



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Wednesday 26 January 2022

THE NIBBIES



All seasonal main award winners can be submitted directly into the Marketing Strategy of the Year category via BMS.

Options are:

- We forward the entry as submitted originally
- You update the entry and send via admin@bookmarketingsociety.co.uk to be forwarded on – please do so by **2 February**
- You submit directly via the Nibbies website (deadline 3 February)

NEXT AWARDS



Q1 JANUARY – MARCH 2022

- Submissions open: 1 April
- Submissions close: 22 April
- Awards announced: w/c 2 May

NEW WEBINARS



- BMS Masterclass – food & drink (28 Jan - <https://bit.ly/3HX8gu2>)
- BMS Masterclass – general fiction (22 Feb - <https://bit.ly/33qApe0>)
- BMS Primer Day – 17/18 March
- BMS Awards Meeting – early May
- BMS Sessions – to be announced



AWARDS



AWARDS: SEASONAL & SPOTLIGHT Q4 OCTOBER – DECEMBER 2021



Judges:

- **Miriam Robinson:** Chair of Judges
- **Laura di Giuseppe:** Publishing and Marketing Consultant
- **Rosie Beaumont-Thomas:** Prize Manager, Women's Prize
- **Anna Chapman:** Senior Strategist, 21st Century Brand
- **Georgina Atwell:** Founder, Toppsta
- **Lynsey Passmore:** Founder, Bazowie

MULTI-TITLE CAMPAIGN Q4



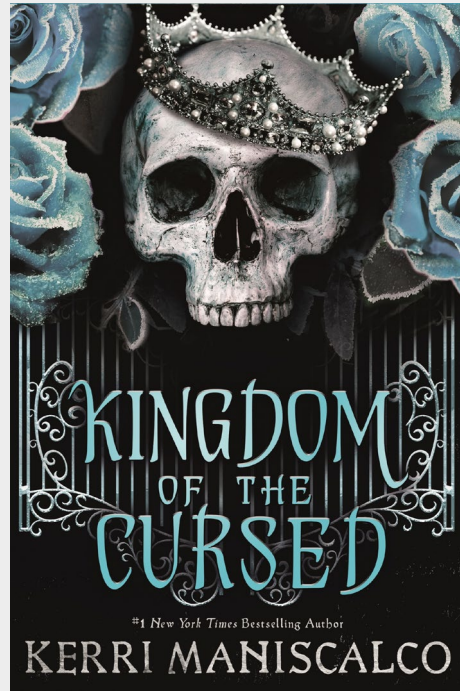
Only one submission – rolled to Q1 2022

GUERRILLA CAMPAIGN Q4 HIGHLY COMMENDED



Kingdom of the Cursed

Laura Bartholomew, Hodder & Stoughton



'A creative marketing campaign which had to overcome the challenge of no pre-publication content available. They created TikTok aesthetic videos, playing on scarcity with 7 competition copies available, an activation with Fairyloot, and price promotion supported with paid social ads and Bookbub which resulted in incredible ROI.'

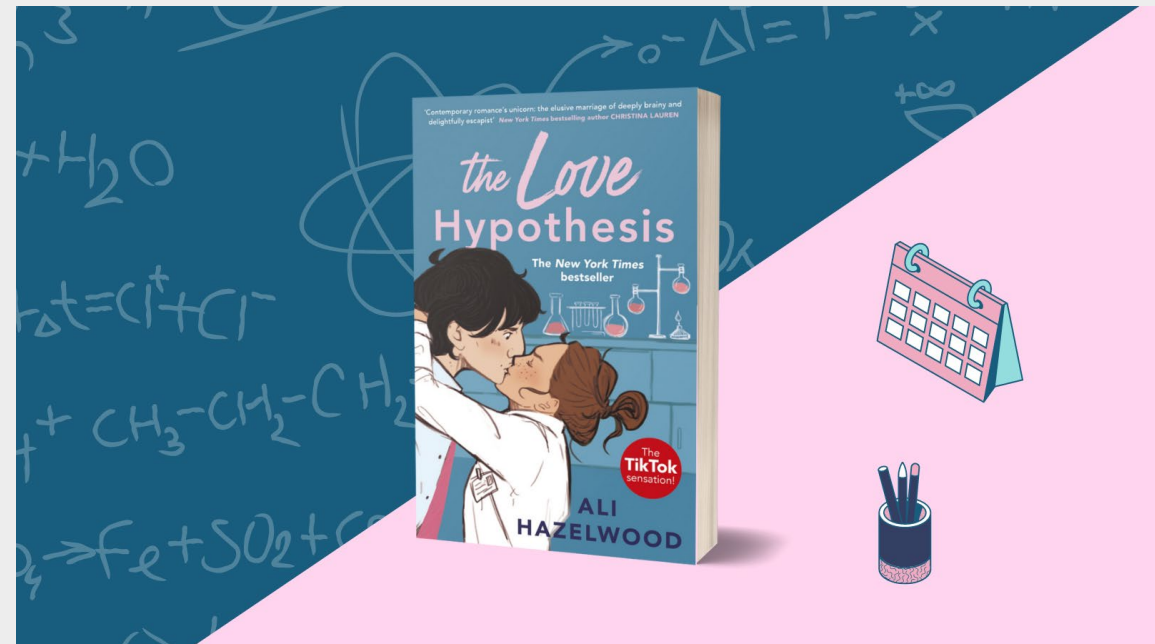
GUERRILLA CAMPAIGN Q4 WINNER



The Love Hypothesis

Casey Davoren, Little Brown

'The team identified a US publishing phenomenon and with an incredibly fast turnaround managed to capitalise on the US BookTok hype. With an organic BookTok campaign, supported with paid social to drive UK pre-orders, the team moved quickly to capitalise on US noise, with creative targeting and straplines leveraging latest social/online trends (eg. girls in STEM).'



CHILDREN'S CAMPAIGN Q4 HIGHLY COMMENDED



What is racism?

Sarah Connell, Usborne



**The really thoughtful
anti-racism book
for young children**

Published in association with
Show Racism the Red Card
Available from all good retailers

‘A thoughtful campaign which was instrumental in driving impressive sales, particularly for a non-fiction board book. The dynamic partnership with Show Racism the Red Card gave gravitas, the smart digital advertising provided reach and the additional resources for bookshops, parents and teachers increased engagement.’

CHILDREN'S CAMPAIGN Q4 WINNER



Greg the Sausage Roll

Lauren Floodgate & Jannine Saunders, PRH Children's

'A wonderful multi-platform campaign with a sensitive awareness of the charitable aims of the book. The team created a number of assets for booksellers, influencers and innovative light up boards in London Bridge, featuring smart digital advertising with high impressions and engagement.'



YOUNG ADULT CAMPAIGN Q4 HIGHLY COMMENDED



Terciel and Elinor

Emma Quick, Hot Key (Bonnier)



‘Smart use of TikTok influencers alongside traditional print advertising, this campaign catered to two distinct audiences through careful channel selection and targeted messaging.’

YOUNG ADULT CAMPAIGN Q4 WINNER



Afterlove

Beth McWilliams & Aashfaria Anwar, Hachette Children's

'Despite a number of delays, the team saw this as an opportunity to maintain momentum and build anticipation. Careful audience segmentation, tailored messaging and eye-catching creatives combined to deliver a memorable campaign with long-term results.'



DEBUT CAMPAIGN Q4 HIGHLY COMMENDED



Slimming Eats

Sahina Bibi, Yellow Kite (Hodder)



'In a busy season, this team successfully transitioned their author's online presence into sales with a slick, confidentially branded campaign.'

DEBUT CAMPAIGN Q4 WINNER



Free

Ania Gordon, Penguin Press

*'We were so impressed by
the way this team
broadened the remit of this
potentially quite targeted
book, and made great use
of their expert author's
involvement.'*

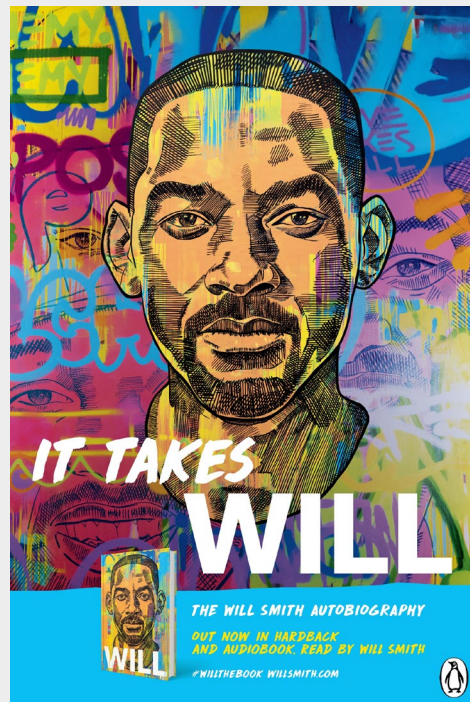


ADULT NON-FICTION CAMPAIGN Q4 HIGHLY COMMENDED



Will

Rebecca Ikin, Claire Bush & Lydia Weigel, Cornerstone



'This team's work was epic in every sense of the word and easily could have been the winner - a major global coordinated effort; unexpected, agile thinking; a deeply authentic, creative and conscious creative approach plus ambitions to position books and reading at the heart of the entertainment universe all defined this campaign as truly show-stopping.'

ADULT NON-FICTION CAMPAIGN Q4 WINNER



The Storyteller

Hayley McMullan & Richard Vlietstra, Simon & Schuster

'We couldn't even name all the elements that we loved about this campaign. In an exhaustive discussion what ultimately set this campaign apart as the winner was the fact that the clearly passionate team created so many opportunities, never resting on their laurels, and innovated by placing audio at the heart of all their activity. This is one of the best campaigns we've ever had the privilege to judge.'

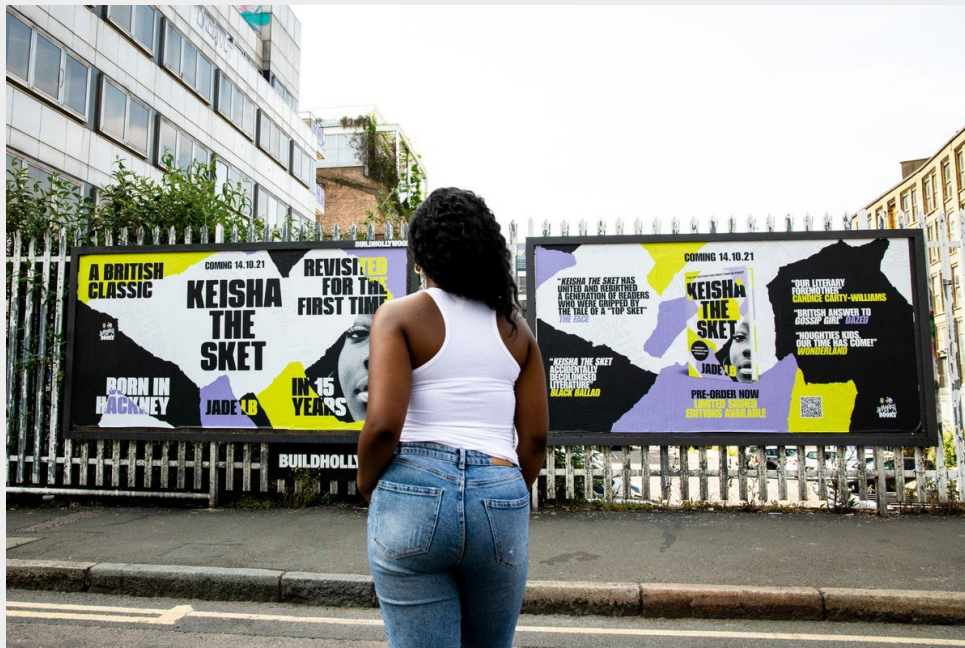


ADULT FICTION CAMPAIGN Q4 HIGHLY COMMENDED



Keisha the Sket

Lydia Weigel & Emma Wallace, Merky Books (Penguin)



‘This campaign was absolutely everywhere and it’s clear why - this team focussed, brilliantly, on key pillars which achieved absolutely incredible cut-through and very much created an iconic publishing moment.’

ADULT FICTION CAMPAIGN Q4 WINNER



The Haunting Season Emily Moran, Little Brown

‘This team smashed expectations with a challenging proposition at an even more challenging time of year - smart use of authors’ limited time; clever, well-placed assets and fabulous influencer engagement really set this campaign apart.’





SPOTLIGHT AWARDS

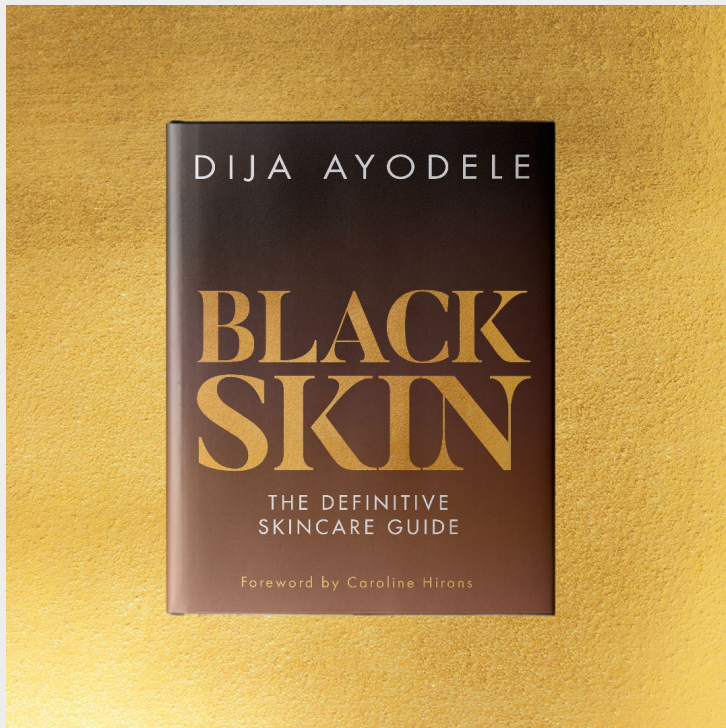


AUDIENCE DEVELOPMENT Q4



Black Skin

Vicki Watson & Katrina Smedley, HQ



'This team really listened to their author and undertook extensive research to form a deeper understanding of their audience that wasn't represented in house. This new approach, including outsourcing to relevant agencies, has changed the way they work. It was reflected brilliantly in their results.'

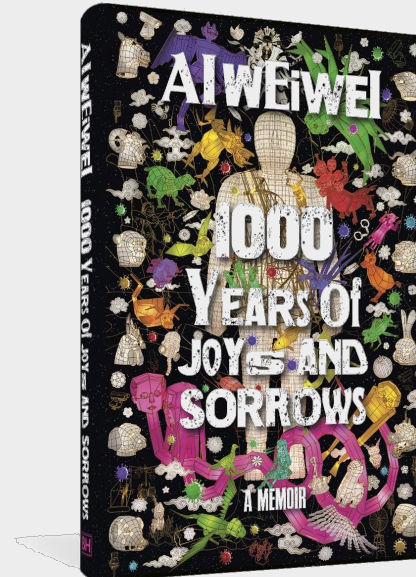
INNOVATION Q4



1000 Years of Joys and Sorrows

Rosanna Boscawen & Chloe Healy, Vintage

'This campaign took the content of the book to another level. The team made the best use of the author's exceptional talents, in the online and physical space in a creative and innovative way.'



CREATIVITY Q4



A Class Act

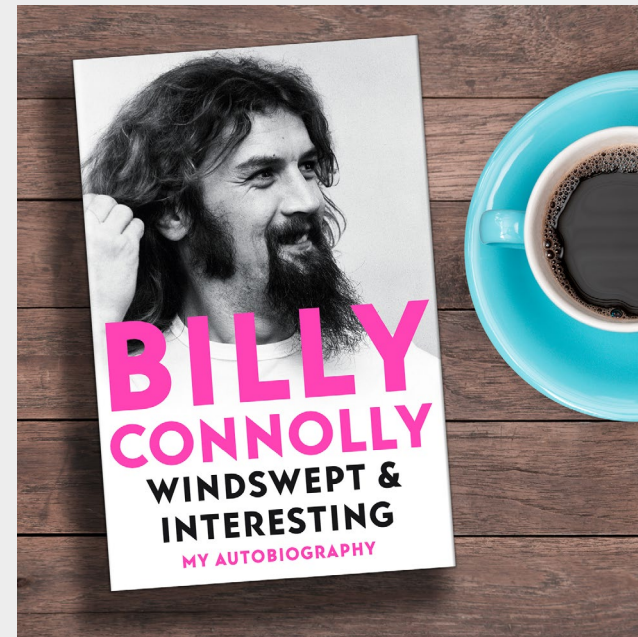
Julie MacBrayne, Harper NonFiction



‘From a look-a-like competition to the billboard in Kent with a lamppost and tipper truck positioned in front of it, this unconventional campaign beautifully captured the spirit of the author AND drove sales.’

Windswept & Interesting Sarah Arratoon, John Murray

'We were impressed by the dedication and perseverance of this team, and their ability to keep momentum up after the PR buzz. By doing so they won the heart of Billy and procured a memorable last-minute fan event.'



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