


# 2025 CLIENT CASE STUDY

## RANDOM HOUSE CHILDREN'S BOOKS

**SXSW**   
**EDU**



*"Attendees were enthusiastic about learning more about our company and our books..."*  
*Michelle Campbell, Assistant Director of School Marketing at Random House Children's Books*





## AT A GLANCE

- Location: Headquartered in New York City, NY
- Employees: More than 10,000 employees worldwide
- Industry: Publishing
- SXSW EDU Product Featured:
  - Expo Booth

**Penguin Random House is the international home to more than 300 editorially and creatively independent publishing imprints with a mission to ignite a universal passion for reading by creating books for everyone.**

## THE TARGET

Random House Children's Books' strived to build overall brand awareness and develop relationships amongst the thousands of education professionals from around the globe that attend SXSW EDU.

## THE APPROACH

The Expo Booth provided a platform to forge valuable partnerships and receive direct feedback from potential customers and collaborators. The showcase featured a diverse range of publications, from timeless classics like "Bud, Not Buddy" to cherished brands such as Dr. Seuss, as well as upcoming titles for classroom use.

## THE IMPACT

By including familiar faces and nostalgic reads throughout the expo, Random House Children's Books was a crowd pleaser. The booth developed an increased amount of leads that stemmed from heavy foot traffic. The SXSW EDU Expo was the perfect launchpad to drive market visibility, and further establish the brand as a leader in the education space.



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***“...[Attendees] appreciated the insights on how to stay connected with us throughout the year to remain informed about our latest publications and educational resources. We eagerly anticipate returning as an exhibitor next year to continue fostering these important connections.”***

***Michelle Campbell, Assistant Director of School Marketing at Random House Children's Books***



**PHOTO CREDIT: ANDY WENSTRAND**