

Your Very Own US Children's Book Imprint. *Huh?* *Why in the World Would You?*

AN ALTERNATIVE STRATEGY TO SELLING INTERNATIONAL RIGHTS

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U.S. Children's Books: A Seductive \$4Billion Market *BUT* . . .

- **Large domestic market** makes possible originating wide range of home-grown titles **without having to rely on international works**
- Insular US market traditionally **resistant to outside cultural products**
- Changes in technology and more efficient supply chain requires nimbler publishing strategies and tighter inventories than allowed by relying on “old-style” co-edition purchases
- **Higher margin requirements** of most US publishers squeeze out most of potential profit generated by co-edition sales

Traditional Selling Models: **Co-Edition and Rights Sales**

- **Co-edition sales:** Seeking partners who will join your printing, purchasing finished copies outright, sharing in amortizing plant costs, benefitting from combined larger print run
- **Rights sales:** Traditional licensing of translation rights, typically fiction in a straight advance against royalties
- Benefits to originating publisher: **firm sales, minimal risk**
- **BUT** loss of control over titles; titles and authors frequently second-class citizens; dwindling sales opportunities, particularly in US.



One alternative : **TWIRL** - a case study

The principals – France :

EDITIONS TOURBILLON - GROUPE BAYARD

- **Editions Tourbillon**, founded in 2001, publishes 80 titles per year, 350 titles backlist.
- Member company in **Groupe Bayard**, one of France's Big 3 children's book publishers (800 titles per year, 5000 titles backlist)
- Particular expertise in **innovative novelty formats** with **developmental/educational** content for ages 0-5.
- Bayard: History of **successfully partnering** with other foreign publishers to establish local sub-imprints.



One alternative: **TWIRL** - a case study



CHRONICLE
BOOKS

The Principals – United States:

CHRONICLE BOOKS

- **Mid-sized, family-owned publisher**, San Francisco based, 40 year old
- **Shares Tourbillon appreciation of high design “book as object”**
- **History of successful partnership with Bayard** on titles acquired on more traditional terms
- Particular **strength in reaching “non-traditional” retail**: gift/specialty/museum stores as well as export markets
- Particular **affinity to international publishing**





The imprint : Building an identity

TOURBILLON: Literally **Whirlwind** – we wanted to capture that **playfully disruptive spirit** – and be able to **share a common logo**.

- A French flair and feel
- Rock-solid early **learning principles**
- Feature innovative formats and **eye-catching production**
- **Age-appropriate concepts** for baby, toddler, and child.
- A winning combination of developmentally sound content and FUN, FUN, FUN!

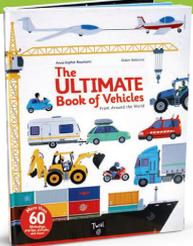
Embodied in tagline:



Twirl pages in Chronicle's Catalog



TWIRL BOOKS



The Ultimate Book of Vehicles
From Around the World—By Anne-Sophie Baumann and Didier Balicevic

Vehicles, vehicles, vehicles—nearly 100 of them—in all shapes and sizes! A giant crane hovers over a construction site, a space ship tears into space... Super-sized spreads feature marvelously detailed illustrations that just beg to be pored over again and again. Best of all, lots of flaps, pop-ups, pull-tabs, and rotating wheels bring the various vehicles to life. Readers will poke into a ship's hold, explore the innards of a garbage truck, and help demolish a house. Any child who's ever been intrigued by the roar of an engine will adore this extraordinary collection of things on the go, from the everyday to the nearly outrageous—yes, there's even a poop-scooper scooter!

Anne-Sophie Baumann studied science and literature before becoming an editor and author. She lives near Paris, France.
Didier Balicevic studied at Ecole des Arts Décoratifs in Strasbourg. He lives near Paris, where he works in publishing.



CHRONICLE BOOKS IS PROUD TO INTRODUCE TWIRL BOOKS:

Straight from Paris, curated with legendary French flair...and grounded in rock-solid early learning principles. Lovingly created by a small team of dedicated editors and designers at industry-leading Editions Tourbillon, Twirl books feature innovative formats and eye-catching production, winsome characters, and compelling subjects—all perfectly matched to age-appropriate concepts for baby, toddler, and child. Twirl Books are a winning combination of developmentally sound content and **FUN, FUN, FUN!**

The Ultimate Book of Vehicles
 \$19.99 US
 HC # 978-2-84801-042-0
 10 x 13 1/2 in., 24 pp., full-color
 Illustrations throughout
 Rights: XFrance
 Ages 3 and up
 Pub Month: March

More than
60
movable
parts!



CHRONICLE'S

WARNING: CHOKING HAZARD—Small parts. Not for children under 3 years.



E. SPENDING

TWIRL BOOKS



Jojo's House
 By Xavier Deneux

Jojo is back and excited to explore his world with Fuzzy Rabbit. Venturing from room to room and out to the garden, Jojo is always cheerful even when his toast lands on the floor and especially when he reads his special book with Fuzzy Rabbit. These 6 mini board books make it simple for children to follow along with a small Jojo on his adventures and the innovative box easily becomes an interactive toy house with small Jojo to play with!

Xavier Deneux trained as a set designer early in his career and since then has applied a lifelong passion for child development to more than 100 books, including the TouchThinkLearn series. He lives in Paris, France.



Jojo's House
 \$14.99 US
 HC # 979-1-0276-0032-8
 box: 6 1/2 x 6 1/2 in., 6 mini
 2 x 2 in. board books, 6 pp each
 Rights: XFrance
 Ages 18 months and up
 Pub Month: April



Also available:
Jojo's First Word Book
 \$16.99 US
 978-2-84801-163-3
 Inside and Outside with Jojo
 \$16.99 US
 978-2-8480-1379-6

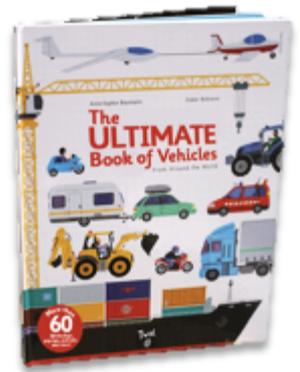
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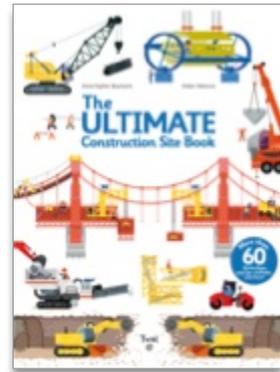


E. SPENDING

Some top sellers



1



2



3



4



5



6

Establishment of a list and a brand in 3 years,
42 titles total, currently publishing **20 titles per year**

TWIRL

What's the structure?

- **Distribution relationship** – **inventory** owned by and ultimately **controlled by Tourbillon/Bayard**
- **Agreement: enhanced distribution agreement**, with Chronicle taking on **editorial consulting (title selection) and marketing duties** in addition to the traditional sales function – with a **commensurately higher fee**.

An Intercontinental Team



- **Paris:**
 - **The Creative Team:** Tourbillon/Milan/Bayard publishers, design and production team.
 - **Coordinator :** International Rights Director of Bayard, managing the hub between all players across all continents
- **New York:**
 - **Benevolent godfather,** advisor, cross-cultural anthropologist
 - **Freelance editor/designer/copyeditor** – Americanization/Twirlization of original French titles
- **San Francisco:**
 - **Marketing and Sales teams :** Boots on the ground sales and promotion, augmented by executive and children’s publisher for title/packaging/
print run selection.

The Challenges of Adaptation:

Two cultures – Two sensibilities – Two needs

- **Commercial:** As simple as repositioning a burst to meet the requirements of mass retailers' planogram positioning
- **Legal:** Differences in Fair Use laws means that the Nike logo on a French little soccer player's jersey won't ever be seen in the Twirl edition
- **Cultural:** Madeleine racing her bike down the street in the Tourbillon original will have to don a safety helmet if she is to appear as Maddie in the Twirl edition.
- **Social mores:** Toddler Pierre who care-freely saunters stark naked through the original French edition had better get himself at least a pair of underwear to satisfy us Puritanical Americans.
- **Child safety/testing:** Differences in E.U. and US law make for significant differences in testing and labelling requirements.

One book - Two looks

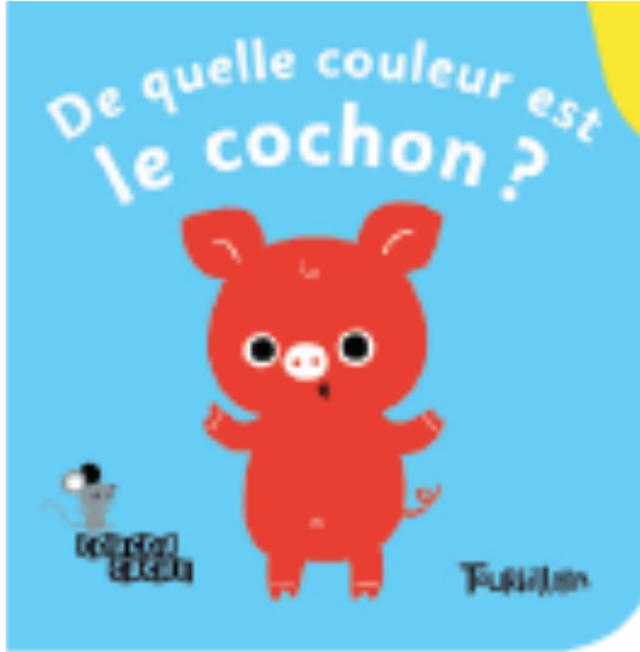


Tourbillon

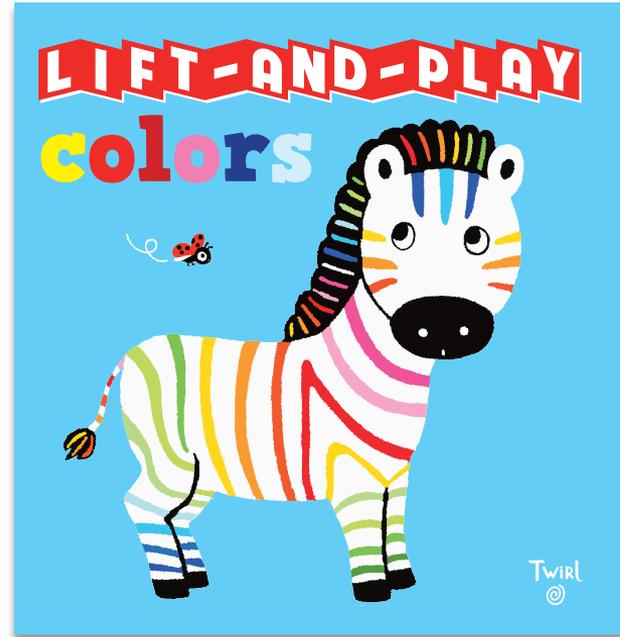


Twirl

One book - Two looks



Tourbillon

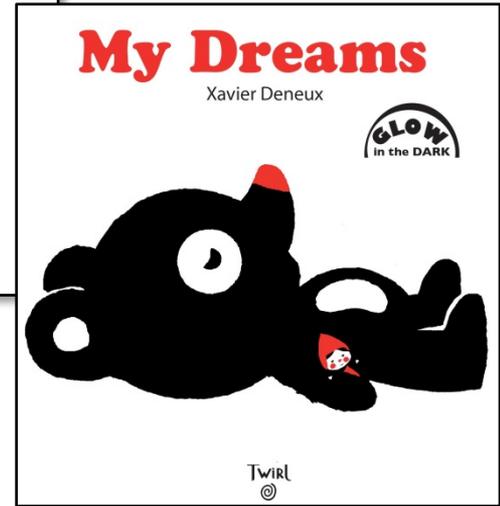
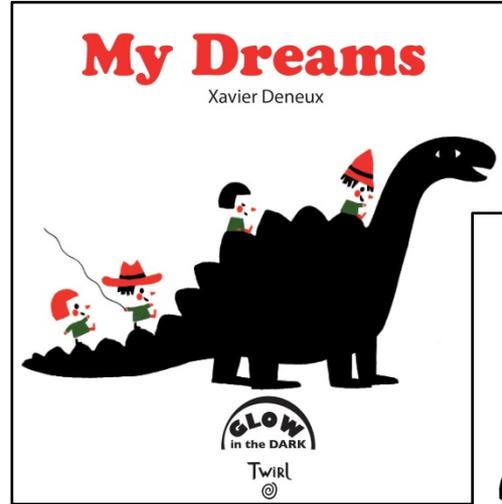


Twirl

One book - Two looks



Tourbillon



Twirl – work in progress



Taking Stock: After Full Year 1

First year results **40% over the initial budget**

All titles on first season **reprint within 6 months** of pub

30% of sales are export sales

After first year, Twirl **represents 1/3 of French Tourbillon turnover**

Three years in: *Now what?*

Challenges and Opportunities

- **Widening the range:** More titles? Wider age range? Non-novelty books?
- **Maintaining quality:** Expand list by drawing on larger pool of other imprints in Bayard group.
- **Inventory management:** Overseeing stock from 5,000 mile distance. The reprint button: Too late/too soon?

Benefits of the Partnership

For Chronicle:

- Obvious: **Additional revenue from new distribution partner** achieved with minimal additional overhead
- Ability to observe performance of **new formats with no risk or capital investment.**
- **Filling an unexploited niche** of 0 to 5 titles largely lacking in own production.
- Adding **new** and attractive **facet to prestigious international portfolio** that already includes Italian Moleskine and UK Laurence King.



Benefits of the Partnership

For Bayard

- **Significant increase in turnover** coming from English-language market
- Availability of **English-language edition benefits licensing opportunities**, particularly in Asia. (30% of total Twirl sales are export!)
- Working to longer USA lead times (6-12 months) resulted in **re-think of creative and production cycles** - allowing more marketing opportunities in home market.
- Establishing another **global Bayard brand**

Your Very Own US Children's Book Imprint.
Would you do it again?

Mais oui! Certainement!

THANK YOU!

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