



# Little Raven, the Rascal





# Little Raven, the Rascal

## Little Raven's Worldwide Success Story & Foreign Rights so far ...

- ! Over 6 million books sold in Germany
- ! Over 7 million books sold in total
- ! Translated in 31 languages:  
English, French, Finnish, Dutch, Flemish, Bulgarian, Danish, Slovakian, Hungarian, Italian, Spanish, Chinese, Taiwanese, Korean, Japanese, Georgian, Estonian, Lithuanian, Faroese, Polish, Serbian, Slovenian, Swedish, Greek, Russian, Ukrainian, Latvian, Hebrew, Portuguese, Romanian, Turkish

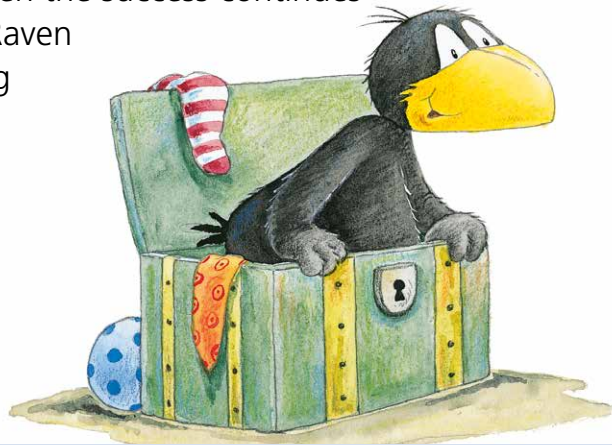




# Little Raven, the Rascal

## Concept

- ! Little Raven is the scallywag among the picture book characters: He does, says, thinks and asks everything, that children would do, say, think and ask, too. Little Raven is cheeky, but never nasty or bad. Little Raven is noisy, but he can also be quiet. Little Raven does often something wrong, but sometimes everything right, too. He is a open, honest, lovable-charming type and the best friend of children.
- ! In 1996 the first picture book of Little Raven was published. Since then the success continues steadily and Little Raven is nowadays among modern picture book classics.



## Subjects

- ! Friendship
- ! Sharing, fibbing, behaving oneself, being able to lose, quarrelling, being ill, comforting, falling asleep ...

## Target Group

- ! Children from 2 to 3 years up with a focus on primary and nursery school
- ! Parents and teachers, who want to accompany and support their children when growing up and with regard to their social development with the stories of a role model, strong and appropriate to the target group.

## Author/Illustrator

- ! Nele Moost/Annet Rudolph



# Little Raven, the Rascal

## Little Raven is

- ! insolent, cheeky and curious and fraught with mad ideas
  - ! pretty impetuous, perhaps a little bit rash and he kicks sometimes over the traces
  - ! no good toy-divider, truth-teller or etiquette-expert
  - ! at the end of every story always a little bit more prudent
  - ! at last a friend who is helpful and willing to compromise, a friend in every situation
- ... just like children are!

## Little Raven stands for

- ! Friendship
- ! Love of life
- ! Thirst for adventure
- ! Helpfulness

... and is therefore the ideal role model!

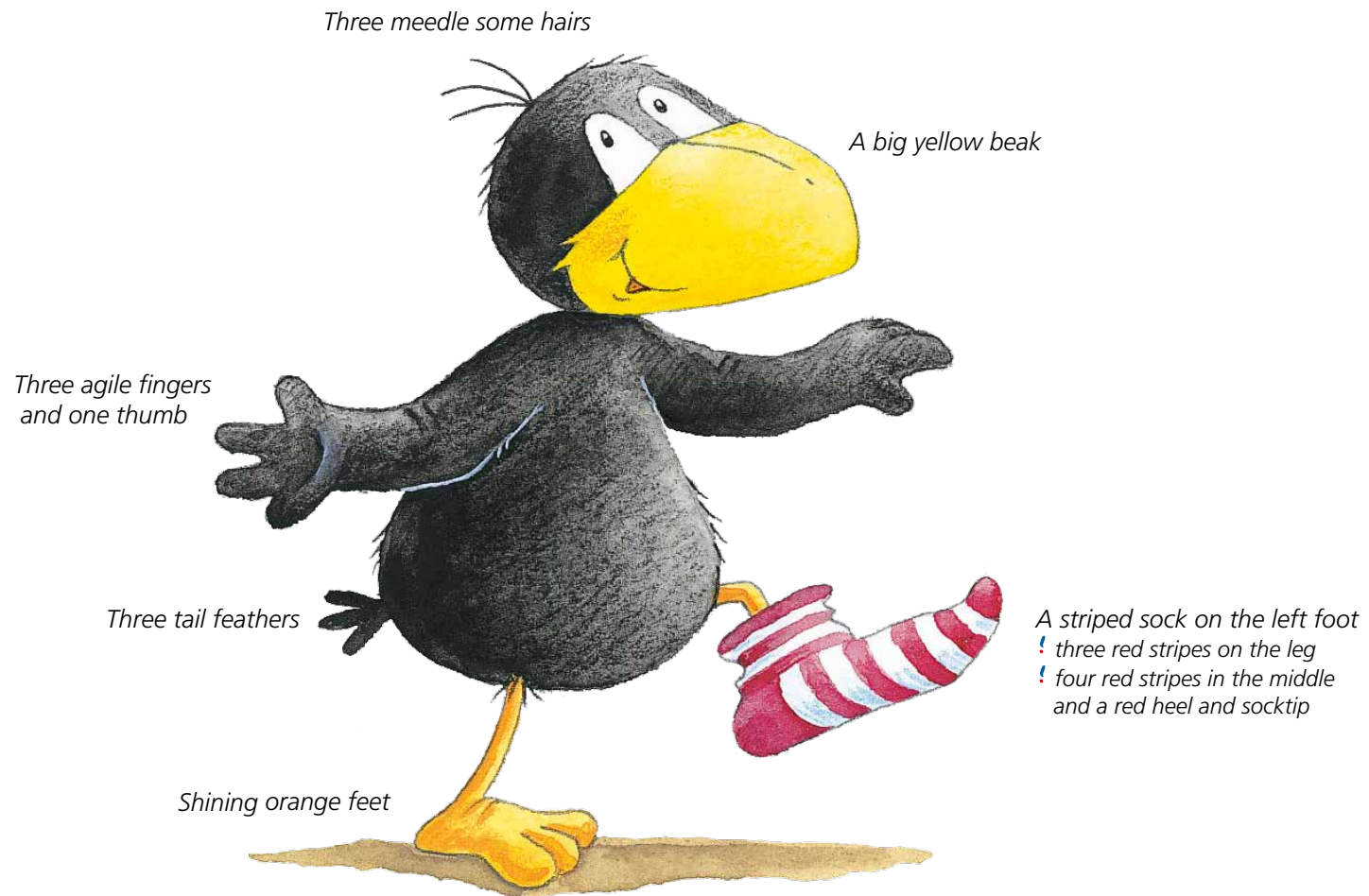


Why do I always have to tidy up?  
It's so boring!



# Little Raven, the Rascal

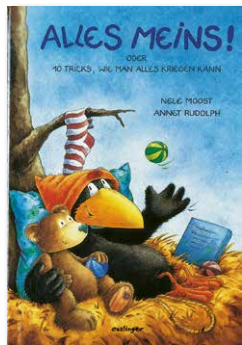
## Features



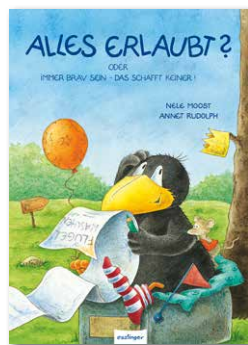


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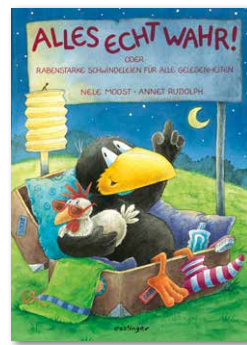
## Picture Books



It's all mine!



Is it all allowed?



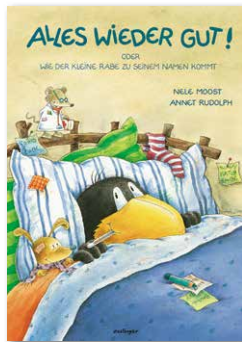
It's all true!



Everybody's strong!



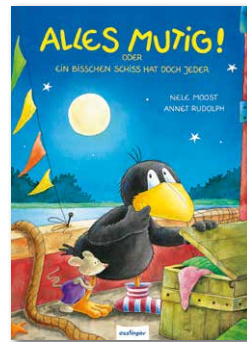
Everybody's in love!



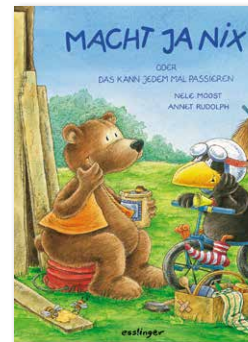
It's all fine again!



All at odds!



Everybody's brave!



Never mind!

format 23 x 31 cm, 32 pages,  
German retail price € 12,90

## Story Collections



format 15 x 21 cm, 64 pages,  
German retail price € 8,95



format 18 x 4 cm, 64 pages,  
German retail price € 12,99



# Little Raven, the Rascal

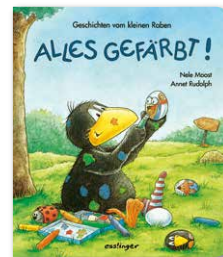
## Board Books



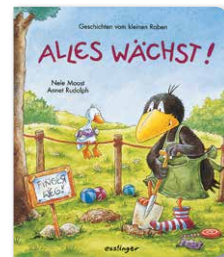
It's all baked!



It's all in the shoe!



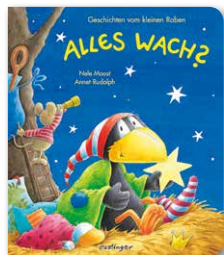
It's all painted!



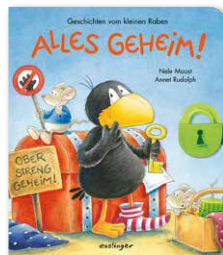
Everything grows!



Everything found!



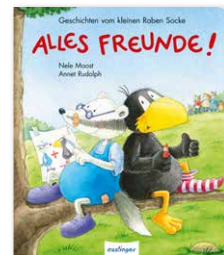
Everyone awake?



It's all secret!



Everything given!



Nothing but friends!



All please-thank you!



It's all chalk!  
Chalkboard book  
with five chalks and  
a wiping cloth,  
German retail price € 12,95



Little Raven Clock Book  
Clock Board Book  
with a die-cut including  
clock hands,  
German retail price € 9,99

format 19 x 22 cm, 12 paperboard pages,  
German retail price € 7,95 – € 8,99



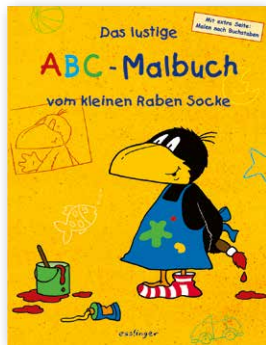
# Little Raven, the Rascal

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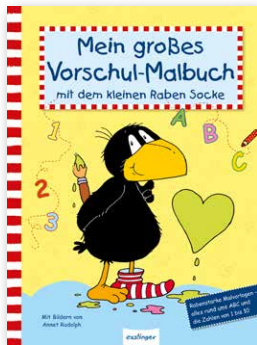
## Activity Books

Colouring activity books:  
format 21 x 28 cm, 28 – 192 pages,  
German retail price € 2,99 – € 9,95

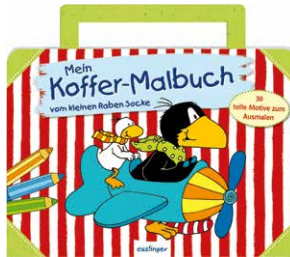
Friends' memory books:  
format 19 x 20 cm/21 x 15 cm, 64 – 96 pages,  
German retail price € 8,95 – € 9,99



ABC-Colouring Book



Preschool Colouring Book



Suitcase/Holiday Colouring Book



Friends' memory album



Schoolfriends' memory album



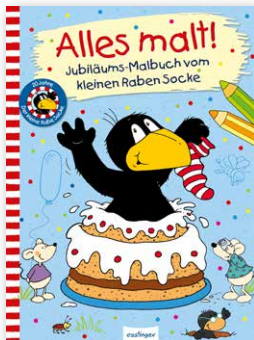
Kindergarten memory album



My extrathick Preschool Book



Colouring Book



Everybody's painting!



Class One memory album



Kindergarten memory album





# Little Raven, the Rascal

## Little Raven, the Rascal in Cinema

- ! Third Film: December 2019
- ! Second Film: August 2015
- ! DVD-Release: February 2016
- ! TV-Series: Start November 2016
- ! First Film: September 2012  
Top 10 of all German films started in 2012





# Little Raven, the Rascal

## The Success Story

- ! 28 Volumes printed and sold of the first picture book „It's all mine!“ since its first publication in 1996
- ! Over 7 Millions of books sold worldwide and translated into 31 languages
- ! Over 100 products available
- ! Tremendous success of the first and second animated film (in 2012 and 2015)
- ! TV-Series: Start in December 2016
- ! Third animated cinema film release in December 2019





# Little Raven, the Rascal

## Target Groups

- ! Children, aged 3 to 8, who take Little Raven, the Rascal as a role model
- ! Parents and grandparents who recognize their children and grandchildren in Little Raven
- ! Pre-school and school teachers who deal with little rascals every day





# Little Raven, the Rascal

## Buying incentive

- ! Appealing and humorous picture books with stories teaching children life in a playful way
- ! This character is different from the others in the international markets and thus unique
- ! Charming and likable illustrations, children keep easily in mind and remember
- ! Always an affective purchase





# Little Raven, the Rascal

## Customer and Media voices

"Dear little Raven, every night my mommy reads me one of your stories, without them I just couldn't go to sleep."  
*Emila, 4 years old*

"Dear little Raven, I have three story books from you which I all know by heart because I love them."  
*Paula, 4 years old*

"Dear little Raven, I've even seen you once in the theatre, and I just loved it."  
*Mia, 3 years old*

"... there is no better way to teach a three-year old child things like respect, faithfulness, sharing, friendship than by the stories of 'Little Raven, the rascal!'"  
*Review on Amazon*

"I'm so happy that you exist, Little Raven, and my mommy and daddy and even my little brother, too!"  
*Dominika, 5 years old*

"Little Raven, the rascal is THE favourite book of my little four-year old daughter!"  
*Review on Amazon*

"I have all books and all other fan-articles from you, little Raven! And today I have children on my own and nieces and nephews as well, I'm now sharing my passion with them and they all just love you."  
*Judith, 34 years old*

"Once when I was sick, I listened ten times to the same audio book of you, Little Raven, you know the story when you are so cheeky."  
*Review on Amazon*



# Little Raven, the Rascal

## Author and Illustrator



### Nele Moost

was born in Berlin in 1952 and spent part of her childhood in Sweden.

After her German Studies she worked as an editor in a childrens' book publishing house. Today she writes for children and adults and her books have been translated into 30 languages.

For Esslinger, Nele Moost invents – among others – stories about the cheeky Little Raven and the bear Krümel.



### Annet Rudolph

was born in Dinslaken in 1964. She studied Graphic Design at the Technical University in Münster with the main emphasis on illustration for childrens books.

“I started drawing very early. I left my first works on the back of our kitchen bench. My first main occupation were drawing and reading. That didn't change much as I got older. I now work as a freelance illustrator for various publishers.”

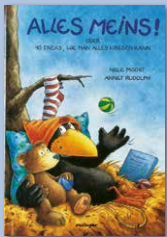
Annet Rudolph created the popular Little Raven for Esslinger together with the author Nele Moost with whom she became internationally well-known.



# Little Raven, the Rascal

## The Story of Little Raven, the Rascal

**All from the beginning:**  
In March 1996, the first picture book "It's all mine!" is published!



1996

**All on TV:**  
In the German traditional "Sandmännchen" (sandman) TV show, the first partly animated short-films are on air!



1998

**All more than a million:**  
The German sales of the Little Raven the rascal picture books pass the one-million mark!



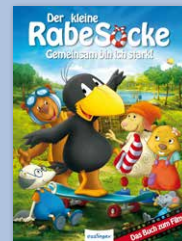
2000

**All very well indeed:**  
The first compilation of Little Raven stories "The big book of the Little Rascal" climbs up the bestseller lists very rapidly!



2005

**All a big party:**  
Over 5 millions of books sold world-wide and over 3.5 millions only in the German speaking countries, plus 500.000 sold for the animated film in cinema!



2012

**All cinema:**  
Once again in cinema: Little Raven, the Rascal: The big Race starts on August 2015 in Germany!



2015

**All biggest party:**  
It's the Little Raven's 20th birthday! Start of the TV-Seriens with 26 installments, futher more in 2017!



2016

**All going strong:**  
Children and adults cannot get enough of the adventures of the Little Raven: A new movie starts on December 2019!



2019



# Little Raven, the Rascal

## Contact

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