

Kids Industries announces raft of new hires – including former Research Manager at Dennis Publishing

15th February 2022: Family-focused marketing agency [Kids Industries](#) (KI) has today announced a raft of new appointments, including the hire of Dennis Publishing's Research Manager, Carlene Wilson.

The hire of four new appointments come off the back of the firm winning several new accounts at the end of 2021 – including Amazon Kids+.

Gary Pope, CEO and Co-Founder at Kids Industries, commented: “We’re excited to have attracted such amazing talent at a time where it’s genuinely hard to find great people. The new starters will play a crucial role in our planned expansion and allow us to expand our reach across the wide range of market sectors we service including toys, gaming, FMCG and EdTech, and continue delivering award-winning campaigns for our clients.

“2022 is about scaling up to our next level of growth and continuing to build on the success we’ve achieved since launching 20 years ago – a huge milestone we look forward to celebrating in March.”

Who are the new joiners?

- Carlene Wilson, Senior Researcher – Carlene joins from Dennis Publishing, where she held the position of Research Manager and was responsible for managing multiple projects in the UK and US. Her quantitative expertise contributed to the successful launches of The Week Junior in the UK and the US – a hugely popular magazine that introduces children aged 8-14 to current affairs in an accessible and engaging format. Carlene will play a key role in the strategy and insights team, designing custom research projects using a combination of traditional and innovative methods for clients.
- Georgina Katsiani, Producer – A Digital Media graduate whose industrial year included a placement with Cartoon Network, producing web-games, apps and microsites within the digital entertainment team. Gina will focus on creating engaging content and building communities amongst Kids Industries clients by generating fresh and engaging content.
- Frankie Stevens, Designer – As a recent graduate from Loughborough University, Frankie brings strong story-telling skills to the agency with experience in freelance illustration, and social campaigns for mental health awareness. Her work at Kids Industries will involve designing assets for client projects as well as elevating pitch documents with design to help achieve optimal outcomes.
- Courtney Joseph, Research Executive – Courtney is a recent Masters graduate with specialisms in Positive Psychology and Art Education. She has a keen interest in neuroaesthetics, a passion for user experience and a history of working with children and within SEN. At Kids Industries she will work within the strategy and insights team, providing support on research projects.

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About Kids Industries:

Founded in 2002 by Gary Pope and Jennifer Blows, Kids Industries (KI) is the only full-service marketing agency on the planet that specialises in the family market. This dynamic team of award winning business, strategy & creative experts, have worked with some of the world's leading family entertainment brands, including LEGOLAND (Merlin), Peppa Pig (EOne), The Gruffalo (Magic Light Pictures), Star Wars (The Walt Disney Company) & Dr Who (BBC Worldwide). They have worked with global charities such as World Wide Fund for Nature (WWF), in sports with Liverpool FC & in travel with Royal Caribbean Cruises. Plus, with a host of fantastic FMCG, QSR & retail brands, including The Kellogg Company, Aquafresh (GSK), McDonalds & TESCO. Across all of these brands & businesses, KI always work to connect human emotions, with market intelligence, to make businesses stronger.

www.kidsindustries.com

Media information:

For more information, please contact Nikki Alvey or Charlie Le Rougetel at Big Top PR – KI@bigtop-pr.co.uk / 07973 354 706 / 07736 330676