



# Press Release

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## **PENGUIN APPOINTS GRAHAM SIM IN NEW ROLE AS CREATIVE DIRECTOR FOR PENGUIN CHILDREN'S DIVISION**

*London, Thursday 12<sup>th</sup> May 2011:* Penguin is delighted to announce the appointment of Graham Sim as Creative Director for Penguin Children's Division. Reporting to Penguin UK CEO Tom Weldon and Penguin Children's MD Francesca Dow, Graham will lead the children's marketing and publicity team and work closely with editorial colleagues on brand strategy for the division. In addition to shaping the creative direction of specific campaigns, he will also use his extensive consumer insight to forge new relationships with readers and explore new business models to consolidate Penguin Children's market-leading position in a fast-changing media landscape. He will also take on a wider brief across Penguin working on the company's new transmedia strategies. He starts at Penguin on July 4<sup>th</sup>.

Graham comes to Penguin from HMV where he is Group Marketing Director responsible for brand strategy, advertising and customer relationship management for both HMV and Waterstone's. During his time at HMV, he has developed and led HMV's 'Get Closer' and Waterstone's 'Feel Every Word' brand strategies. He also devised HMV's 'purehmv' loyalty scheme, which has attracted over 1.8m fee-paying members since its launch in 2009 and went on to collect *Marketing Week's* prestigious *Engage Awards CRM Scheme of the Year* award in 2010. He also developed HMV's 'My Inspiration' advertising campaign with music labels and film studios, featuring over 250 musicians and film directors including such icons as David Bowie, Paul McCartney, Bob Dylan, U2, Lady Gaga, Martin Scorsese and George Lucas. Prior to HMV, Graham was Group Marketing Director for Monsoon and Accessorize responsible for the development, coordination and implementation of the global marketing strategies for both fashion brands, as well as retail store design, customer relationship management and brand licensing. He has also held senior marketing positions at Jaeger and Viyella, Mulberry and Clarks Shoes. He is a member of the Design Museum's Enterprise Committee.

Tom Weldon, CEO of Penguin UK, said: "As the number one children's publisher, we are focusing our investment in the next few years to grow this part of our business in an innovative and exciting transmedia way. A critical part of this strategy is the appointment of Graham Sim as our new



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children's Creative Director. His rich experience with well-known brands including HMV, Waterstone's, Monsoon, Accessorize, Jaeger, Mulberry, Clarks Shoes, Habitat and the Design Museum, will provide us with sophisticated expertise in a wide range of areas including author branding, licensing, digital marketing, social media, CRM management, consumer analytics, e-commerce, and new business models. With Graham's help, Penguin UK aims to transform children's publishing."

Francesca Dow, Managing Director of Penguin Children's, said: "I'm incredibly excited, on behalf of the whole children's division, to have Graham join us at Penguin. With his expertise in brand growth and management, interest in new ways of reaching consumers and building new business models, and his passion for books and design, he brings fresh ambition and learning to the division. We are now perfectly positioned to build on our number one success and be a formidable force for the future."

Graham Sim said: "I think it's fair to say that I have three main passions in life – books, music and design and having enjoyed a wonderfully rewarding time at HMV and Waterstone's, where I've had the pleasure of working with iconic brands and great people, I am really looking forward to the prospect of joining Penguin, which has its own incredibly rich heritage. I am particularly excited by the further potential that exists to engage with consumers in new and creative ways. Having grown up as an avid reader of its books, joining the Penguin Children's team will be a real privilege for me, and I can't wait to take on this exciting new challenge."

Penguin Children's is the number one children's publisher in the UK with a portfolio that caters for every age from Ladybird's award-winning Baby Touch range to Puffin, a major part of the division with its strong author brands, to the newly launched young adult imprint Razorbill. In the first three months of 2011 it has grown its like-for-like market share by 2.9% to 15.7%. In 2010 it grew sales by 18% in a book market that fell 3%, growing its market share from 11.5% in 2009 to 14.4%. Commercial success has been driven by hot brands such as the *Diary of the Wimpy Kid*, Percy Jackson, Peppa Pig; perennial favourites such as Eric Carle's *The Very Hungry Caterpillar* and Eric Hill's *Spot the Dog*; and backlist giant Roald Dahl. Penguin's licensing business is increasingly significant growing 17% in 2010 thanks in part to partnerships with new social networking brands such as Moshi Monsters and Club Penguin. In February Penguin Children's announced the creation of a new group - Media and Entertainment - with a view to growing Penguin's share of the



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children's licensing market. Penguin has set its sights on continued and ambitious growth in this area.

**Ends**

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