

**the  
book  
of  
everyone**

**Wonderfully curious  
personalised gifts for  
the whole family**

press pack

# Company history

## Taking kung fu personally

**The Book Of Everyone** is a company with lofty ambitions. They don't just want to produce the best personalised gifts you've ever seen. They want to be **kung fu masters of personalisation**.

That doesn't mean they want to appear on TV chopping through piles of books with their bare hands (though that would be pretty impressive obviously). The original Chinese meaning of "kung fu" refers to a discipline or skill achieved through **hard work, learning, practice and dedication**.

And that's exactly what **The Book Of Everyone** is all about.



## How it started

Founded by Jonny, Jason and Steve, three fathers with backgrounds as creative directors and an appetite for doing things a little differently. **It all began with a birthday present.** And some newspapers.

When his son Saul was born Steve had a plan. He went straight out and bought copies of the day's papers. He's going to give them to Saul when he turns 21 as a little window on the world he was born into. Nice huh.



[About Jonny](#)



[About Jason](#)



[About Steve](#)

This got Jonny, Jason and Steve thinking. In a time when celebrities are famous just for being famous and when every single thing is a photo filtered, hashtagged demonstration of "Brand Me" **how do we celebrate the moments and the memories that really count?**

Isn't it important to make the effort to celebrate the things that really make the people around you amazing? And wouldn't it be great if there was a way for absolutely anyone to be able to create someone special a keepsake as unique they are? **Make them feel loved and help the world feel a little more human along the way.**

So, they put the kettle to boil, put their thinking caps on, and set to work **building a terribly clever, brilliantly simple to use personalisation platform** that, using just a name and a date of birth, can instantly create a book about anyone, stuffed full with cool curiosities, fascinating facts, delightful design.

Since then, **their gift range has expanded into personalised maps, cards and videos**, ensuring all gifting occasions and loved ones are covered.

## Who makes The Book of Everyone?

You don't have to be a computer whiz, an artistic genius, or be a pub quiz champion with an encyclopedic knowledge of facts and trivia. All you have to be is **someone who wants to put a little effort into celebrating someone in your life.**

**The Book Of Everyone** has a team of super talented developers, artists, and writers to take care of everything else. It's a daily labour of love and, like any kung fu masters worth their salt, they are **always finding ways to get even better at making personalisation more personal.**

## Achieving kung fu mastery

It's this kung fu inspired dedication that sees **The Book Of Everyone** always trying to go above and beyond to make sure that every atom of effort from their customers is rewarded with more than a little joy. It's why the three founders wore pregnancy suits for a month for the launch of a special edition for mums. It's why they've partnered with organisations including **Well Child, Battersea Cat & Dog Home and Autism Anglia** and added their kung fu approach to supporting **charity.** It's why they honored Lydia the lollipop lady with her own bronze statue in their Humble Hero campaign when they launched **The Video of Everyone.** It's why they created a digital ant farm soap opera that plays host to the virtual ants that are named after every single book recipient. And it's what drove them to **write over 2000 postcards by hand over the summer of 2018 thanking their customers for choosing them.**

Those personal touches go mean everything in relationships, and they mean everything to **The Book of Everyone.**

**The Book Of Everyone** want to make the world a bit more wonderful. And absolutely everyone's invited.

There are already **650,000 people** out there who have a personalised map, book or video that celebrates them. And the team behind **The Book Of Everyone** are just getting started.

**WellChild**  
the national charity for sick children

**BATTERSEA**  
HERE FOR EVERY DOG AND CAT

**Autism Anglia**



# **A few facts about The Book of Everyone**

**The Book Of Everyone** was born in London on January **20th 2014**. That date was no accident. It was deliberately chosen because it's statistically, **"the most depressing day of the year"**. We love a challenge, so what better day could there be to start bringing big fat dollops of wonderful into the world.

So far we've:



Helped celebrate amazing people with **650,000 personalised gifts in 175 countries**.



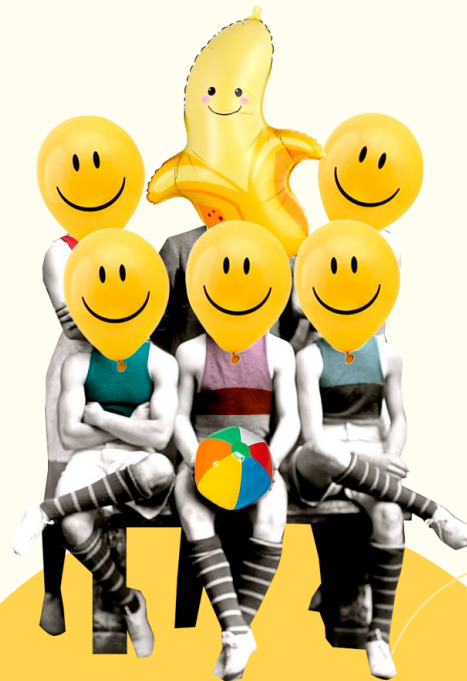
Created **250,000 design and copy assets** to help people make books that are both beautiful and fascinating.



Created a community of **100,000 followers on Facebook and over 20,000 on Instagram**.



Built an excellent relationship with our customers **rated 4.8 out of 5 on Facebook and trust score 9.7 out of 10 on Trustpilot**.



*And according to the terribly clever algorithm that fills our books with fascinating facts and cool curiosities:*

**We've smiled at least 596,400 times** in the office (but you can probably add another 10,000 for all the summer BBQs).

And **we share roughly 50% of our DNA with a banana**. Excellent.

# Products

## Product showcase



**The Book of Everyone**

- 500,000+ personalised books in 175 countries
- 98.7% customer satisfaction
- 200,000+ creative assets to choose from



**Wise(ish) Words for Everyone**

- 1000+ quotes to choose from
- 98.7% customer satisfaction
- Partnerships with **Battersea** and **Wellchild**



**The Map of Everyone**

- Turn your favourite places into wall art
- Real time personalisation
- 9 different Styles



**The Video of Everyone**

**The Video of Everyone**

- 1000 videos per week uploaded
- 10-100 videos per celebration

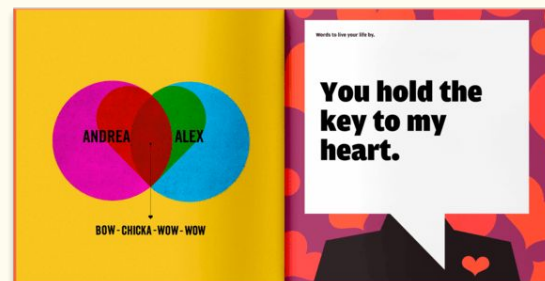
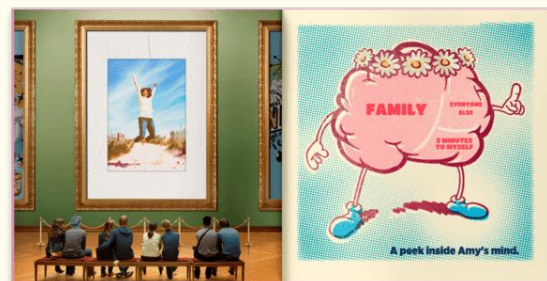


# The Book Of Everyone

This is where it all started. **The original and most popular book.** The perfect way to **celebrate someone special with a personalised book all about them.** Filled with fascinating fact and cool curiosities. Packed with beautiful design. Guaranteed to make smiles widen, hearts thump, laughs echo, and big fat happy tears fall. There are **special milestone editions** for those extra important birthdays. There's **one for mum, dad, and a romantic edition** for your partner or spouse.

If **The Book Of Everyone** are kung fu masters of personalisation then this is their roundhouse knock-out kick!

[Brand Video](#)

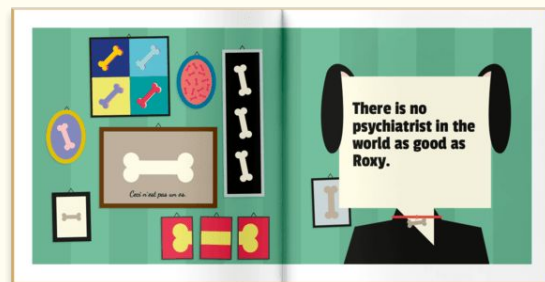
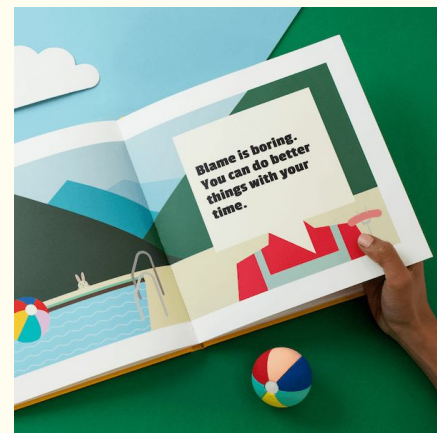


## Wise(ish) Words for Everyone

This is the second book range in **The Book Of Everyone** library of personalisation. **The perfect way to pass on your finest wise(ish) words to friends and family.**

From the seriously smart to the seriously silly, take your **pick from the pearls of wisdom we've hand-selected or make each and every page your own.** There including one for kids, cat or dog lovers, graduates, new parents and let's not forget those golf lovers.

**Photos can be added to all editions** for that extra personal touch.



## The Map of Everyone

Behind every crumpled train ticket, empty wine bottle and Instagram location tag there's a beautiful story, and that's why **The Book of Everyone** created **The Map of Everyone**.

It's a way to celebrate landmark memories with a beautiful personalised print of the place where they happened.

There are even tailored map markers for weddings, romance, births and special interests.



# The Video of Everyone

**The Video of Everyone** is a place for the world to celebrate the people that make life amazingly wonderful. From birthdays to retirement and from births to memorials, **The Video of Everyone celebrates the lives of loved ones through the video messages of family and friends.**

This free service was especially popular during the pandemic when so many special occasions were cancelled.

[The Video of Everyone Demo](#)

Find all our personalised gifts here

the book of everyone

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## Create a collaborative video greeting for FREE

The Video of Everyone is a place for you to celebrate the people or moments that make life amazingly wonderful. Create a video greeting by uploading your own video, then invite others to add their own messages.

Have a look at [how it works](#).

What are you celebrating?

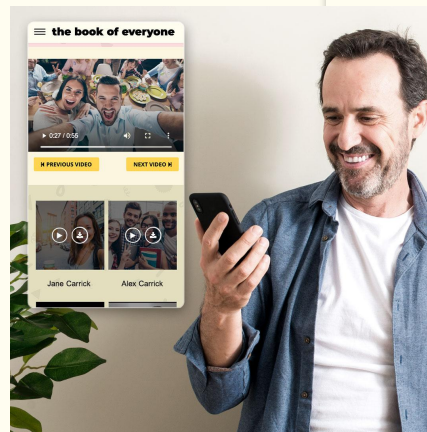
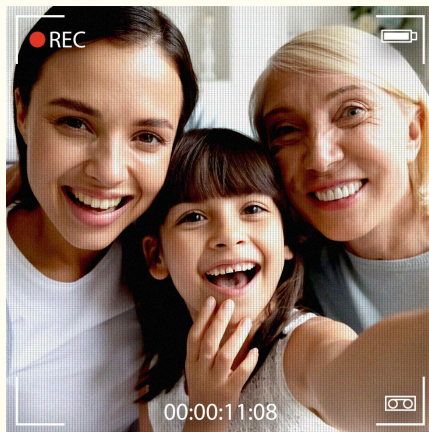
- Choose one
- Birthday
- Wedding
- Anniversary
- Baby Shower
- Graduation
- Thank You
- Retirement
- Something else

The Video of Everyone


## Make someone's day unforgettable

The Video of Everyone - Create a Unique Video Celebration

Copy link



# Brand assets



You can find our logo, book images and creative assets here.

If you need something different just email:

[marketing@thebookofeveryone.com](mailto:marketing@thebookofeveryone.com)



# Press coverage

The Book Of Everyone, our products and creative projects have been featured on:




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**The Book of Everyone: customisation isn't simply slapping a name on a mug**

Work / Sponsored Content

Sponsored Content, Wednesday 28 April 2017

*The Book of Everyone is a company that allows you to entirely customise a book for a loved one. Its technology allows you to create unique and meaningful books, combining specific data and information about your subject with beautiful imagery from a wide list of designers and illustrators. Here, writer Jane Torington takes us through the ideas, technology and meaning of The Book of Everyone.*

I remember when I was a little kid, none of the custom keychains ever had my sorta-weird name on them, and feeling unfairly left out. Then getting a bit older and thinking my name was

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# It's Nice That

The Book of Everyone: customisation isn't simply slapping a name on a mug

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Featured Trending Latest

**3 Pregnant Dads Try Being Moms For 1 Month**

1.5K views 2 men say by the book of everyone Like Bored Panda on FB Follow

Steve Hanson, Jonny Higgins and Jason Branley (all in their mid-40s) decided to honor their mothers and Anna Jarvis, the founder of the Mother's Day, by "becoming pregnant". For 30 days they have been wearing 20lb (9kg) suits, which started to cause pains and affect their moods. The 3 Men decided to wear them for a month and document their experiences.


For Jason Branley this task has been more difficult as his wife and 10 month baby are currently away, leaving him a single pregnant dad. After the first weekend spent alone and pregnant, Jason said he started to really miss his wife and so one of the wonderful things that he brings to life.

For Steve and Jonny it was a little bit easier as their families are here. However, their wives felt slightly embarrassed when men were wearing their suits in public.

They may not be experiencing everything as pregnant women do, there is no hormone imbalances, no swollen ankles, no bleeding, but they are learning about what their wives and mothers went through. That was the point - a better understanding of something that makes you a better person.

More info: [3pregnantdads.com](#)


**3 pregnant dads**



# boredpanda

3 Pregnant Dads try being Moms for 1 month

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**People Share The Awkward, Hilarious, Heartbreaking Things They Never Told Their Dad**

The authors of *The Book of Everyone* gave out over 3,000 postcards to people in the UK and the US asking people to share something anonymously that they have never told their dads. Here are a few of the responses they claim they received.

Posted on June 19, 2016, at 8:44 a.m.

**Luke Lewis**  
BuzzFeed Executive Editor, UK

**ADVERTISMENT**

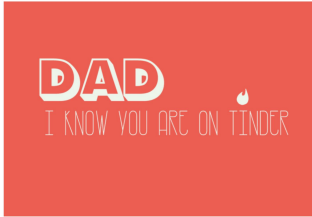
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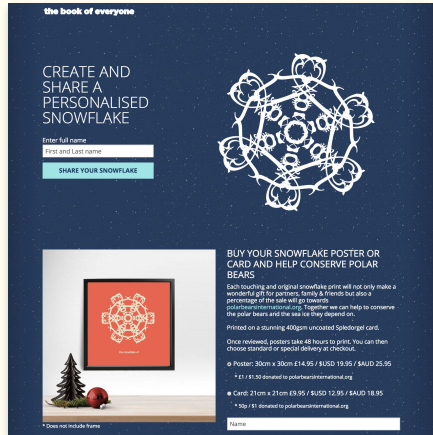
# BuzzFeed

What I never told my dad campaign

We have also have **partnered**  
with the following charities:



**Wise(ish) Words project with Well Child,**  
the national charity for sick children



**Personalised Snowflake for**  
**Polar Bears International**



**Wise(ish) Words for Cat & Dog Lovers for Battersea**  
cat & dog rescue home

## Any comments or questions?

Get in touch with us.

Press contact: [marketing@thebookofeveryone.com](mailto:marketing@thebookofeveryone.com)

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