BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Thursday 29 September 2022

NEXT AWARDS

Q3 JULY – SEPTEMBER 2022

- Submissions open: 1 October

- Submissions close: 21 October

- Awards announced: November – meeting and drinks

NEW WEBINARS

- **BMS Masterclass with James Spackman**

General Fiction campaigns

Friday 4 November, 09:30-11:00

- **BMS Awards Meeting & Drinks**

End-November

AWARDS: SEASONAL & SPOTLIGHT Q2 APRIL – JUNE 2022

BMS

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 Q2 HIGHLY COMMENDED

BMS

The First Ever Booktok Creator House

Fleur Clarke & Sian Richefond, HarperFiction

'The team created an amazing experience for Booktokers to promote Voyager upcoming titles and establish Voyager TikTok presence, which resulted in 385k HarperVoyager views on Tiktok – a great achievement for a publishing brand which was not well-established on TikTok. From Juno Dawson's tarot reading to Saara El Arifi's quiz and TikTok live, the team managed to generate an authentic experience for BookTokers which resulted in highly engaging videos posted on their channels and Voyager's newly created account.'

MULTI-TITLE CAMPAIGN Q2 WINNER

Heartstopper

Krissi Hill & Beth McWilliams, Hachette Children's

'This campaign was an incredible brand management exercise with a number of different stakeholders involved and excellent retail activation, from the 'Waterstones bedroom' to FSDUs for WHSmith and competitions for indies. The social outreach via content creators across all platforms was carefully executed, and the judges were also impressed by the audience development element which resulted in shopping centre advertising and a wider range of digital activations.'
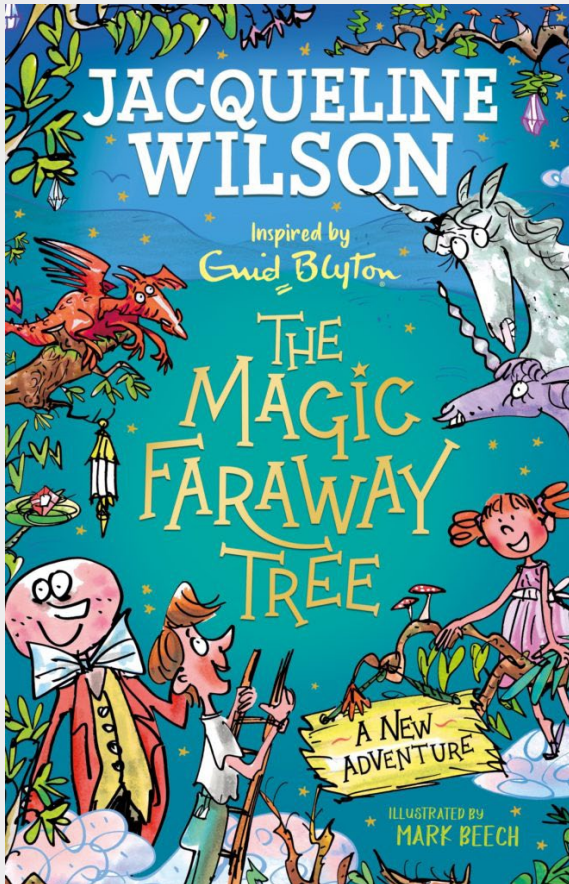
BMS SEASONAL AWARDS Q2 APRIL – JUNE 2022

- Multi-title
- Guerrilla – rolled to Q3
- Children's
- Young Adult
- Debut
- Adult Non-Fiction
- Adult Fiction

CHILDREN'S CAMPAIGN Q1
HIGHLY COMMENDED

The Magic Faraway Tree: A New Adventure

Fiona Evans & Naomi Berwin, Hachette Children's

'We were really impressed with how this team managed not one but two beloved household names so deftly. They worked tirelessly with in-house colleagues, whilst coordinating cross-publisher activity to ensure consistency across channels and messaging. The result was a high-impact, multi-platform campaign that reached readers of all ages.'

CHILDREN'S CAMPAIGN Q2 WINNER

BMS

The World's Worst Pets

Alex Cowan & Laura Hutchinson,

HarperCollins Children's

'You'd be forgiven for thinking this team could rest on their laurels but instead they decided to pull out all the stops and make this their most attention-grabbing, playful and creative campaign yet. With big-ticket placements, retail support and a super-cute angle for animal lovers, they were able to recruit new readers in an increasingly competitive landscape.'
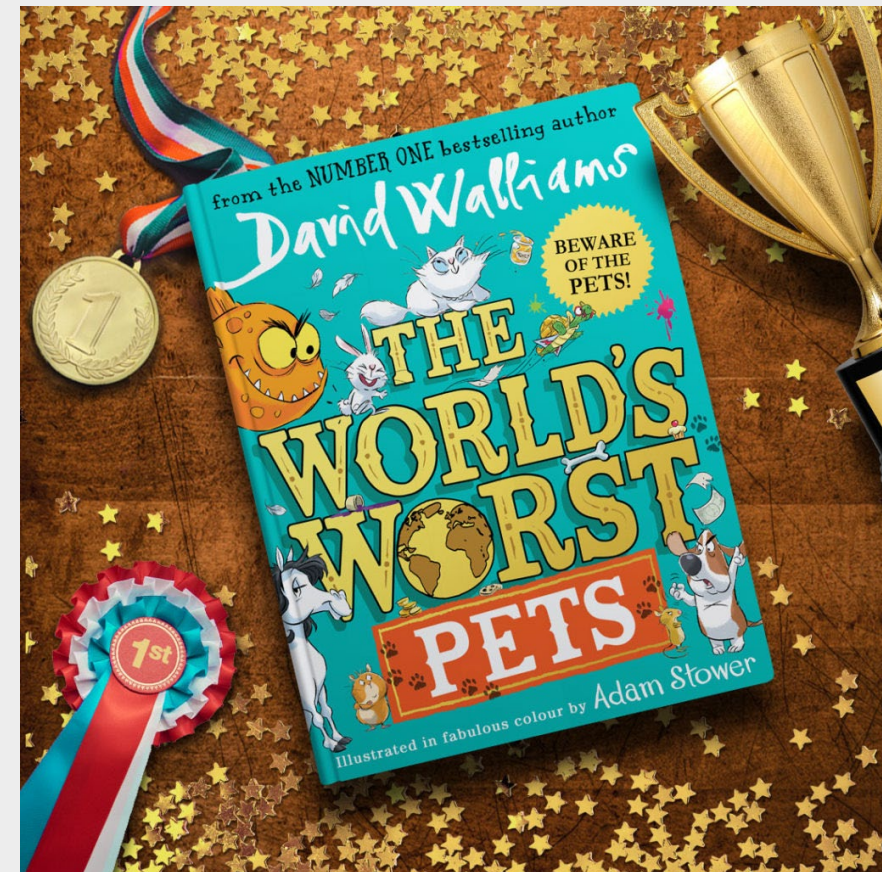
YOUNG ADULT Q2
HIGHLY COMMENDED

The Merciless Ones

Hannah Reardon Steward, Usborne

'The campaign was highly tactical and covered several touchpoints from social activation to a number of retail initiatives, building on the success of The Gilded Ones. *The marketing team worked closely with their PR counterparts, leveraging and amplifying Waterstones shortlisting which was instrumental to the high level of sales at this specific retailer.'*

# YOUNG ADULT CAMPAIGN Q2 WINNER

BMS

Family of Liars

Emma Quick, Hot Key Books

'An incredibly clever campaign with a strong positioning strategy, which created intrigue and built on the success of We Were Liars. *From a carefully orchestrated Netgalley activity to wonderful in-universe proofs, the team managed to generate discussions and excitement through Discord, and their excellent use of TikTok drove over 3m #FamilyofLiars views on the platform.'*

DEBUT CAMPAIGN Q2
HIGHLY COMMENDED

BMS
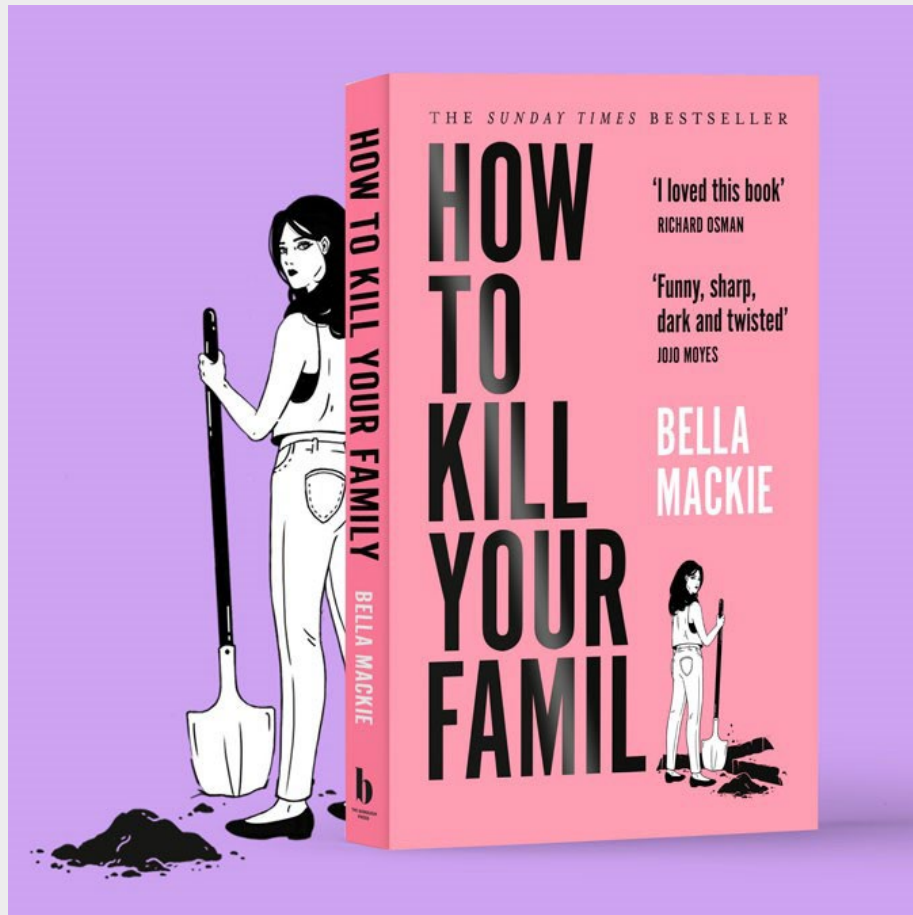
How to Kill Your Family

Sarah Shea & Olivia French, HarperFiction

'The strategy behind this campaign stood out to the judges as the team quickly identified the best conversion platforms and allocated their spend accordingly. Support for bookshops was paramount and well-planned, turning this cult book into a bestseller.'

THE *SUNDAY TIMES* BESTSELLER

'I loved this book'
RICHARD OSMAN

'Funny, sharp, dark and twisted'
JOJO MOYES

HOW TO KILL YOUR FAMIL

BELLA MACKIE

DEBUT CAMPAIGN Q2 WINNER

BMS

Lessons in Chemistry

Vicky Palmer & Lilly Cox, Transworld

'No stone was left unturned with this campaign and the passion and drive demonstrated by all team members was truly impressive. Cleverly identifying the key USP for this book they applied it to everything they did, using real creative thinking to engage an audience with an unknown book and author. The hard work paid off and it's a deserved bestseller.'

ADULT NON-FICTION CAMPAIGN Q2 HIGHLY COMMENDED

BMS
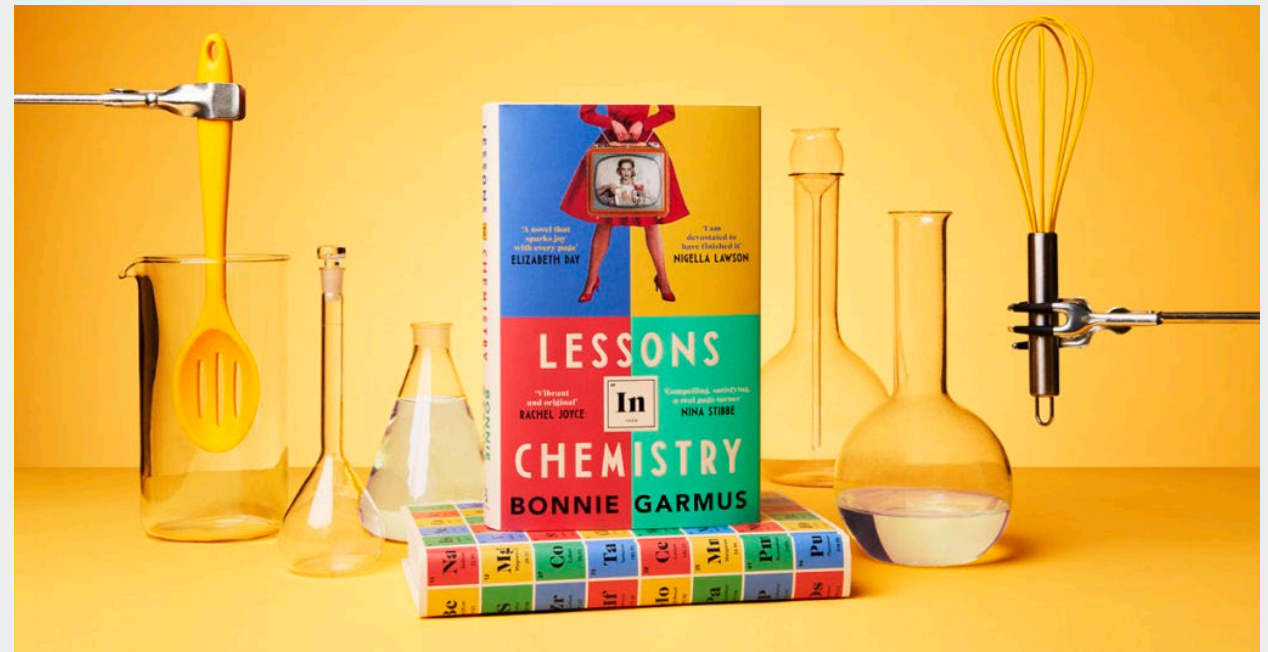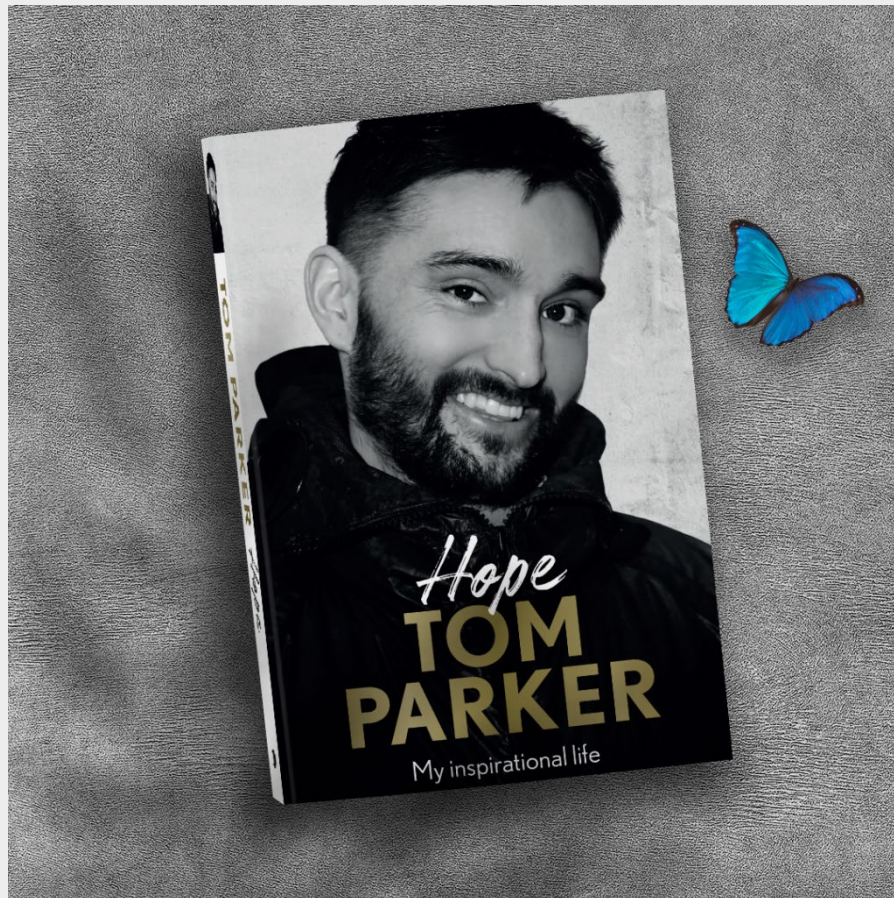
HOPE

Jessica Tackie, Blink (Bonnier)

'This must have been an extremely difficult and emotional campaign to run and we were impressed with the sensitive management and flexibility exhibited by the team. They should be proud of the fantastic ROI and that they fulfilled their objective in achieving a No.1 Sunday Times *bestseller for Tom's family.'*

ADULT NON-FICTION CAMPAIGN Q2 WINNER

The Escape Artist

Alice Graham, John Murray Press

'A fantastically well-executed underdog campaign. Working with a small budget in a highly competitive World War 2 market, this team didn't just achieve incredible sales through smart targeting and partnerships, they successfully gained recognition for a forgotten hero.'

ADULT FICTION CAMPAIGN Q2 HIGHLY COMMENDED

BMS
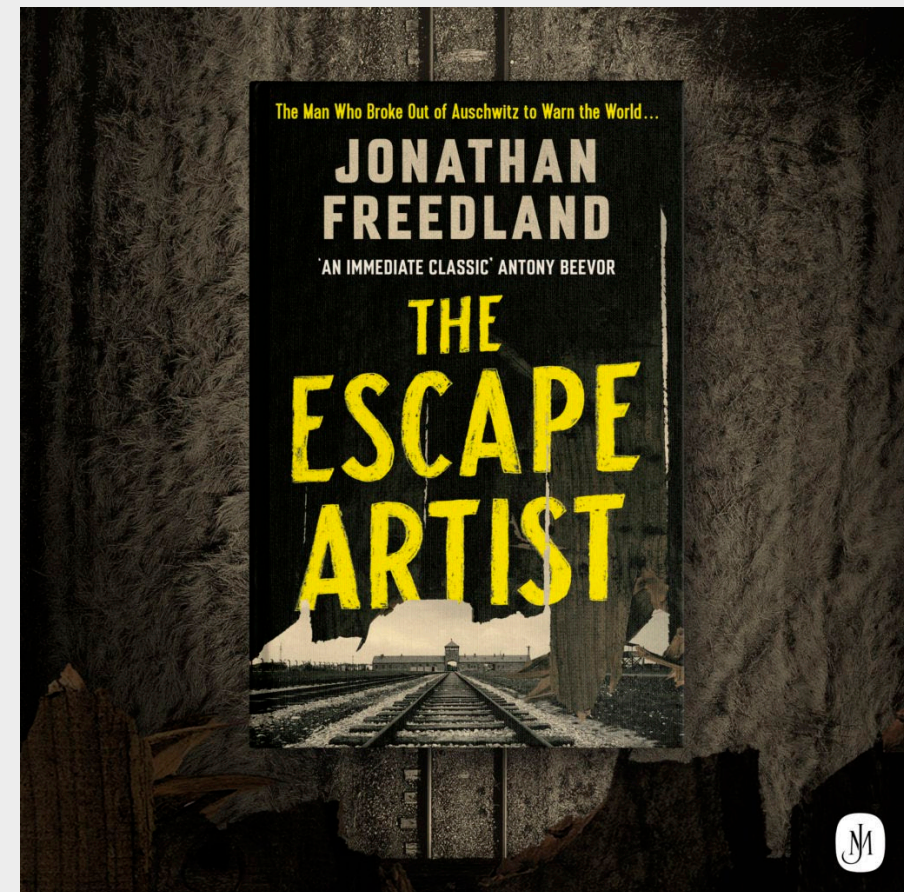
Malibu Rising

Roisin O'Shea, Cornerstone (PRH)

'At the time of writing, we imagine sales are still steadily climbing for this book, one of the summer's blockbuster hits. This unmissable campaign nailed its audience targeting for each of its multiple strands – from TikTok to outdoor, VOD to podcasts – and capitalised on every opportunity, building the author's brand along the way, and working towards future novels.'

ADULT FICTION CAMPAIGN Q2 WINNER

BMS

Book Lovers

Ella Horne & Ellie Hudson, Viking (PRH)

'Besides smashing all of their targets, these marketers achieved amazing success in translating TikTok hype into impressive sales with this knowing, well-judged campaign. With BookTok here to stay, this was a masterclass in converting an audience while also prioritising booksellers and trade, building an author brand that saw a leap in backlist sales, and making megafans feel valued.'
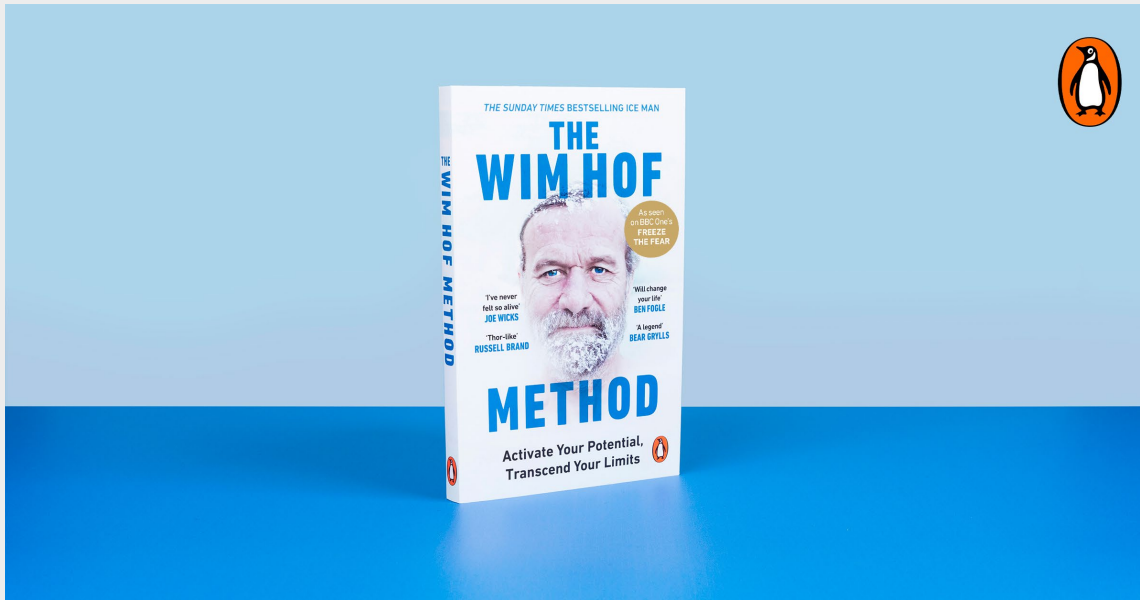
INNOVATION Q2

Do No Harm

Sarah Jeffcoate & Richard Vliestra, Simon & Schuster

'We loved the way this team involved their pre-publication audience at every stage of the campaign, creating an authentic group of supporters. They used the book's central, gripping premise to have this audience guide major decisions – even the final book cover. The passion for the project was evident at every stage.'

BMS

The Paper Palace

Alexia Thomaidis & Rose Poole, Viking (PRH)

'Challenges were seen as opportunities to be creative in this campaign and the team took them in their stride. A whole new cover look and repositioning for this paperback was announced using audience champions to great effect, creating a cinematic trailer and really harnessing word of mouth buzz.'

GRAFT Q2

BMS

Mouse's Wood: A Year in Nature

Alex Finch, Thames & Hudson

'The judges were absolutely blown away by the thought and effort which went into this campaign, from a marketer who was new to the job and the industry. A strategic influencer campaign complemented by digital advertising and even sewing a bespoke mouse to match the book's illustrations meant that this campaign punched well above its modest budget.'

NEXT AWARDS

Q3 JULY – SEPTEMBER 2022

- Submissions open: 1 October

- Submissions close: 21 October

- Awards announced: November – meeting and drinks

BOOK MARKETING SOCIETY

HAVE A GOOD EVENING!