



## BMS SEASONAL MARKETING AWARDS ENTRY FORM

These Awards are designed to acknowledge the work of marketing professionals within the book industry. The judges – BMS officials and marketing experts from *Marketing* magazine, agency Euro RSCG and the CIM – are looking for:

- innovation and creativity
- a good return on investment
- identification and targeting of audience
- a professional approach

Campaigns of any size will be considered, as will all aspects of marketing including advertising, pos, promotional items, sampling, viral or web based. The winners and runners up each season will automatically go on the longlist for the BMS Marketing Campaign of the Year Award, voted on by the British Book Academy. The winner will be announced at the British Book Industry Awards, held at the BA Conference.

To aid the judging process, please provide the following information **including budget estimates and campaign results**.

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**CAMPAIGN TITLE / AUTHOR / FORMAT:**

**PUBLICATION DATE / PERIOD OF CAMPAIGN:**

**MARKETING BUDGET** (please tick one):

- |                          |         |                          |          |                          |         |
|--------------------------|---------|--------------------------|----------|--------------------------|---------|
| <input type="checkbox"/> | > £10k  | <input type="checkbox"/> | £10-25k  | <input type="checkbox"/> | £25-50k |
| <input type="checkbox"/> | £50-75k | <input type="checkbox"/> | £75-100k | <input type="checkbox"/> | £100k+  |

**PLEASE ESTIMATE CO-OP / CONSUMER AD % SPLIT:**

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Please provide details, in no more than 150 words, of the following:

**WHAT WERE THE MAIN OBJECTIVES OF THE CAMPAIGN?**

**WHAT MEDIA WAS USED IN THE CAMPAIGN?**

**WHAT WERE THE EFFECTS OF THE CAMPAIGN? Please use BookScan TCM sales where available**

**WHY IS THIS THE MOST EFFECTIVE AND SUCCESSFUL MARKETING CAMPAIGN OF THE SEASON?**

Please note this entry must be submitted by a member of the BMS:

**Marketer:**

**Email:**

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

**Company:**

**Telephone:**

Many thanks for filling in this form. Please return SEVEN copies, together with any visuals or advertising executions – ideally reduced in size and reproduced on one or two sheets of A4 – by post to: **Chini Ugboma, BMS, 39 Store Street, London WC1E 7DS**. Contact [chini@bookmarketing.co.uk](mailto:chini@bookmarketing.co.uk) with any queries.