

The logo for International Elf Service is a hand-drawn oval with a thick, black, textured border. Inside the oval, the words "International" and "Elf Service" are written in a black, serif font, stacked vertically. The oval is surrounded by several thin, black, curved lines that sweep across it, and there is a light blue, textured, circular shape behind the oval. The background of the entire page is white with several light blue, textured, circular shapes scattered around.

**International
Elf Service**

**Press Pack
2021**

what we do



We are the ultimate secret gift
The gift no one knows you've given

We take your children on unforgettable literary journeys
to magical places.

New stories and illustrations each year. Don't forget to keep
your letters from last year and who knows what might
happen to Elfie next!

Our handcrafted, personalised eco-friendly letters
are from magical places. Designed to help preserve
the magic of childhood

We help you create unique magical traditions ...
that both you and your children will love and
treasure forever

Give the gift of childhood memories that last a lifetime!

our values



Strong Family Bonds

Create family traditions and time together: to give children a strong sense of belonging and magic, while the grown-ups connect with their children in a unique and exciting way.

Literacy

Inspiring and encouraging children and families to read.

Creative Thinking

Allowing children to connect with their imagination. Who can't fail to be inspired by the Elves inventions, mishaps and adventures?...

Encouraging Family Dialogue

Our letters and stories open up many topical conversations. Self-esteem, emotional growth and development are key to our brand.

Sustainability

We use exquisite 100% recycled paper, renewable twine and natural by-product wood filler for all our magical papery things.



about us



Launched as a successful e-commerce business in 2014



Readership of 84,000



Email over 12,000



Instagram 4,100



Facebook 17,200



our audience

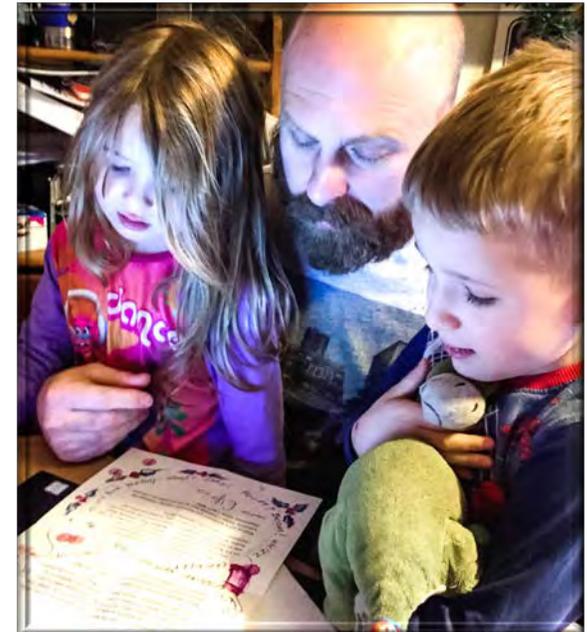


28% of our customers have at least one child in their household under 4yrs

Average age of our young readers is 7-8yrs

Our 9+ age range make up 36% of our readers

Over 22% of parents engage with us on social media and email to thank us for giving them and their children more believing years!





IES year on year growth was over
3 times our 2020 figures

Over 1/3 of our existing customers return
again within the year

26% increase in average spend over the
past 5 years

endorsements



Amanda Holden 
@AmandaHolden

Britain's got Talent Judge. Presenter, Actress. MAMA! Instagram is 'NoHoldenBack'
[facebook.com/AmandaHoldenOf](https://www.facebook.com/AmandaHoldenOf)

TWEETS 12.1K FOLLOWING 1,064 FOLLOWERS 1.88M LIKES 40

Following

Tweets Tweets & replies Photos & videos

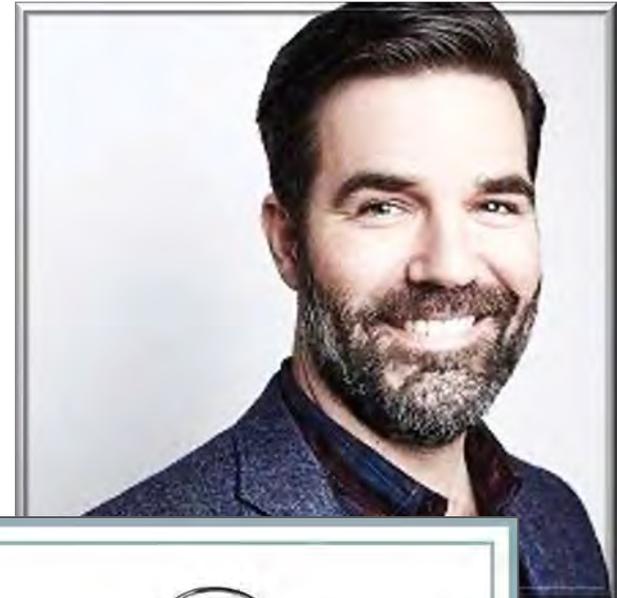
Amanda Holden Retweeted

Charlie Condou @Charliecondou · 18h
If your kids believe in Father Christmas and you want more magic for them, have a look at this bit.ly/1PtAdbV @IntElfService

Who to follow · Refresh · View all

Sue Moorcroft @suemoorc...
Follow

Blue Remy @Blue_Remy
Follow



Charlie Condou 
@Charliecondou

I ordered these last year for my kids and they were so magical. Best Christmas idea ever
[internationalelfservice.co.uk](https://www.internationalelfservice.co.uk) @IntElfService



Home - International Elf Service

Just what I would have loved as a child. Creating magical Christmas memories w new updates from the North Pole on the lead up to Christmas. Family fun!
[internationalelfservice.co.uk](https://www.internationalelfservice.co.uk)

RETWEETS 2 LIKES 7

3:06 PM - 5 Nov 2016



"The letters are wonderful and they prompt fun, creative discussions with our kids, which is the best part. A really lovely way to connect and wonder together about the North Pole and its residents. Get them for your wee ones!"

Rob Delaney - Dad of four, Comedian, Actor

how it works



Point of purchase



The Elves start writing personalised letters



The letters leave the North Pole



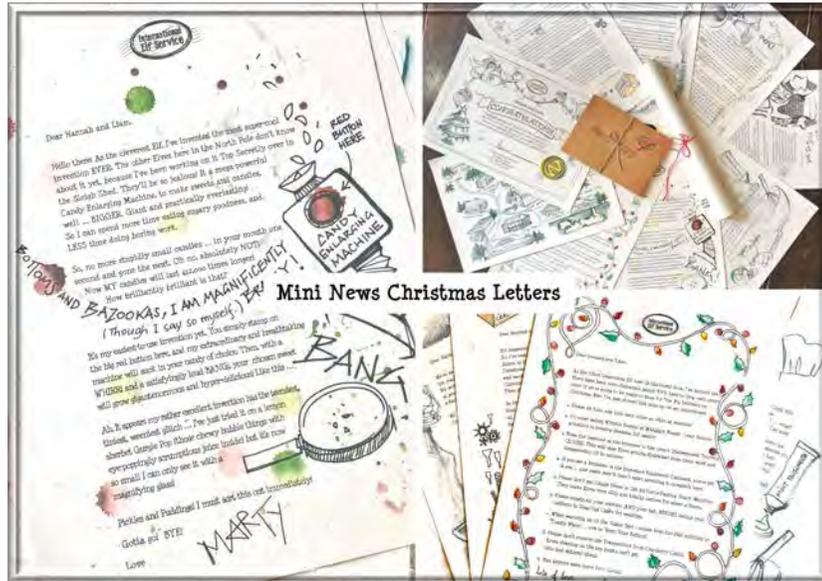
Hide your letters around your home ...



Christmas Magic Begins!



... and are delivered to your home



Christmas Elf Letters – 7-Letter NEWS Bundle
£16.50 - £19.50 OR £38.50 with Christmas Memory Box

*New content and illustrations yearly. Suitable for 5+ yrs

A bundle of 7 handcrafted, personalised 'newsy' letters ... plus a certificate from the Postmaster General congratulating the children for being chosen to receive the letters, and our handcrafted Map of the North Pole village.

One letter addressed to all the children in your family, bringing a huge dollop of Christmas Magic into your home. Deliver daily for the week before Christmas, or spread the magic through December!

Comes with:

8 x personalised envelopes for the family

<https://internationalelfservice.com/shop/product/personalised-christmas-elf-letters-north-pole-news/>

activity bundle



Christmas Elf Letters – 7 Letter ACTIVITY Bundle
£16.50 - £19.50 OR £38.50 with Christmas Memory Box

**New activities and illustrations yearly. Suitable for 3+*

A bundle of 7 handcrafted, personalised letters each with a Christmassy activity ... plus a certificate from the Postmaster General congratulating the children for being chosen to receive the letters, and our map of the North Pole village.

One letter addressed to all the children in your family, bringing a huge dollop of Christmas Magic into your home. Deliver daily for the week before Christmas, or spread the magic through December!

Comes with:

8 x personalised envelopes for the whole family

<https://internationalelfservice.com/shop/product/personalised-christmas-elf-letters-north-pole-activities/>

fairy & tooth fairy



Fairy and Tooth Fairy Letter Bundles

45+ letters to choose from, either single or bundles. Suitable for 2+ yrs

From £5.50 for a single letter to £49.50 for a bundle of 22 letters

Worry Blaster - Discover how these Fairies get rid of their worries, and convert them into a Ninja Fairy!

Bad Dream Chaser - These Fairies have a brilliant and totally fool proof way to get rid of bad dreams.

Missing A Loved One - This Fairy tells your child what they do to feel better when they're feeling really sad about a Fairy that's no longer with them. A magical bereavement letter.

Our Fairy & Tooth Fairy letters are designed to make brilliant conversation starters, and to support children's mental health, development and self-esteem.

Each letter is personalised with your child(ren's) name(s) and address, and comes with a Dew-Drop Magnifying Lens and a length of soft golden sparkle twine.

Fairy: <https://internationalelfservice.com/product-category/tooth-fairy/>

Tooth Fairy: <https://internationalelfservice.com/product-category/fairy-letters/>



contact us



www.internationalelfservice.com

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