



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Monday 5 December 2022

NEXT BMS AWARDS



Q4 OCTOBER – DECEMBER 2022

- Submissions open: NOW
- Submissions close: 13 January 2023 (early deadline for Nibbies)
- Awards announced: meeting w/c 23 January

THE BRITISH BOOK AWARDS



Marketing Strategy of the Year

- Submissions open: **9 December 2022**
- Submissions close: **2 February 2023**

THE BRITISH BOOK AWARDS



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 us to be forwarded on – please do so by **1 February**
- You submit directly via the Nibbies website (deadline **2 February**)

NEW WEBINARS



- **BMS Masterclass with James Spackman**

February – please let us know any titles you'd like to see covered!

- **Q4 BMS Awards Meeting**

End-January



AWARDS



AWARDS: SEASONAL & SPOTLIGHT Q3 JULY – SEPTEMBER 2022



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 Q3 HIGHLY COMMENDED



Vintage Earth

Hannah Shorten, Natasha Collie &
Carmella Lowkis (Vintage, PRH)

'An intelligent campaign which made very good use of owned channels (from pre-awareness to retargeting), community activists and influencers, which resulted in well-curated content; the activity also featured an installation at Waterstones to target the core audience and partnership with the Unplugged Cabins to broaden the reach.'

MULTI-TITLE CAMPAIGN Q3 WINNER



White Rabbit Summer 2022

Tom Noble (Orion)

'This campaign felt like about twenty campaigns in one, representing an unbelievable amount of research, targeting, partnerships and ideas – directed to audiences that publishing campaigns disregard from, despite their clear relevance.'

GUERRILLA CAMPAIGN Q3 HIGHLY COMMENDED



What Happens in Dubai

Yadira Da Trindade (Orion)

'This campaign combined clever regional targeting with canny social media marketing – resulting in decent sales by any estimate, but an extraordinary ROI on a shoestring budget.'



GUERRILLA CAMPAIGN Q3 WINNER



More Fiya

Caitriona Horne (Canongate)

'We were impressed by the candour of this submission, and the attitude of its team, in confronting their lack of expertise and developing a campaign to redress that. This was a tall order – a hardback, high price point with a legacy to live up to, and through using their own events campaign to demonstrate the book's demand to dubious trade sales teams.'

CHILDREN'S CAMPAIGN Q3 HIGHLY COMMENDED



Which Way to Anywhere

Naomi Berwin & Alex Haywood
(Hachette Children's)

'The judges loved this meticulously planned campaign, with targeted messaging, rich author content and a stand-out creative. The team managed to create a full suite of assets on a tight time-frame, positioning it perfectly for Christmas and beyond.'

CHILDREN'S CAMPAIGN Q3 WINNER



Bunny vs Monkey Fraser Hutchinson (David Fickling Books)

'This marketer really made the most of their budget and time. With a fantastic in-store doodle wall in Waterstones, placement in Sainsburys and support for Indies, this campaign drove a significant increase in sales and has brought middle-grade graphic novels into the mainstream.'



DEBUT CAMPAIGN Q3 HIGHLY COMMENDED



As Long As the Lemon Trees Grow Jade Westwood (Bloomsbury Children's)

'A beautifully designed book was at the heart of this creative campaign, that was spotlighted cleverly on social using the author's authentic reaction to seeing her proof for the first time. Audiences were carefully considered and content well-tailored to reach them!'

DEBUT CAMPAIGN Q2 WINNER



Isaac and the Egg

Elise Jackson, Fergus Edmondson
(Headline)

'This team really leant into the unique elements of the book and their passion was communicated in all their marketing activities. From hand-selling to indies, brilliant use of audio and TikTok to a well-thought out readalong for Mental Health Awareness Week.'

ADULT NON-FICTION CAMPAIGN Q3 HIGHLY COMMENDED

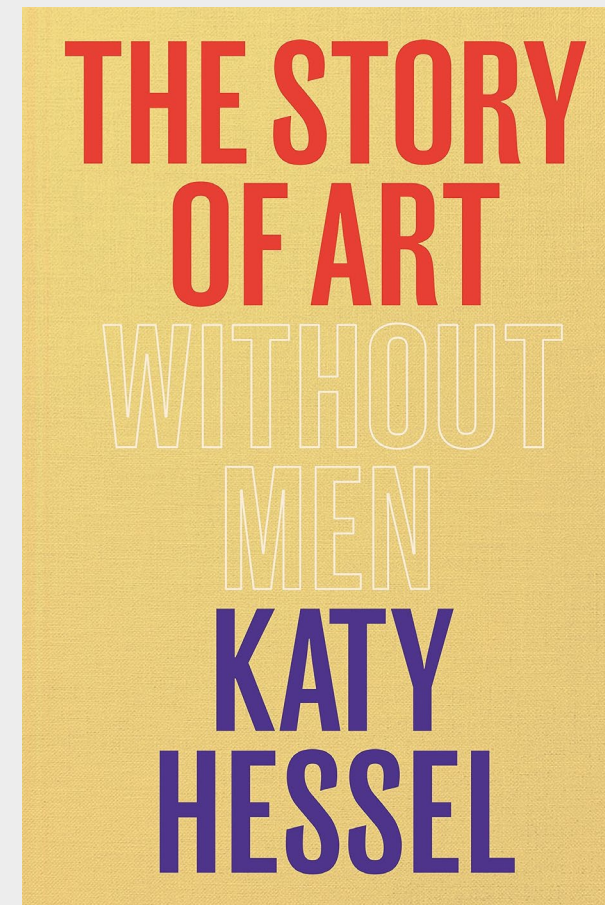


The Story of Art Without Men

Rebecca Ikin, Lydia Weigel & Becca Wright
(Cornerstone, PRH)

'On a relatively low budget this team created a campaign that was focused, sophisticated and absolutely everywhere.'

The book's core ethos ran through everything they did, resulting in impactful creative, excellent word-of-mouth and widespread retailer buy-in.'



ADULT NON-FICTION CAMPAIGN Q3 WINNER



Menopausal

Dawn Burnett (HQ)

'Yes, they had the advantage of a hefty budget and a celebrity author but this campaign was incredibly well-executed and solid, achieving its objective to become the bestselling menopause book ever. The team worked hard to understand their audience needs, putting them at the heart of the campaign, engaging them with sensitive creative and a supportive community.'

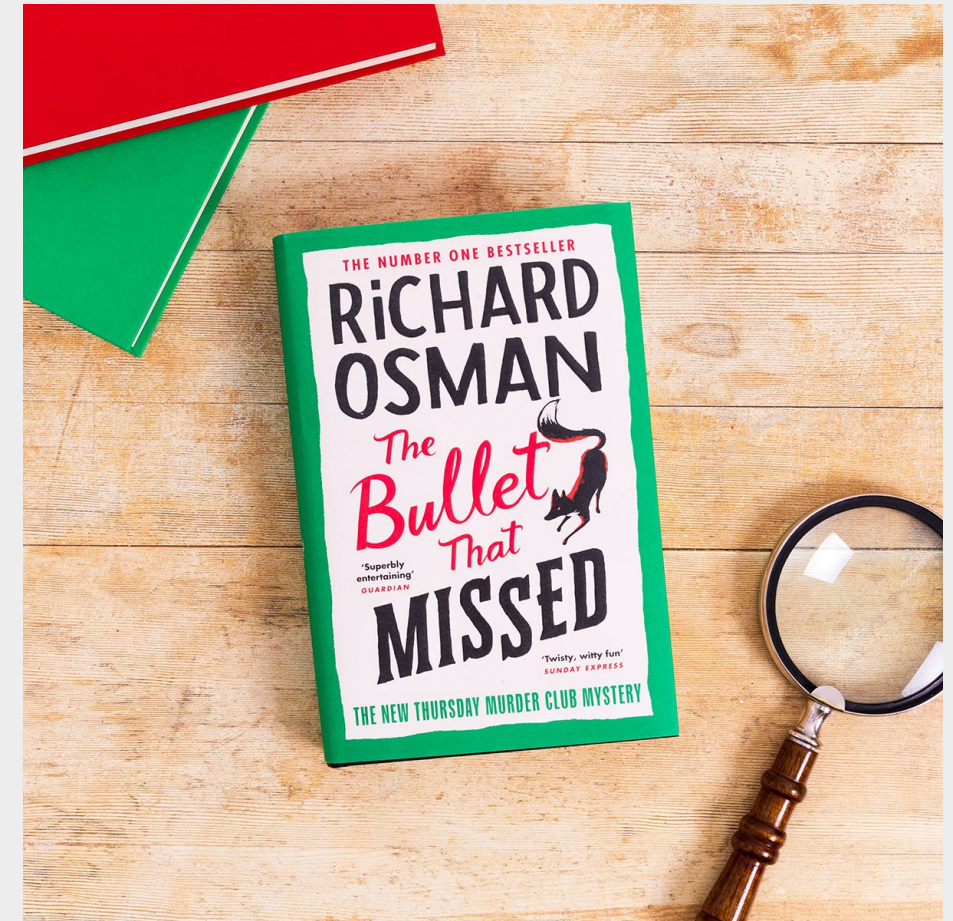
ADULT FICTION CAMPAIGN Q3 HIGHLY COMMENDED



The Bullet That Missed

Ella Horne, Ellie Hudson, Amy Davies &
Georgia Taylor (Viking, PRH)

'A large-scale campaign which resulted in a huge project management exercise, launching the third book in the series without being complacent. Bespoke retail initiatives were carefully weaved in the marketing effort, from Waterstones exclusive edition to indies sprayed edges supported by POS and digital advertising. The team leveraged strong owned channels, which they slowly built over time since the launch of the series, with a calendar of activities which consistently generated spikes in sales. Penguin Classic-Style HB proofs and Harrogate innovative activation rewarded advocates and targeted the core fan base, whilst TV, radio and cinema ads broadened the overall campaign reach.'



ADULT FICTION CAMPAIGN Q3 WINNER



Babel

Fleur Clarke & Sian Richefond (HarperFiction)

‘An ambitious, all-encompassing, 6-month campaign from the Voyager team, which went beyond the core SFF audience and reached the stretch audience in creative ways. From a carefully orchestrated pre-order drive, including cover reveal via Waterstones and Illumicrate, presence and competition at YALC, Waterstones roadshow and Dark Ademia themed dinner in Oxford, the campaign delivered on all platforms, from paid social to link clicks to special editions secured from Fairyloot, Illumicrate, The Broken Binding and Waterstones. The BookTok Creator House was particularly impactful and innovative, with a planned 2-day gateway to film content for BookTokers and HarperVoyager channels, which generated high engagement on TikTok.’



SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q3



Carrie Soto is Back

Roisin O'Shea & Becca Wright
(Cornerstone, PRH)

'This team really listened to their audience, diving deep to understand their behaviours. This allowed them to grow a devoted following with highly clever and targeted creative which far exceeded the original fanbase.'

INNOVATION Q3



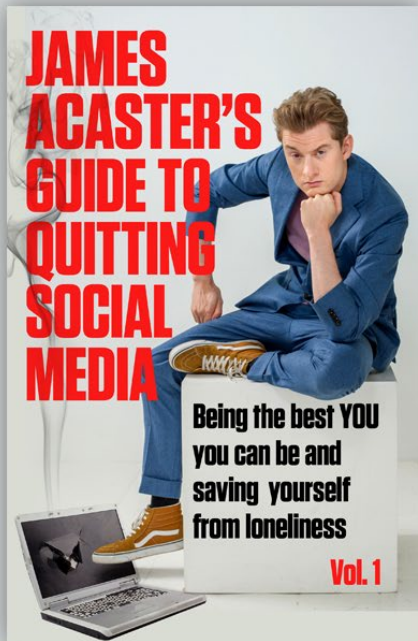
Tomorrow, and Tomorrow, and Tomorrow

Katrina Northern (Vintage, PRH)

'This campaign managed to incorporate a sense of nostalgia in this immersive digital campaign, carefully considering the proposition for all audiences including the industry. Each strand of the multi-faceted campaign, from games design, to virtual pizza-making, to stunt installations delivered interactive and engaging elements to make this book a word-of-mouth sensation.'



CREATIVITY Q3



**This is a self-help
book like no
other.
Because you
are not helping
yourself ...
this guy is
helping you.**



James Acaster's Guide to Quitting Social Media

Rachel Quin & Joe Yule (Headline)

'A guide about quitting social media marketed on social? To succeed, this campaign HAD to be creative. And they did it so well, from the truckful of ironic assets (including an old school phonenumber for social media addicts) to leaning on famous friends and fans with the longest hashtag ever and a smart Audible campaign.'

GRAFT Q3



Fairy Tale

Alice Morley (Hodder & Stoughton)

'This campaign is a playbook for how to nail a younger audience for a super famous author. Rather than relying on what had worked before, the team committed to trying new things (including Hodder's first TikTok ad campaign), exploited every format to the max and focused on a huge pre-order campaign (which resulted in the best first week's sales for Stephen King since Bookscan records began). A (hard-working) fairy tale indeed.'

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CONGRATULATIONS EVERYONE!