

These Awards are designed to acknowledge the work of marketing professionals within the book industry. The judges – Independent Marketing experts & BMS officials – are particularly looking for a professional approach in the following areas:

Innovation and creativity

Target audience: identifying and engagement

Good return on investment

Winning campaigns in both the adult and children's categories will be made at the four monthly BMS meetings; an overall annual winner will also be announced (details TBC).

PUBLISHER:

CAMPAIGN TITLE/AUTHOR:

FORMAT:

PUBLICATION DATE / PERIOD OF CAMPAIGN:

ADULT / CHILDREN'S CAMPAIGN:

WHAT WERE THE MAIN OBJECTIVES OF THE CAMPAIGN?

Please provide details of your campaign under the following headings as relevant (not all campaigns will have all these components):

TRADE SELL-IN AND BOOK RETAILER PARTNERSHIPS:

Note 'book retailers' are defined as any retailers with ongoing space dedicated to books (eg Tesco's, but not Iceland)

MARKET RESEARCH AND AUDIENCE TARGETING:

List any undertakings to research the target reader and appropriate messaging, and what impact this had on the campaign

THIRD PARTY PARTNERSHIPS:

eg cinemas, charities, non-book retailers

ADVERTISING MEDIA USED:

DIGITAL STRATEGY:

Please provide links to activity and/or screenshots plus information on the impact

CREATIVE EXECUTIONS:

Please provide visual examples of all creatives

EFFECTS OF CAMPAIGN INC ROI:

NB use sales figures rather than bestseller placings

OTHER CAMPAIGN ASPECTS NOT COVERED ABOVE

MARKETING BUDGET (please tick one):

< £10k £10-25k £25-50k £50-100k £100k+

PLEASE ESTIMATE SPEND RATIO: Trade/retailer / Consumer % SPLIT:

BRIEFLY, PLEASE SAY WHY IS THIS THE MOST EFFECTIVE AND SUCCESSFUL MARKETING CAMPAIGN OF THE SEASON?

(please complete in not more than 150 words)

Marketer:

Email:

Telephone:

Other creatives (in house or agency) who worked on the campaign:

Please return **SEVEN** copies of this form, together with one copy of the book and **SEVEN** copies of any visuals (ideally reduced in size and reproduced on one or two sheets of A4) by post to:

Jon Slack, BMS, 18-20 St Andrew Street, London EC4A 3AG.

Contact jon@bookmarketing.co.uk with any queries.