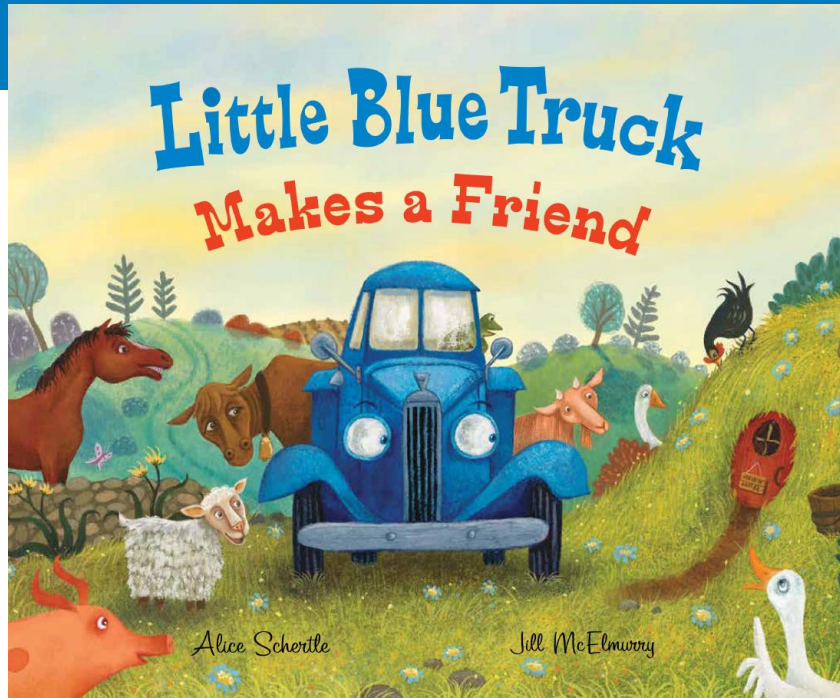


Little Blue Truck Makes a Friend



Little Blue Truck Makes a Friend

Hardcover Picture Book

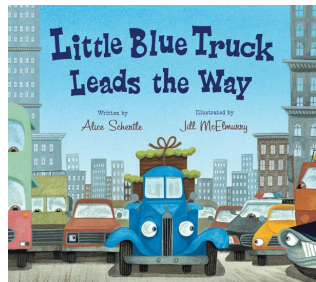
ISBN: 9780358722823

32 pages • 10 x 8 • \$18.99

Ages 4 – 7

Release: 8/10/2022

On Sale: 9/6/2022



Little Blue Truck Leads the Way (padded board book)

BB: 9780358731092

38 pages • 7 ½ x 6 ¾ • \$9.99

Release: 8/31/2022

On Sale: 9/27/2022

**NEW
FORMAT!**

Welcome a new friend to the farm with the #1 New York Times bestselling Little Blue Truck!

Beep! Beep! Have you heard the news? There is someone new on the farm! All the animals are curious and cautious about the newcomer—what will he be like? Does he neigh like a horse or oink like a pig? Does he have fur or feathers? Does he swim? Does he fly? Luckily, Blue knows just the thing to help his friends, old and new, feel at home: a ride around the countryside with room for everybody.

Marketing and Publicity Campaign Highlights

- Major advertising campaign including:
 - SEO
 - Social media
 - Online consumer targeting parents of young children, grandparents, and book lovers
 - Trade advertising (timed for prepublication)
- Digital assets, including:
 - Social graphics
 - Stylized book photographs
- Inclusion in Social Emotional Learning and Holiday roundup campaigns
 - Online consumer advertising
 - Social media promotion
 - Landing page
- Inclusion in backlist title promotion with Little Blue Truck Leads the Way (padded board book)
 - Social media advertising
- Cross-promotion with similarly themed picture books
 - “Things That Go”
 - Friendship Books
 - Valuing Differences
- Social media promotion across HarperKids platforms
- Local author appearance
- Pitch to national, regional, and top trade and library publications for review coverage