

Collaborate
Children's Book Creators

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



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....



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How we
can increase
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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

Join the Kew

Specilaists in STEM content

Animation in volume

Handling the big brands

Image is everything

Original IP for sale

Collaborating works - project highlights

Content with the X-factor

Delivering in digital

On our game

Creating content that matters

The full package

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



This is our 10th year of business, we are so proud to look back at what we have collaborated on with a great many creative businesses. We have helped them communicate their message to children in a way that is engaging, nurturing, entertaining, and fuels their imaginations, their aspirations and dreams....

It can take time to really understand what you are good at, well, we are excellent Children's Book Creators, that's why it's our new strap line!

....but our ability to collaborate with our clients; to bring great stories to life in any media from the printed page, to digital, animation and even to live action often widens our scope of supply way beyond books.

We are master storytellers, we have created literally 1000's of children's books for pretty much every publisher, many New York Times Best Sellers and Amazon no 1's amongst them. We create 100's of games and products every year, some of which are multi-award winners and we have worked with diverse brands from Pfizer to Ariana Grande, helping them communicate their message successfully.

Our Collaborate family has a 'big-kid' mentality, with studios based in Singapore, New York, London and Seville, we understand the local markets and different cultures. Everyday is playtime in our studios, and our playful approach to creativity helps us relate to children, seeing the world from their perspective.

We are the only Agency in the world with supplier contracted relationships with leading children's educators such as Pearson, Oxford University Press, Cambridge University Press, Macmillan, Houghton Mifflin, and the BBC, to name drop just a few.

We build relationships with our customers that really allows us to be an extension of their team, modelling and integrating ourselves to their systems, supporting them where they need support, adapting to their processes. This is why we have become such trusted important partners to our clients, relied upon, but most importantly impressing with quality and along the way.

We are often engaged in creative process right from the first brainstorm; the first inkling of an idea- stirred by an emotional driver or the need for something great.

Let's collaborate with you :)



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

Studio access - the people



Carrie Knights

UK Design Manager

Collaborate's UK Design Manager, Carrie, is a highly skilled graphic designer and illustrator with over 20 years experience in the publishing industry. She offers extensive expertise in children's novelty, activity, picture storybooks and more – having contributed to hundreds of titles published worldwide. Carrie has a genuine passion for finding creative solutions that inspire and delight children. In 2021 Carrie was shortlisted for the Sheffield Children's Book Award for 'Dragon's LOVE Ice Cream!' and is presently shortlisted for the BookTrust Storytime Prize 2022-23 for 'Can You Tickle a Tiger?'

Carrie began her career in publishing as a prototyper and soon progressed into graphic design. Her natural strength and ability for drawing and illustration is invaluable to her work in the kids book industry.

carrie@collaborate.agency



Nicole Dominguez

Designer/Illustrator

From a very young age, our designer and illustrator Nicole has loved drawing. You would often find her scribbling pictures onto napkins, sketchbooks and even her math homework. She grew up loving animals and books, and books about animals!

Her imagination was captured by titles such as Matilda, The Witches, Harry Potter and Eragon.

Stories, illustrations and animations have always been a big part of her life and she is really happy to be able to create new stories and fascinating illustrations for future generations of napkin-scribblers! Passing on the passion for storytelling is what drives Nicole and you can see her passion in all the extra brush strokes and details of her work.

nicole@collaborate.agency



Elsa Forster

Designer/Illustrator

Designer and illustrator Elsa often jokes she got into children's books to avoid getting a 'grown up' job. As a person who spends a LOT of time reading fantasy novels, playing D&D with friends and wild camping in the Scottish highlands, she loves any opportunity to escape the 'real' world and is truly a child at heart.

As an actual child she spent most of her time in the garden hunting for fairies or shut away in her room writing stories. As an adult she loves to try new hobbies; painting, crafts, dancing, climbing, picking up new instruments... the list goes on! She believes that 'always being an inexperienced child at something' is the key to flourishing creativity!

elsa@collaborate.agency



Ben Hooley

Senior illustrator

Our resident senior illustrator and animator, Ben, treasures the illustrated books he's held on to from his childhood, with the 'Lester' series by Quentin Blake and 'Granfa Grig' by Wallace Tripp among his favourites. When you see Ben, it's clear that he's no Peter Pan, however, there is a stubborn refusal to grow up!

This stubbornness manifests itself in his love of playing board games, writing new Dungeons & Dragons adventures and his favourite activity - watching cartoons with his daughter Eva! While they sit laughing together at "Owl House" and "Lower Decks" Ben is secretly absorbing animation and storytelling techniques that he can use on his next big animation project!.

ben@collaborate.agency

Studio access - the people



Laura Robjohns
Illustration Manager/Illustrator

I grew up in a very closed family and spent all weekends surrounded by relatives in the countryside. My passion has been always riding horses and taking care of them. At a certain age, my preferences changed a little bit and I started to love water sports. There is not a single summer the whole family does not sail for a week or so around Portugal coast.

Thousands of memories live with us still. I also like traveling around the world alongside my wife, where we meet new cultures and enjoy the local gastronomy.

laura-anne@collaborateagency.com



Tamara Morero
Agency Administrator

Since I was a kid I was surrounded by nature and animals (horses, dogs, cats..), enjoying every summer at my grandparents near the beach where I was always learning recipes from my grandma and doing maths with my grandad.

They taught me all the passion I have for travelling the world on culinary adventures due my grandma use to tell me stories from every single food she used to cook, then my grandad show me the way of how important was being organised and good at maths that was why I chose my career in Accounts, all related since I was little..

tamara@accountsadmin.com



Ricardo Balbontin
Agency Administrator

I grew up in a very closed family and spent all weekends surrounded by relatives in the countryside. My passion has been always riding horses and taking care of them. At a certain age, my preferences changed a little bit and I started to love water sports. There is not a single summer the whole family does not sail for a week or so around Portugal coast.

Thousands of memories live with us still. I also like traveling around the world alongside my wife, where we meet new cultures and enjoy the local gastronomy.

ricardo@accountsadmin.com



Mike Cowley
Accounts Manager

Mike is our Accounts Manager here at Collaborate, bringing over 15 years experience working within children's publishing. Mike is passionate about children's books and how amazing worlds can be opened up for young minds when a strong visual language collaborates with powerful words. It is sometimes questioned whether he is buying books for his own children, or actually for himself!

He has worked with publishers large and small, but the goal always remains the same; to serve the client and elevate the brief, while working with the very best illustrators in the business. Get in touch with Mike and the team to see how we can help with your next project.

mike@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

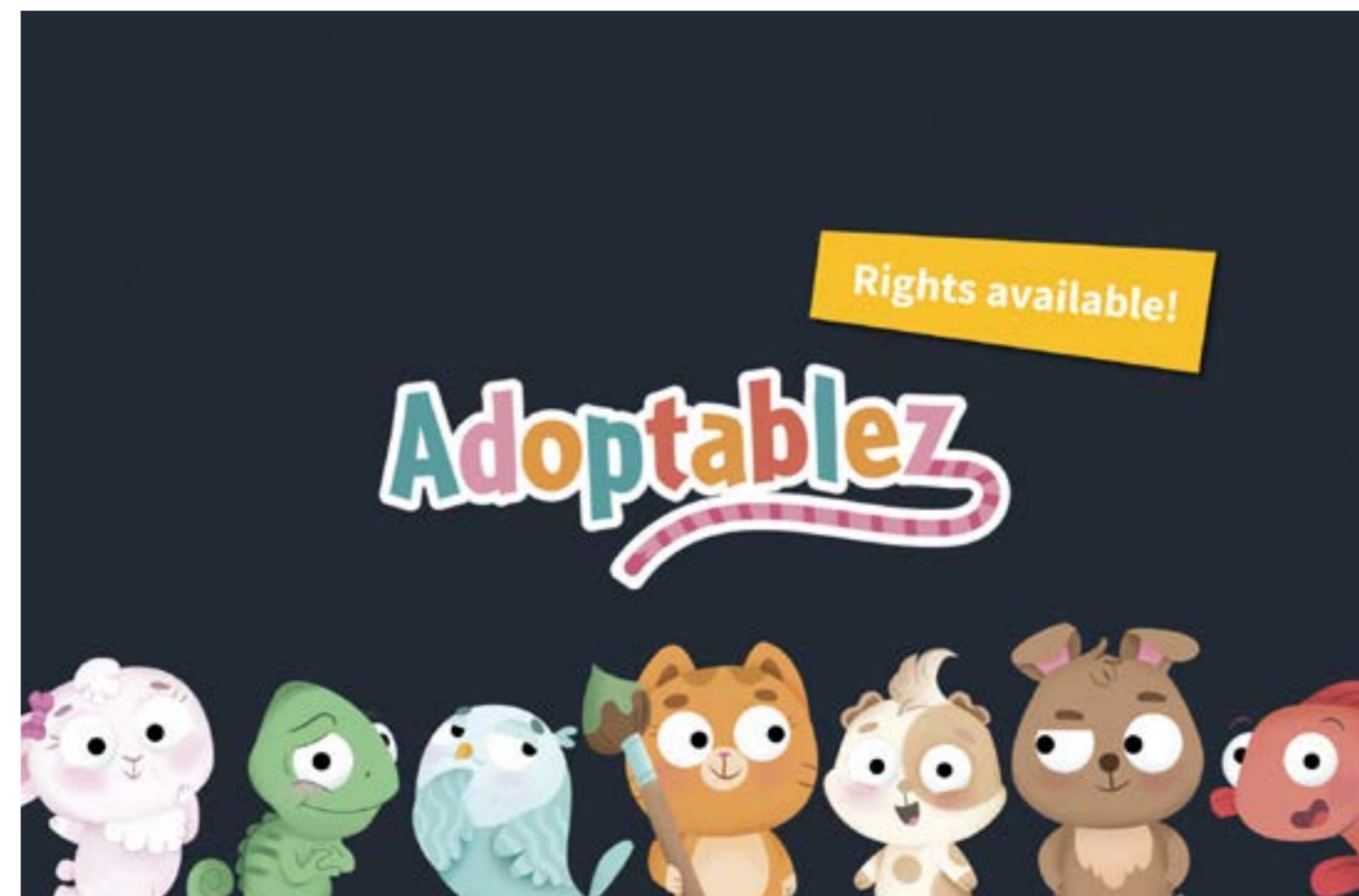
We have commissioned Collaborate to work on over a hundred projects in the past 36 months, making them one of our leading suppliers. David and his team are really easy to work with, they understand us, and they consistently over-deliver on their projects.

**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**

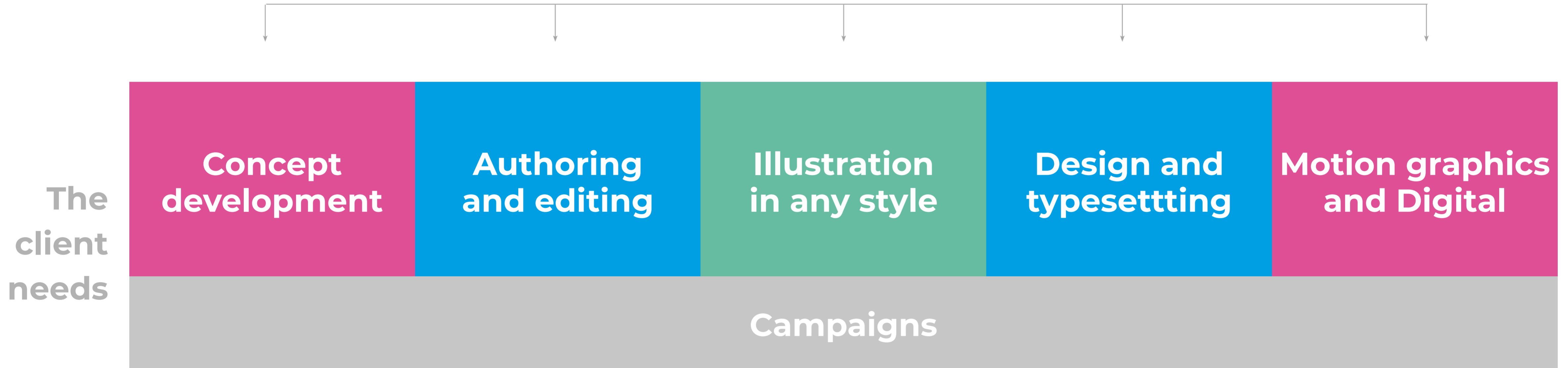
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How we
can work
with you



How we can work with you

Entry points



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