

DRYDON BOOKS

info packet

BRYDON BOOKS

company launch

Brydon Books business launch is planned for April 2024!

To coincide with Bologna Book Fair and garner maximum buzz, Brydon Books will formally announce its launch in early April 2024. We operate and publish locally in the UK, aiming to make as small a carbon footprint as we can and emerge in the publishing world in a socially responsible way. Through global publisher partnerships, we hope to reach as many young readers as we can, helping them reach their maximum creative potential.

Our first two books publish in May 2024, *Draw This Book: Pirate Adventure* and *Draw This Book: Animal Party*.

The *Draw This Book* series will then continue with two more books in Autumn 2024, and Brydon Books plans to expand with other books and series, increasing to four books per season in 2025.

Meet our brand ambassadors:



Splat

(always making + creating)



Spark

(our burst of creativity)



Dot

(our inclusive little bean)



Leaf

(our tree hugger)

BRYDON BOOKS

mission + vision

We believe that books should be fun + interactive. Our books should make kids feel like they can do anything. We believe every child should have the opportunity to express their creativity.

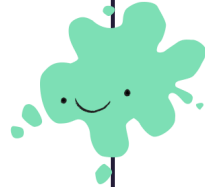
Our mission is to inspire kids (+ their grown-ups) to explore + create.

How will we achieve our mission? By making:

Children's books that
**Interact with the reader
+their world**

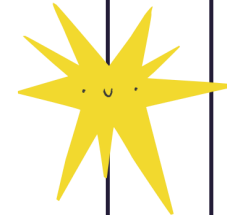
Children's books that
spark ideas

Children's books that
inspire dreams



Children's books that
are also ...

- art projects
- interactive games
- things to build
- props for playtime



We promise ...

to keep children + their
world 100% at the centre
of our focus, from the
products we create to the
way we operate.



series launch

Draw This Book Pirate Adventure

Author: Alli Brydon

On Sale: 2nd May 2024

Publisher: Brydon Books

ISBN: 978-1-7384264-0-9

Price: £8.99

Draw This Book Animal Party

Author: Alli Brydon

On Sale: 2nd May 2024

Publisher: Brydon Books

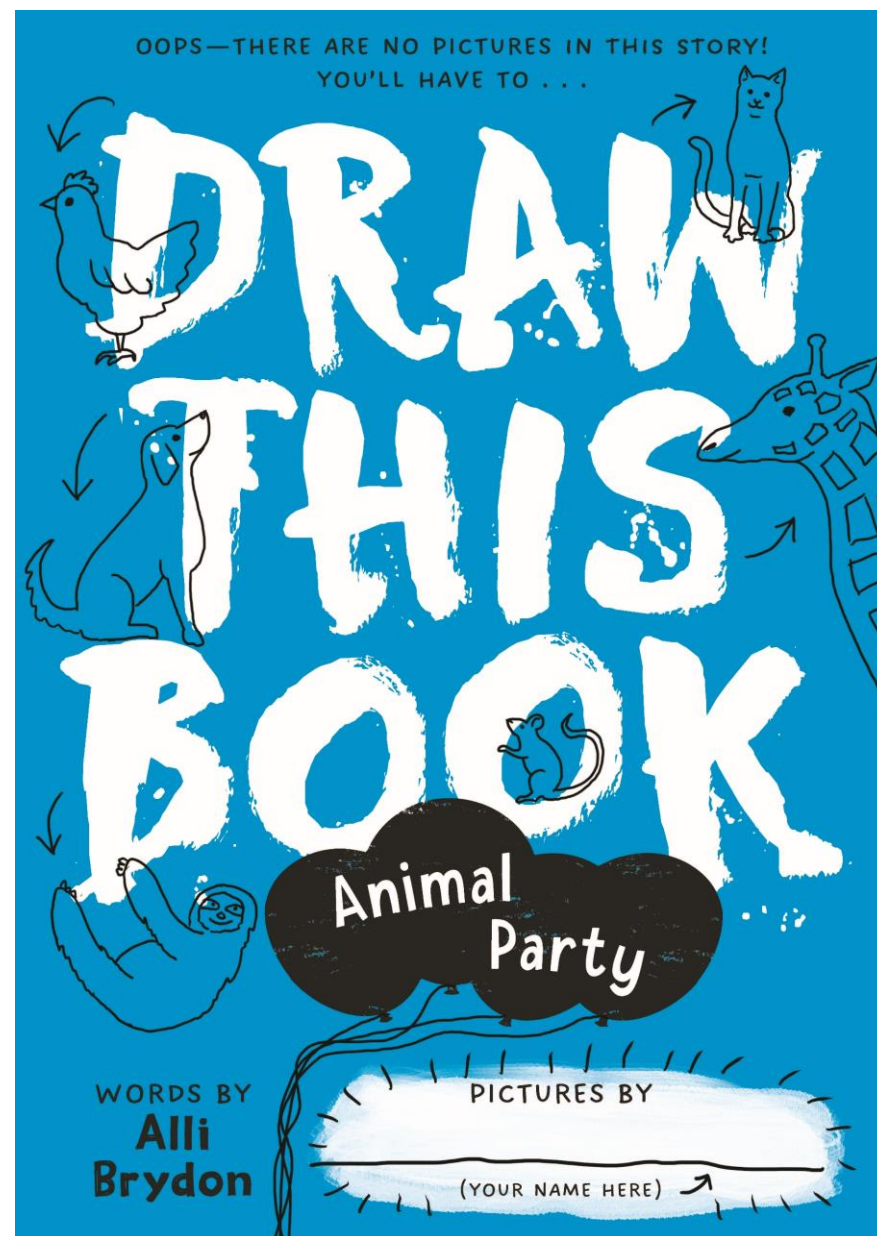
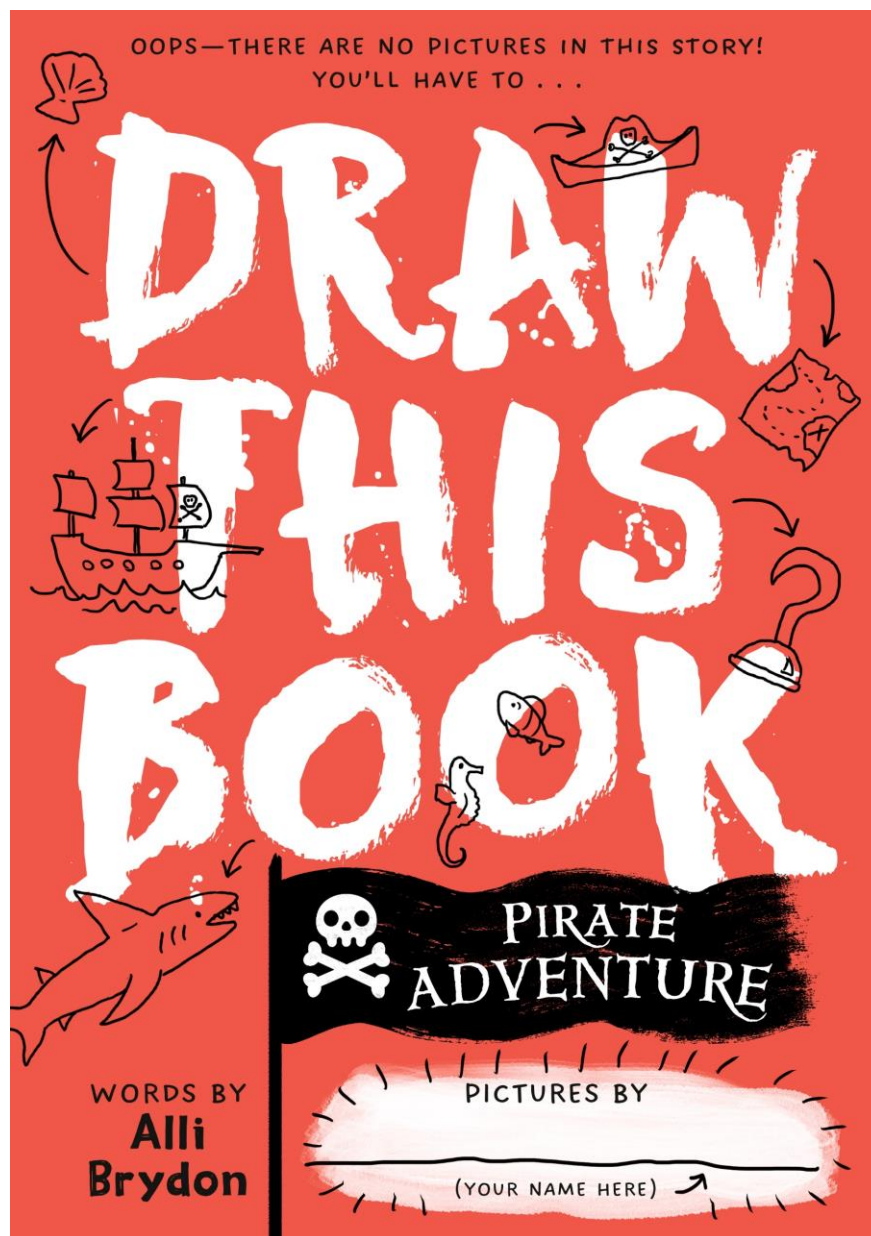
ISBN: 978-1-7384264-1-6

Price: £8.99

Forthcoming

Draw This Book: Dino Dance

Draw This Book: Unicorn Magic

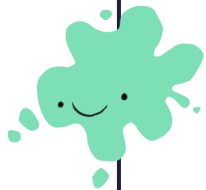


UK marketing & publicity plan

Traditional Media:

Positioning *DRAW THIS BOOK* series as a one-of-a-kind keepsake book that empowers young readers to lean into their creativity, we will target coverage in the form of reviews, roundups, features and gift guides, highlighting the easy entry point into creative practice, social-emotional value and interactive nature of this unique book series.

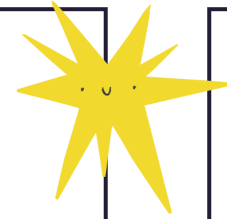
Outreach to print and digital media and trade outlets has already begun



Social media:

Outreach will include digital influencers in the parenting, homeschooling, artsy-craftsy mum spheres. This will focus on families needing wholesome and interactive screen-free fun and wanting to foster creativity and love of reading. We will also lean on our founder's reputation and contacts to create UGC with prominent children's book creators in the UK and USA.

Brydon Books itself now has a growing weekly newsletter, with more than 500 engaged subscribers, and is gaining traction on its own social media channels..



Special partnerships:

At Brydon Books, we see charity partnerships as an extension of what we do: a way to give back to children, teachers, parents and community. That's why we plan to reach out and partner with charities that can use our books to support their needs and fundraise for their efforts.

Outreach has begun for partnerships with organisations such as BookTrust and NHS, Great Ormond Street Hospital.



Marketing:

Other targeted campaigns on an as-needed basis



BRYDON BOOKS

meet the team

We are a mighty and dedicated group with a wealth of experience in children's book publishing and communications/outreach.

Alli Brydon
Co-Founder and Publisher

Alli has worked in children's book publishing for nearly 20 years, across the US and UK, as an editor, writer and publisher. A powerhouse in the industry, she brings immense energy, creativity and organizational skills to Brydon Books.



Ed Brydon
Co-Founder and CCO

Ed is a writer, researcher and communications professional who has dedicated his career to telling stories to a wide variety of audiences. With a measured approach and global perspective, he is Brydon Books' trusted marketing and PR consultant.



Katrina Damkoehler
Designer

Katrina is a creative and award-winning art director, designer and illustrator with nearly 20 years of experience creating children's books. She is currently full time at Penguin Random House US and freelances for Brydon Books as our designer.



BRYDON BOOKS

play • explore • create



Please be patient.

Our official website will
go live in early 2024!

For more info and to sign up for our newsletter, [please click HERE](#)