



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 winner and runner-up campaigns will be longlisted for the annual Marketing Campaign Award at the annual Bookseller Industry Awards, held in conjunction with the Book Industry Conference each year.

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

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:

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 FIVE copies, together with a copy of the book and any visuals or advertising executions – ideally reduced in size and reproduced on one or two sheets of A4 – by post to: **Jo Henry, BMS, 18-20 St Andrew Street, London EC4A 3AG**. Contact jo@bookmarketing.co.uk with any queries.