

Penguin Random House Publisher Services Announces New Strategic Marketing Offering for Publisher Clients

*“In Focus” offers comprehensive consumer insights, analysis,
and campaign solutions*

(June 12, 2015, New York, NY) — Penguin Random House Publisher Services today announced a new strategic marketing offering for its roster of current client publishers. The service, named “In Focus,” provides publishers with strategic marketing solutions built upon extensive consumer insights and analysis.

“In Focus” implements a unique series of tools and services that can be used to help to support a variety of marketing issues, from branding and positioning to audience targeting and media planning. Client uses for “In Focus” are far reaching; examples include defining where and how to reach a book’s existing readership, discovering new audience opportunities, developing an author’s social media strategy, or planning a cost-effective advertising campaign. A dedicated marketing specialist will deliver actionable recommendations based on deep-dive analysis and will also be available to plan and execute clients’ campaigns. “In Focus” gives publishers a resource for building more informed marketing strategies, helping to maximize both time and budgets.

The comprehensive consumer insights and analysis delivered by “In Focus” also provide publishers with valuable support for internal publicity, editorial, and sales efforts. Clients will be able to continue benefiting from integrated marketing support and consulting as well as from Penguin Random House’s corporate relationships and expert capabilities.

“Our goal is to give clients the tools and knowledge they need to

be even more successful. ‘In Focus’ will enhance the exciting and innovative campaigns our clients are already running by applying a deeper set of tailored, analytical information derived from our distinctive in-house tools. Clients will benefit from campaigns that are more informed and reach more accurately targeted audiences, which ultimately lend support to making smarter business decisions,” said Jeff Abraham, President, Penguin Random House Publisher Services.