4 Pillar Plan was the perfect title for Werlabs AB to offer as a gift to their clients. The book was given as a free gift on purchase of the test during a limited time period.





# Jack Wills

We partnered with Jack Wills for a ‘Back to School’ promotion, creating three beautiful bespoke editions of some of our best-loved hardback classics.

Shoppers were able to claim a free branded edition of the books when they spent over £70 in store. The promotion ran throughout September exclusively in Jack Wills stores, and was accompanied by Facebook, Twitter and blog activity across the Penguin Random House and Jack Wills channels.





# PET SHOP BOYS

We created a very special edition slipcase for The Pet Shop Boys, housing 2 classic books, *Pet Shop Boys Vs America* and *Pet Shop Boys, Literally*. The special limited edition was sold exclusively on the band's online store and sold out in record time.

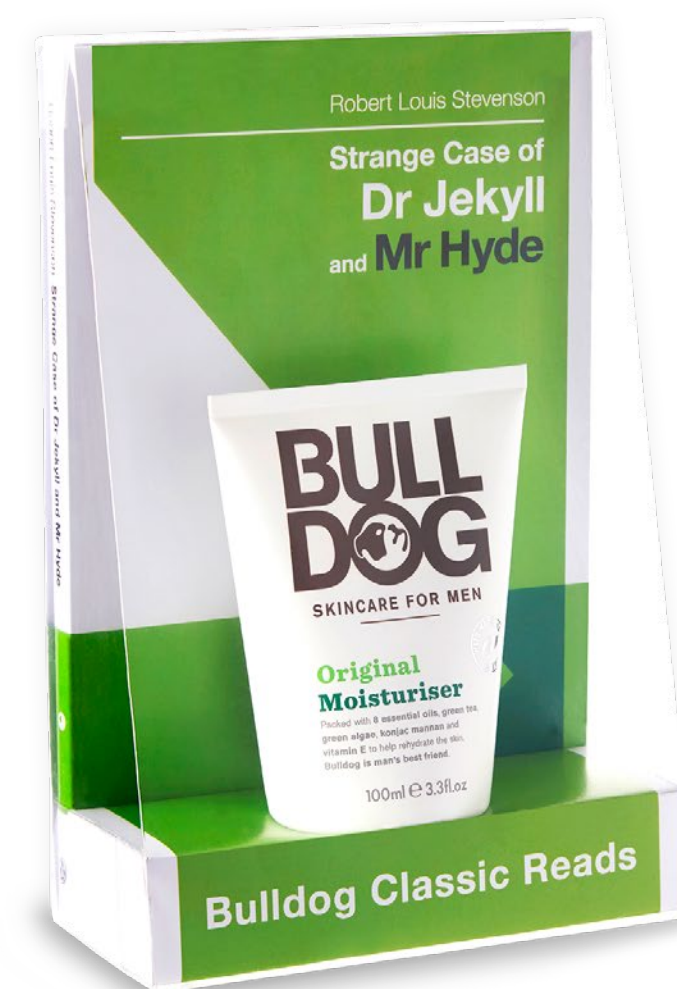
We worked closely with the band's design team, Farrow, to come up with a striking Wibalin 4 colour slipcase with foiling on the spine and cover plus inside colour printing. Extra material by the band was provided too to create a really special object for fans.

The books provide an intimate glimpse into the world of the Pet Shop Boys on tour and showcase legendary rock photographer Pennie Smith and Lawrence Watson's work.





British skincare brand Bulldog teamed up with us to create their very own “classic reads” skincare and book set, just in time for Father’s Day. Launched exclusively in Waitrose stores, the four books with customised covers were paired with various Bulldog products, and helped secure crucial extra space in-store across a key period. The collaboration drew attention from the design press and national media, with praise for the sets appearing in Bazaar, The Grocer, Shortlist and Sport Magazine.





We worked with Lyons Tea on an on-pack promotion with our bestselling author Marian Keyes. We created a beautiful bespoke pack-sized edition of Marian Keyes' cookbook *Saved by Cake* featuring special Lyons Tea recipes. It was sold as a value-added exclusive gift upon customers purchasing their 160-bag boxes in Dunnes Stores across Ireland.

This was a long-term promotion to reward loyal customers, and enabled Lyons to gain a strong shelf presence amongst their competitors.





# The Telegraph

To coincide with the film release of *Suffragette* we worked with Pathé and The Telegraph to offer readers a free copy of our film tie in edition of *My Own Story*, Emmeline Pankhurst's autobiography, as a retail pick-up promotion in partnership with Tesco Express stores. Readers could claim their free copy when presenting an in-paper voucher at the till in selected stores.

The promotion received great in-paper coverage and was pre-promoted via newsletters and online plus received fabulous, money can't buy, front page masthead coverage in The Telegraph.



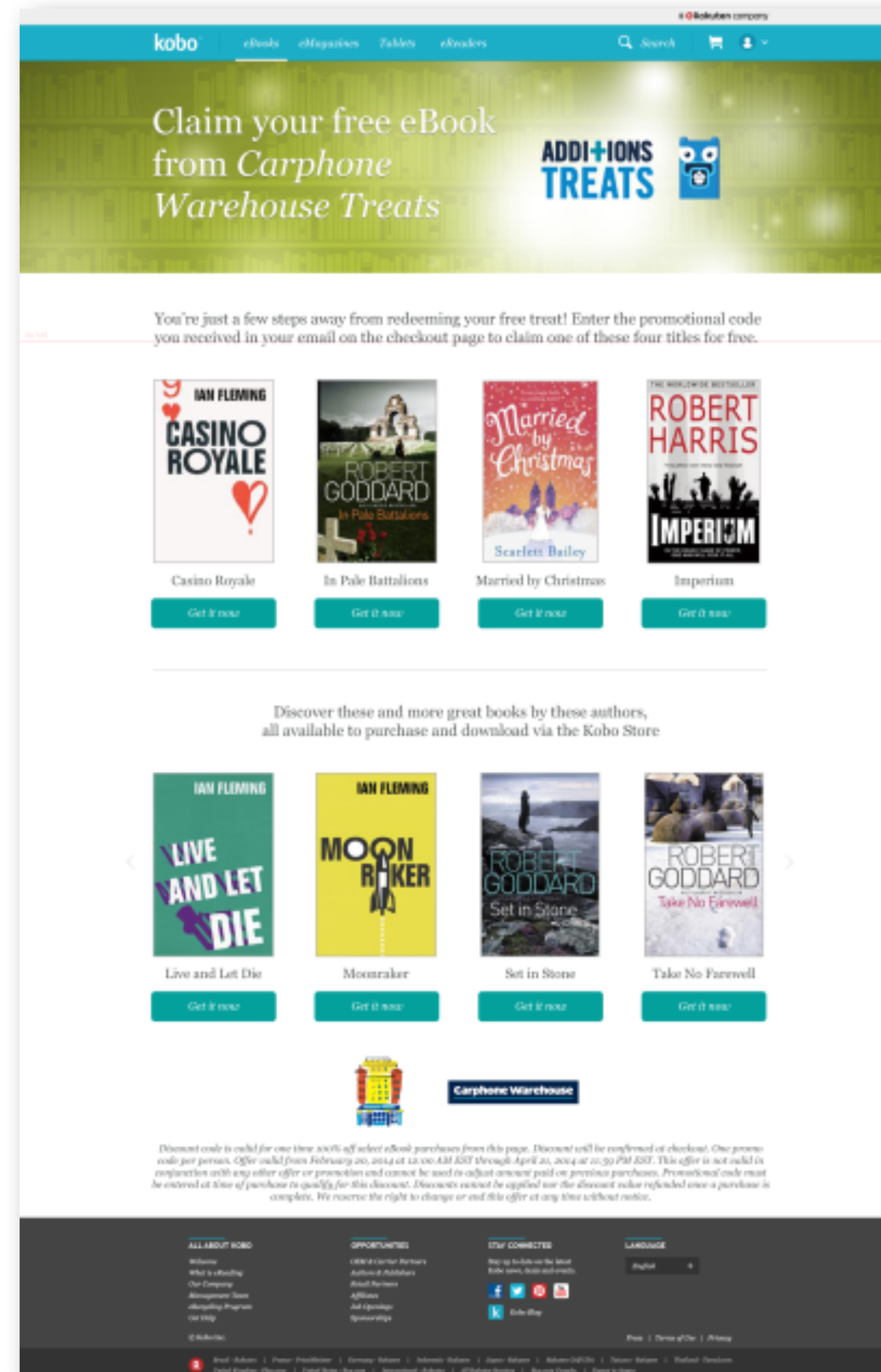


**Carphone Warehouse**



We worked with Carphone Warehouse's promotional marketing agency to set up an ebook promotion for customers. For two months, eligible customers were given the chance to download one of four Penguin Random House ebooks free of charge via Kobo.

The promotion served as an opportunity for Carphone Warehouse to enhance their customer offering and drive sales.

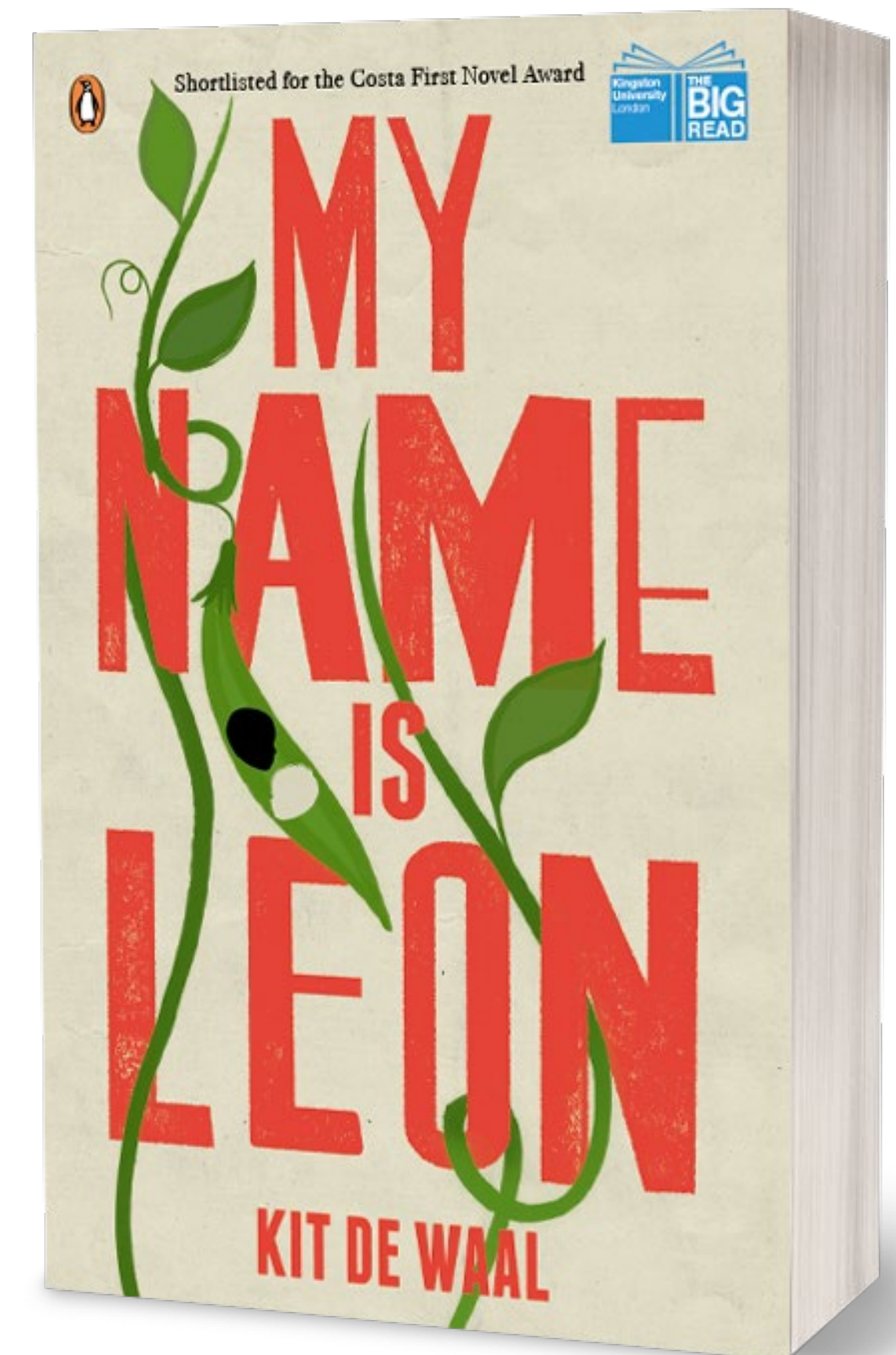
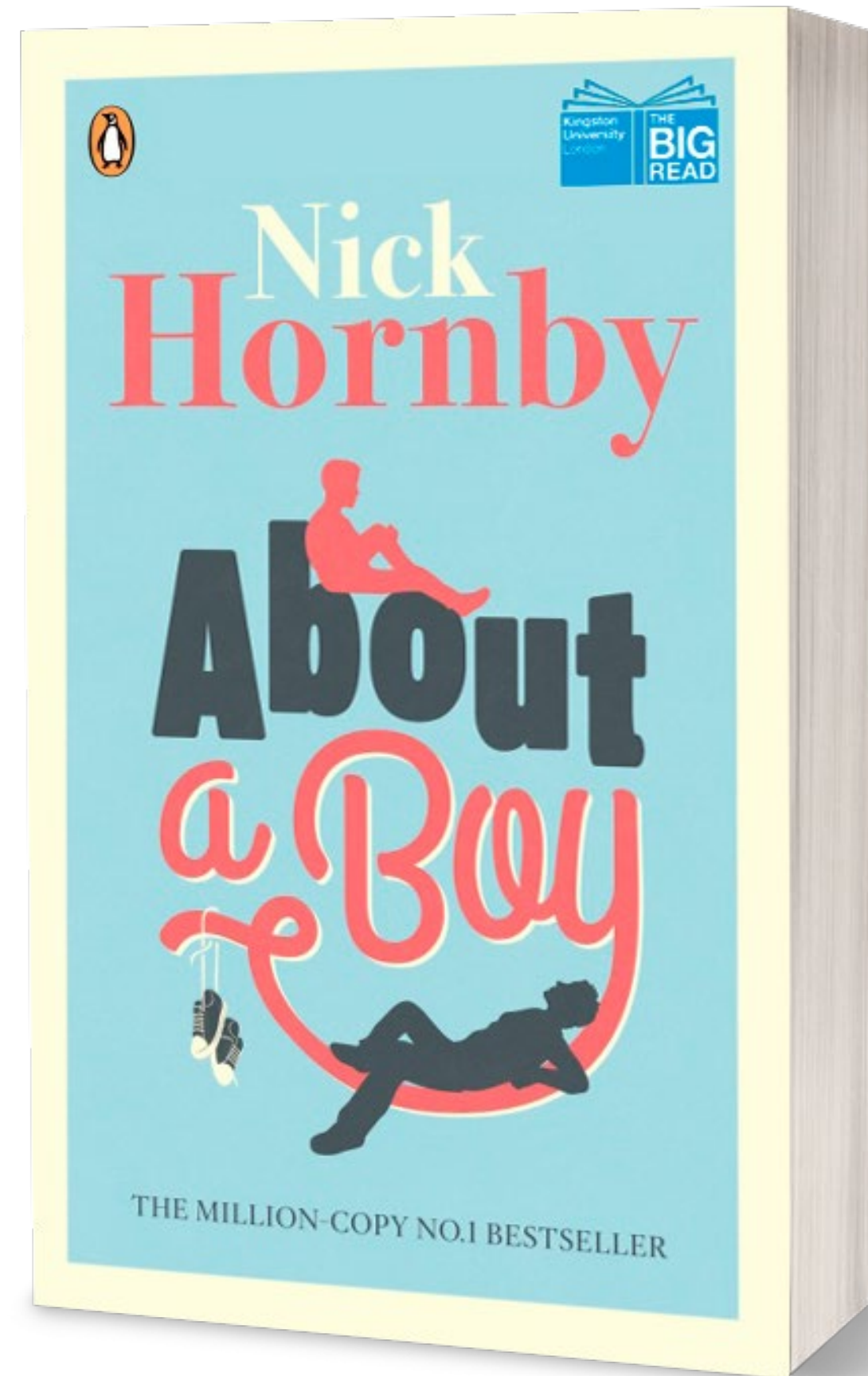




We have been working with Kingston University on its Big Read project since 2015, supplying copies of *About a Boy* by Nick Hornby, *My Name is Leon* by Kit de Waal and Rachel Joyce's *The Unlikely Pilgrimage of Harold Fry*.

As part of the project, we print a special edition of that year's chosen book, which is given to every fresher at Kingston, Wolverhampton and Edge Hill Universities. The special edition has the university logo on the cover, a letter from their Vice Chancellor printed at the front and book club questions in the back. Rachel Joyce also wrote a beautiful letter when her book was the selected title, which was sent out to all new students with their copy of the book and she attended events linked to the project during the Christmas term. The aim of this project is to provide a common talking point for new students to build friendships when they arrive.

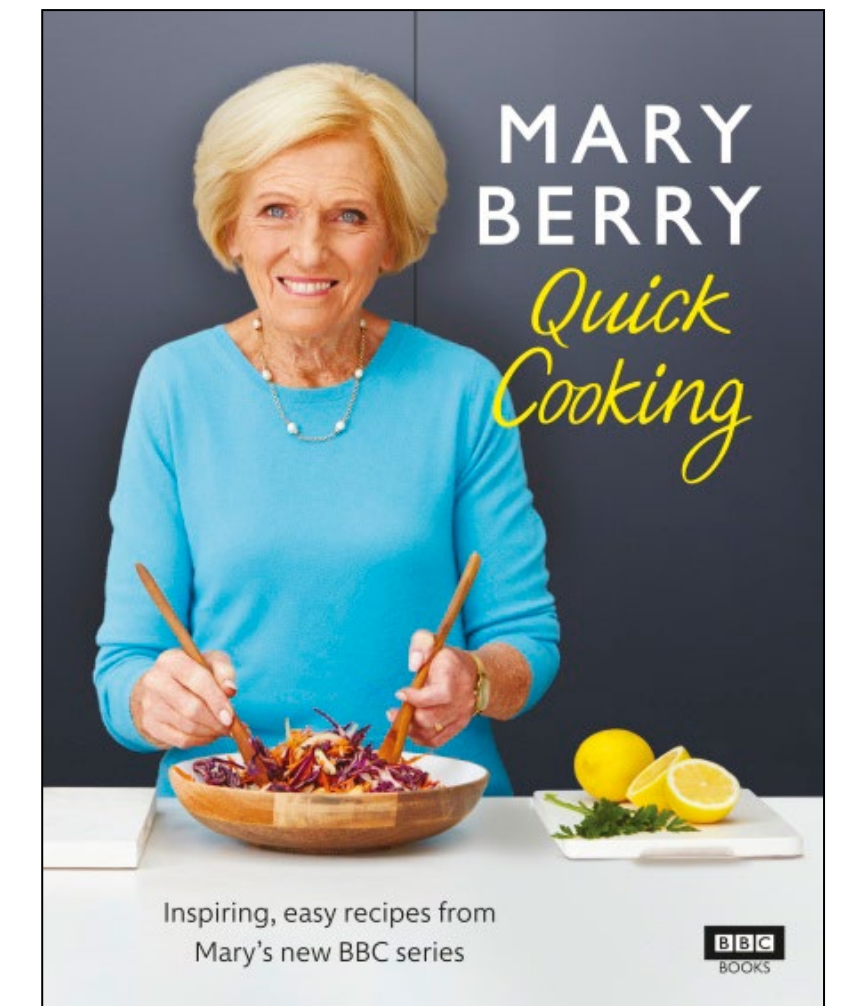
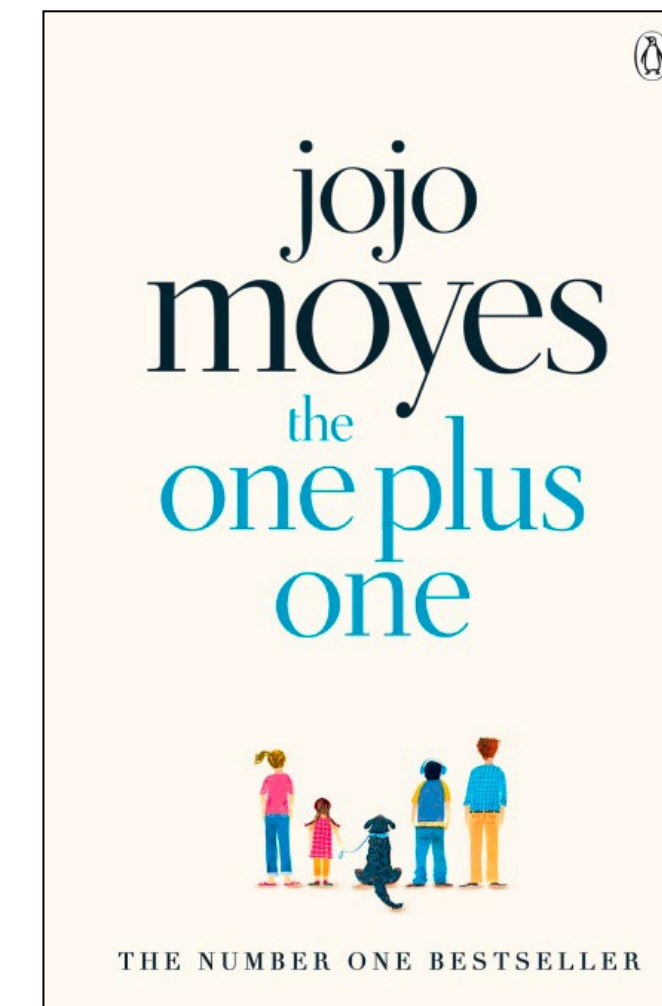
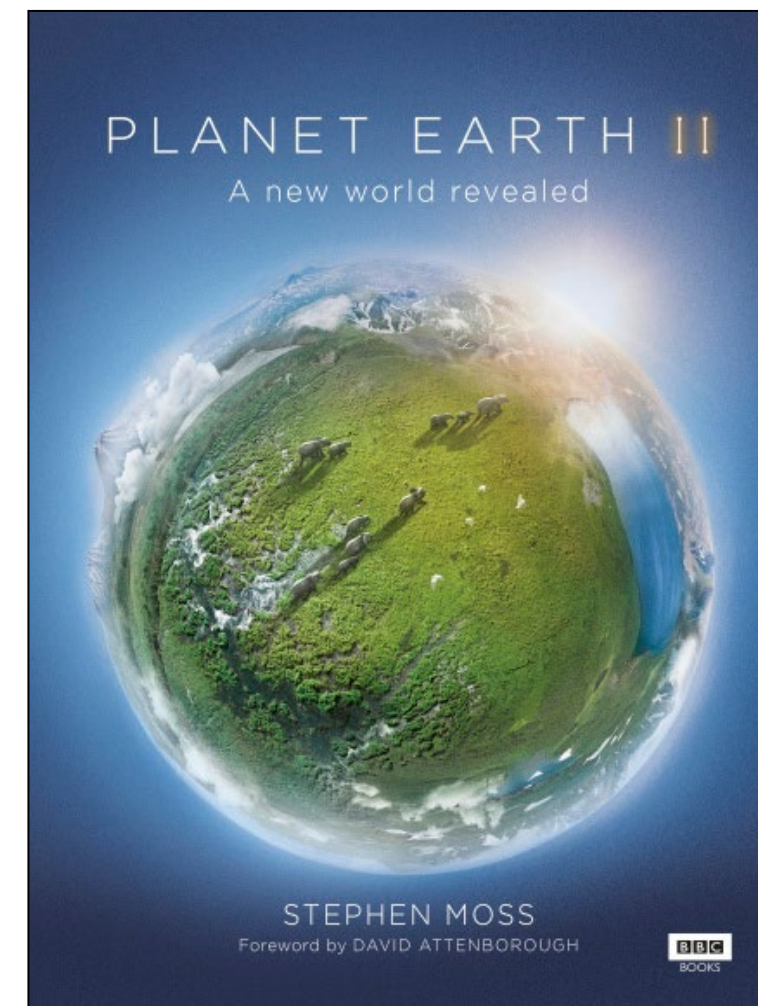
This initiative has been rolled out to other universities and we have since collaborated in a similar way with the University of Leicester (supplying special editions of Naomi Alderman's *The Power*) and with Sheffield Hallam University (supplying special editions of *My Name is Leon* by Kit de Waal).





We partnered with The People's Postcode Lottery to supply books as part of the prize offering in their December 2019 draw. Winners could choose to redeem a free book rather than a monetary prize. We produced bespoke editions and exclusive sets of a selection of key fiction and non fiction titles, resizing each to ensure that the new editions could fit through the winners' letterboxes.

We were thrilled to partner with The People's Postcode Lottery. The partnership was not only an exciting financial opportunity for us (we sold over 250,000 books) but it enabled us to broaden the sales market for these authors by getting their books into the hands of more people and to raise money for charity - PPL donates a percentage of its profits to charitable causes.





# Expertise in every field

## 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 your budget.

## 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.

## Content

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

## Publicity & Marketing

We'll work with you to make your book campaign a major media moment. This is another area where we add significant value: media coverage of a book can help you spread your message faster with more impact than any other medium

## Production

With 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.





# 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

# Sustainability

At Penguin Random House, we are committed to protecting and respecting both people and planet. That's why a key pillar of our creative responsibility programme is focused on sustainability, which for us, means to act as a beacon for our readers, customers and partners to do the right thing.

**OUR PAPER:** As of 2020 we source 100% of our paper through Forest Stewardship Council certified forests. FSC is the only wood certification scheme endorsed by WWF, Greenpeace, and the Woodland Trust.

**OUR PACKAGING:** In 2019 we cut single use plastic within our warehouses by 47% - the equivalent of 37.6 tonnes.

**OUR SUPPLIERS:** All prospective suppliers complete an evaluation form which allows us to learn more about the supplier's business operations and make a fair assessment of whether their standards align with our own before working with them.

**OUR CARBON FOOTPRINT:** We have committed to becoming a carbon neutral company by 2030.



# Our Brands

P E N G U I N



C L A S S I C S







# Get in touch

If you want more information about any of these titles or would like to see some further suggestions then please contact us to discuss further. We would be happy to help find the perfect book whatever your needs.

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