

Collaborate

Children's Book Creators

Creating content for
the world's leading
publishers and brands..





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How we
can increase
your sales



Helping to increase sales



Our products are best sellers

We deliver content with mass-market appeal

We bring our educational expertise to your campaigns

We can produce a #1 Amazon Best Seller from concept to shelf in 22 days

Our social media campaign animation for Ariana Grande's perfume launch was viewed by over 3 million people in its first week

We are approved suppliers for both CUP and OUP, our work with them gives us valuable knowledge and insight that can be applied to your campaigns

Helping to increase sales

Our character design is award winning

We help brands develop strong characters, with strong narratives, that help communicate the story of their products to their younger audiences

As seen on TV!... Strong campaigns for all industries

Our talents transcend all ages and industries. We have applied our skills to create workshops for the NHS, prime-time TV advertising and even animated infographics for HSBC

We know how to handle the sensitive subjects

Working in the pharma industry has given us the tools to develop stories for all subjects and genres, no matter how difficult the content is to work with

02

Collaborating works



Collaborating works - the past year in numbers

387

BOOKS

56

MINUTES OF ANIMATION

716

ILLUSTRATIONS

8

TOYS AND GAMES

CLIENTS IN

12

COUNTRIES

Collaborating works - the past year in numbers

140

ORIGINAL BOOK IDEAS
FOR SALE

EMPLOYEES IN

8

COUNTRIES

20

LICENSED PRODUCTS

4

WEBSITES DEVELOPED

Collaborating works - project highlights

Book packaging in volume

Specialists in STEM content

Animation in volume

Handling the big brands

Creating your homegrown IP

Original IP for sale

Collaborating works - project highlights

Content with the X-factor

Delivering in digital

On our game

Creating content that matters

Book ideas for sale

Collaborating works - our artists

Spike Maguire

Jake Hill

Liliana Perez

Eva Monroe

Esme Lee

Collaborating works - our artists

Amy Zhing

Ed Myer

Amanda Hudson

Alex Oxtan

Sypha Vendez

Collaborating works - the network

Advocate Art

We instill positive change under our charter “Positive E.F.E.C.T.S” advancing the Environmental, Financial, Ethical, Collaborative, Training and Social standards of our signed agencies and those that the Agencies deal with day to day in their commercial dealings; through outreach in education and their marketing.

03

Studio
access



Brands come to us to help them communicate their message to children in a way that is engaging, nurturing and entertaining; fueling their imaginations, their aspirations and dreams....

Studio access - the people



Caroline Burns

Managing Director

The art of storytelling has been an obsession for Caroline since her early childhood when she would read and recite her favourite stories to anyone or anything that would listen! Fast forward a few years, and you'll see her passionately reading her published children's books aloud - again to anyone or anything that will listen!

Having worked in the Children's Publishing industry for over 20 years, Caroline LOVES to find a great children's book manuscript and aid the author in turning it into a future blockbuster! Along with her experience of commissioning great illustrators, she marries artwork and text to create the perfect synergy, which will captivate young minds and imagination. As a mum of two boys, she understands the need to engage children with exciting content to assist with their progress in reading. Her passion for bringing immersive and imaginative content to market through young literature is her drive and goal.

caroline@collaborate.agency



Ed Burns

Commercial Manager

Our CM is tasked with overseeing strategic business activities, improving overall business functions, training heads of departments, managing budgets, creating policies, and communicating business goals. His glasses are getting thicker and thicker as the years go on, but he definitely has an eye for a procedure!

A proud father of 2, and manager of the local junior surrey league football club for a good few seasons, he understands that communicating with kids and running a business requires 100% different skill sets. Sure the locker room chat can be about teams and working together but engaging young minds on the sports field is far more about individual feelings and emotion. Especially when it's him breaking down in tears!

edward@collaborate.agency



Dave Moxey

Creative Director

Over the last decade, Dave's curious and energetic twin boys have helped him to fine tune his craft. Being able to take his work home and bounce ideas off his very own market research group has provided our Creative Director with some invaluable insight into what makes young minds tick.

Understanding and developing techniques, both overt and covert, to communicate inspiring messages to young minds is an underestimated art form and a skill that Dave is continually refining. He keeps on top of the latest trends in technology, publishing and licensing, helping him to create the right team dynamic and apply the right strategy to each and every project. This approach ensures brand messaging is always on point and delivered to younger audiences in the most effective and engaging ways.

When he's not working on kidscomms... who are we trying to fool... Dave is always working on kidscomms!

david@collaborate.agency



Kate Johnson

Chief Operations Officer

Big Kid Kate loves to connect brands with their younger audiences, it's why she lands the big jobs. Ideas, imagination and interaction are her real superpowers, juggled with her weekend softplay parties with her son Jack where she listens intently to what might inspire our next kids campaign.

20 years in children's publishing have given Kate the invaluable insight of what makes a bestselling children's product. Her expertise is in storytelling and creating synergy between the client and their younger audiences, harnessing the creative prowess of Collaborate. By day you can find her on zoom sharing her insights and landing the next project, by night you will find her wrangling through an obstacle course of Lego bricks, Key stage 2 Literature, and education apps, before settling down to the next animated series on Disney+.

kate@collaborate.agency

04

We
Collaborate
with...



We Collaborate with...



05

What our
clients think



What our clients think



Collaborate's expertise was exactly what we needed. They were able to handhold us through the design and illustration process at every stage and together we created the perfect product for our partner.

Senior Designer, West Sussex County Council

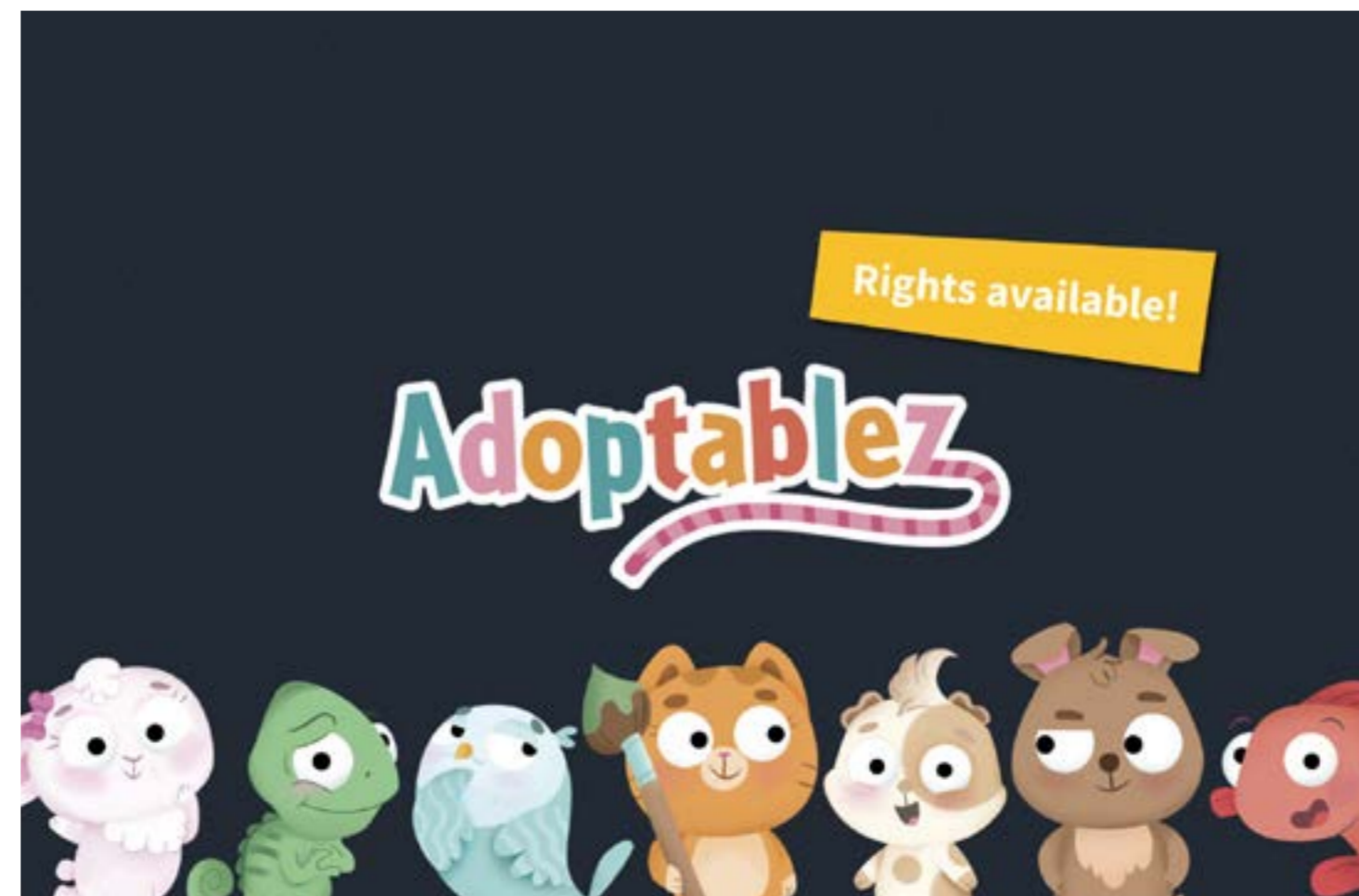
We have commissioned Collaborate to work on over a hundred projects in the past 36 months, making them one of our leading suppliers. David and his team are really easy to work with, they understand us, and they consistently over-deliver on their projects.

**Art buyer
Callisto Media**

What our clients think

It's everything I envisioned, the illustration gives off so much wonder and emotion, it's so powerful & it is literally making me cry tears of happiness! It is just magic, magic.

**Advanced Content & Learning Specialist,
Pearson**



The animations are really joyful and fun. We are really pleased with the results!

**Editor
Cambridge University Press**

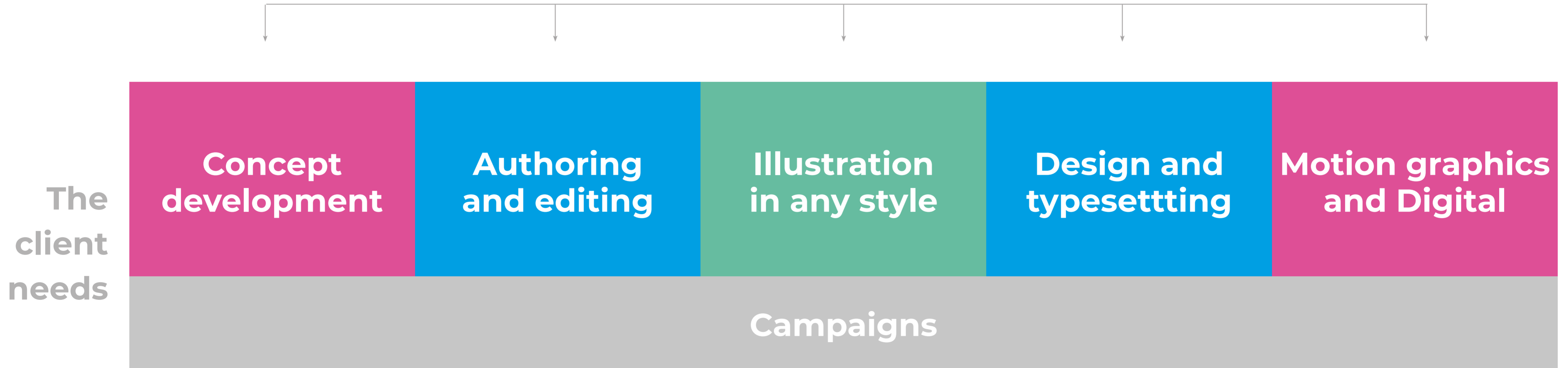
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How we
can work
with you



How we can work with you

Entry points



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