



# MARKETING PROPOSAL



# COVER LETTER

Fleur Smailes

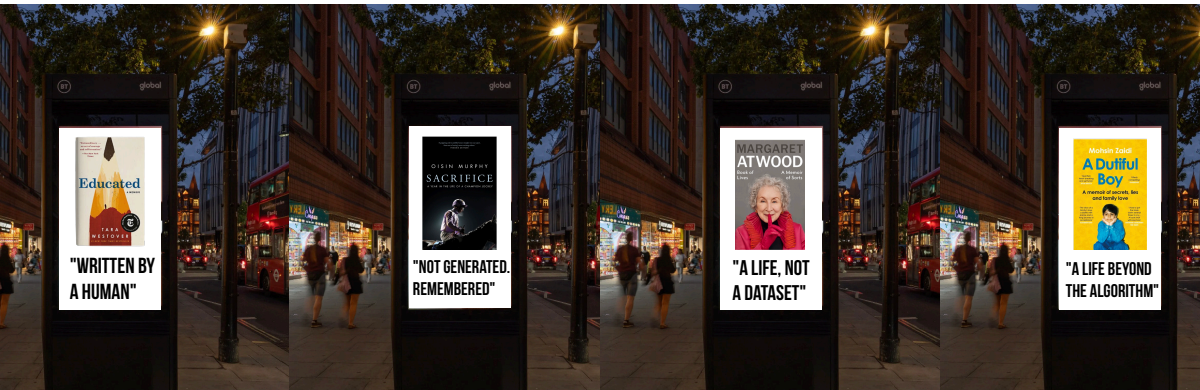
Alongside my traditional cover letter, I wanted to show you a little more about myself and my marketing brain. Therefore, I have created a marketing proposal for Penguin, including each of your book categories.

Although I've only fallen in love with books over the past two to three years, which has quickly turned into an obsession, I'd love the opportunity to market books and help introduce others like me to both new releases and the classics they might not have discovered otherwise. This is how I would do it, I hope you enjoy it!



# BIOGRAPHIES

Fleur Smailes



An anti AI campaign

Make books for everyone, because a book can change anyone.





# SELF HELP

Fleur Smailes

The Penguin scholarship - a competition for younger creatives. The initiative invites new writers to develop an original self-help concept that promotes personal growth and positive change. Winners will receive a fully funded writing and publishing course, mentorship from Penguin editors, and the opportunity to bring their ideas to life with a published book.



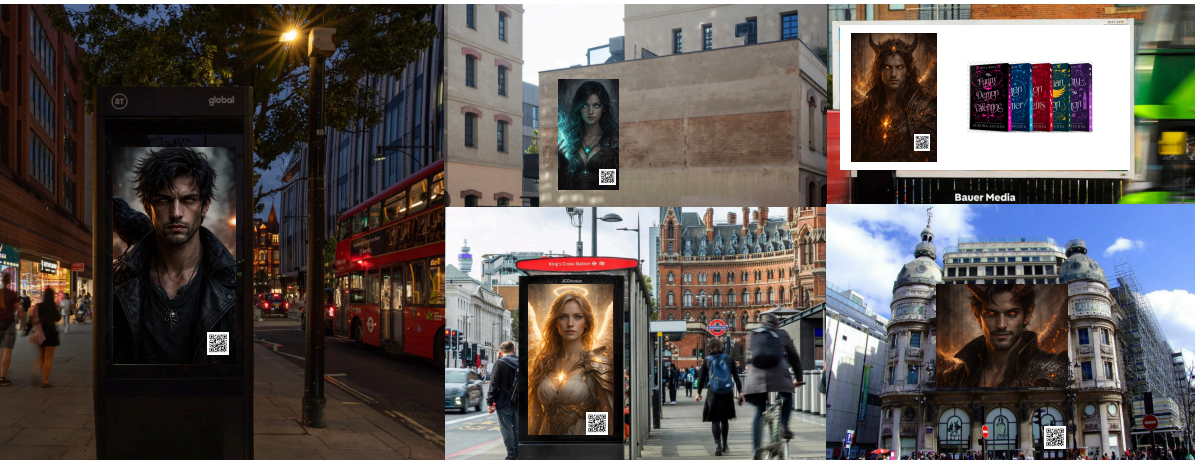
Make books for everyone, because a book can change anyone.





# FANTASY

Fleur Smailes



Billboards showcase the mysterious faces of iconic fantasy characters. Scan each QR code, collect them all, and unlock a free book of your choice from the series. Meet the Characters. Unlock the Adventure.

Make books for everyone, because a book can change anyone.



# AUDIOBOOKS

Fleur Smailes



Destress the delays with scannable audiobooks at any waiting area

Make books for everyone, because a book can change anyone.





# ROMANCE

Fleur Smailes

The Heartbreak Museum, a Penguin pop-up where romance novels come to life. In the Comfort & Reading Room, curl up with stories that make you laugh, cry, and believe in love again. In the Speed Dating Book Club, meet fellow readers over your favorite romances, swap recommendations, and maybe spark a real-life connection. In the Goodbye Gallery, add letters to/from past loves, mementos and anything that needs to be left behind. Use others stories to help you move on. All inspired by the books you love.



Penguin  
Random  
House

Make books for everyone, because a book can change anyone.

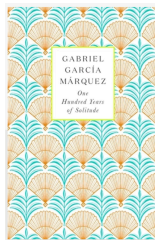


Penguin  
Random House  
UK



# CLASSICS

Fleur Smailes



Classic books reimagined through limited-edition fashion collabs. Relaunching the classics. Read It. Wear It.

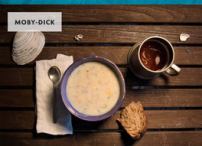
Make books for everyone, because a book can change anyone.





# THE PENGUIN

Fleur Smailes



A penguin restaurant where the menu is full of fictitious meals from your favourite books. Bringing the book to life- a feast of fiction.

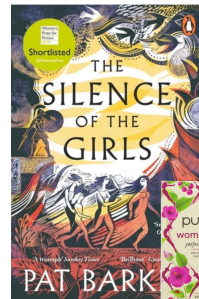
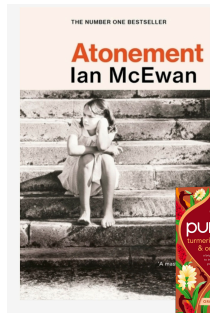
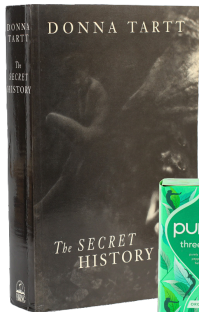
Make books for everyone, because a book can change anyone.





# HISTORICAL FICTION

Fleur Smailes



A monthly subscription pairing a historical fiction novel with a perfectly matched Pukka tea, supporting those slow, immersive reading moments.

Make books for everyone, because a book can change anyone.



# COOKBOOKS

Fleur Smailes

Buy a Penguin cookbook and receive a voucher inviting you, and a plus one to experience the penguin cookbook club. Come to the Penguin kitchen and test out the recipes of our cookbooks in a fully equipped kitchen with all ingredients and utensils provided. No prep, no shopping, no clean-up. A sociable way to meet people over new recipes and enjoy a nice meal.



Make books for everyone, because a book can change anyone.





# CHILDRENS BOOKS

Fleur Smailes



X



The Tiger Who  
Came  
to Tea



Judith Kerr

X

**TONY'S CHOCOLONELY SHOP**



Children's books collab with our favourite sweet treats

Make books for everyone, because a book can change anyone.

