



BOOK MARKETING SOCIETY

**WELCOME TO THE BMS MEETING!**

Thursday 26 January 2023



# DATES FOR YOUR DIARY

2018						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# NEXT BMS AWARDS



## Q1 JANUARY – MARCH 2023

- Submissions open: NOW
- Submissions close: 21 April 2023
- Awards announced: meeting w/c 8 May

# THE BRITISH BOOK AWARDS



## Marketing Strategy of the Year



# 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 **3 February**)

# NEW WEBINARS



- **BMS Masterclass with James Spackman**

Friday 24 February, 9.30-11.00

Confirmed campaigns:

Colleen Hoover

*Tomorrow, and Tomorrow, and Tomorrow*

- **Q1 BMS Awards Meeting**

Early May





# AWARDS



# AWARDS: SEASONAL & SPOTLIGHT Q4 OCTOBER – DECEMBER 2022

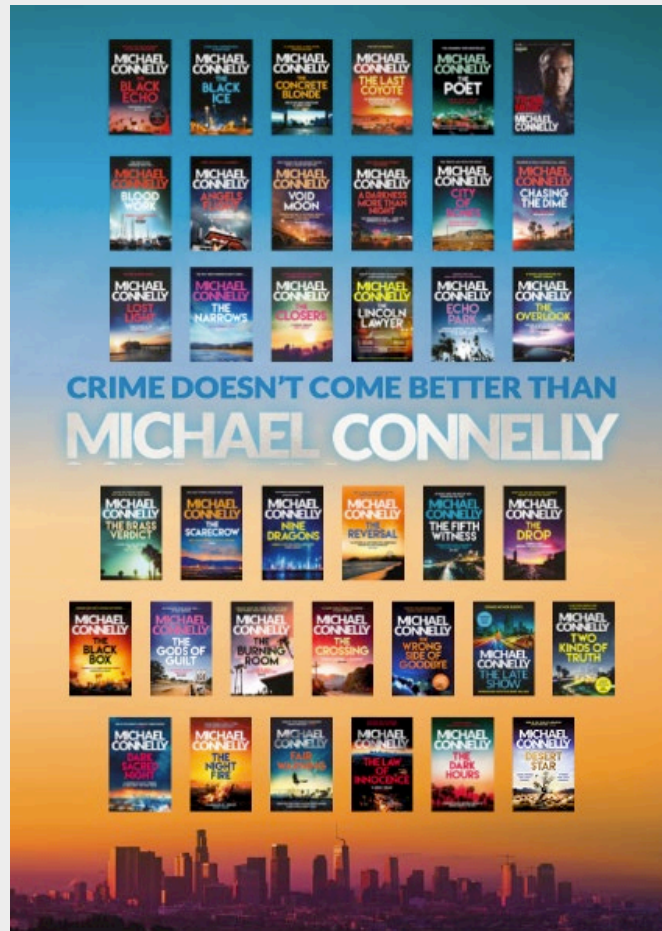


## Judges:

- **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 Q4 HIGHLY COMMENDED



## The Year of Michael Connelly

Cait Davies & Lucy Cameron (Orion)

*'This campaign felt truly proactive, playing off of a year of big TV tie-ins to galvanise loyal readers and convert more fans. The team took advantage of new technology to create some truly innovative and carefully targeted outdoor and digital advertising, tied a sizeable backlist together with a beautifully crafted tagline and fortified their author's brand to deliver stellar sales.'*

# MULTI-TITLE CAMPAIGN Q4 WINNER



## Penguin Michael Joseph Christmas Campaign

Charlea Harrison, Ellie Morley, Mubarak Elmubarak & Colin Brush  
(Penguin Michael Joseph)



*‘This campaign was creative and strategic in equal measure, with wonderfully coherent branding, pitch perfect copy and a keen eye on the commercial, which can sometimes go missing in brand campaigns. Underneath it all was not just an understanding of but a respect for the consumer, their needs and anxieties, which filtered through at every level to create a truly standout campaign.’*

# GUERRILLA CAMPAIGN Q4 HIGHLY COMMENDED



## ***The Ballad of Never After***

Callie Robertson (Hodder)

*'On a small budget this campaign really delivered, strategically thinking about the heartland audience and making sure their needs were met. Their magical editions worked beautifully across social, retail and organic activity, creating the buzz that gave this campaign a hugely impressive ROI.'*





# GUERRILLA CAMPAIGN Q4 WINNER



## ***A Merry Little Meet Cute***

Emily Merrill (HarperFiction)

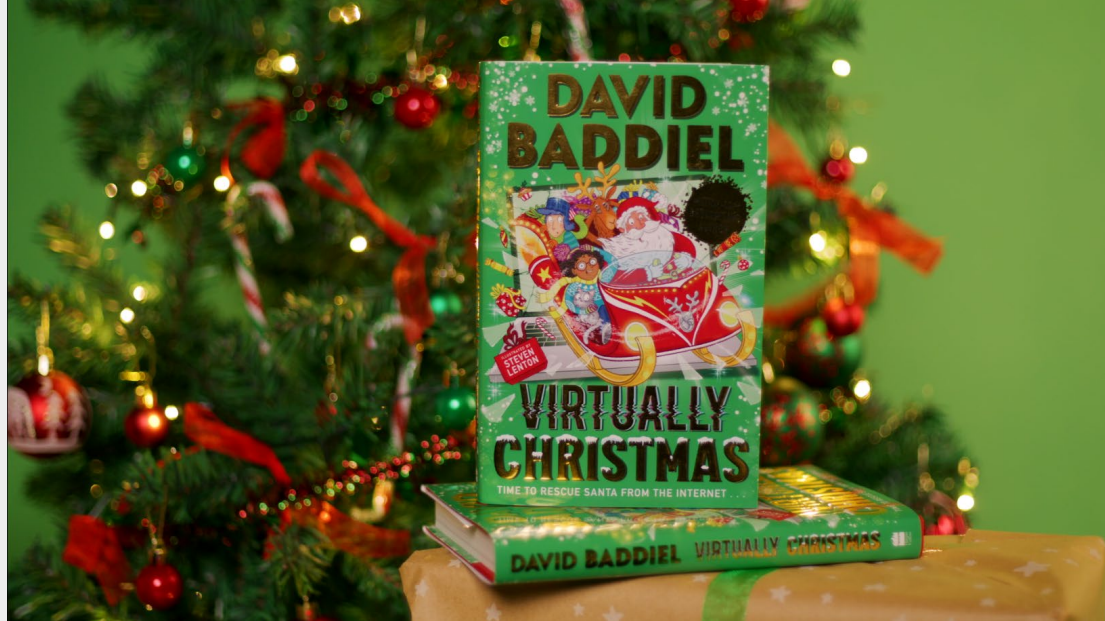
*'This campaign demonstrated what a skilled marketer can achieve with the right balance of talent, opportunism and audience insight. On a sliver of a budget, this campaign delivered an incredible ROI by focusing on Kindle, rigorous copy testing, bookseller demand and social media insights. An absolute masterclass in what can be achieved in a short amount of time, without much budget to back it.'*

# CHILDREN'S CAMPAIGN Q4 HIGHLY COMMENDED



## ***Virtually Christmas***

Jessica Williams (HarperCollins Children's)



*'The campaign started way before publication with a summer reading experience and paid social to push the backlist. From pre-order to win a VR headset to bookstagram engagement, school activity, paid ads in Mail Online and SuperAwesome, the campaign combined strategic thinking with creativity. The judging panel loved the Christmas Crackers/Jokes activity which created fun user-generated content.'*

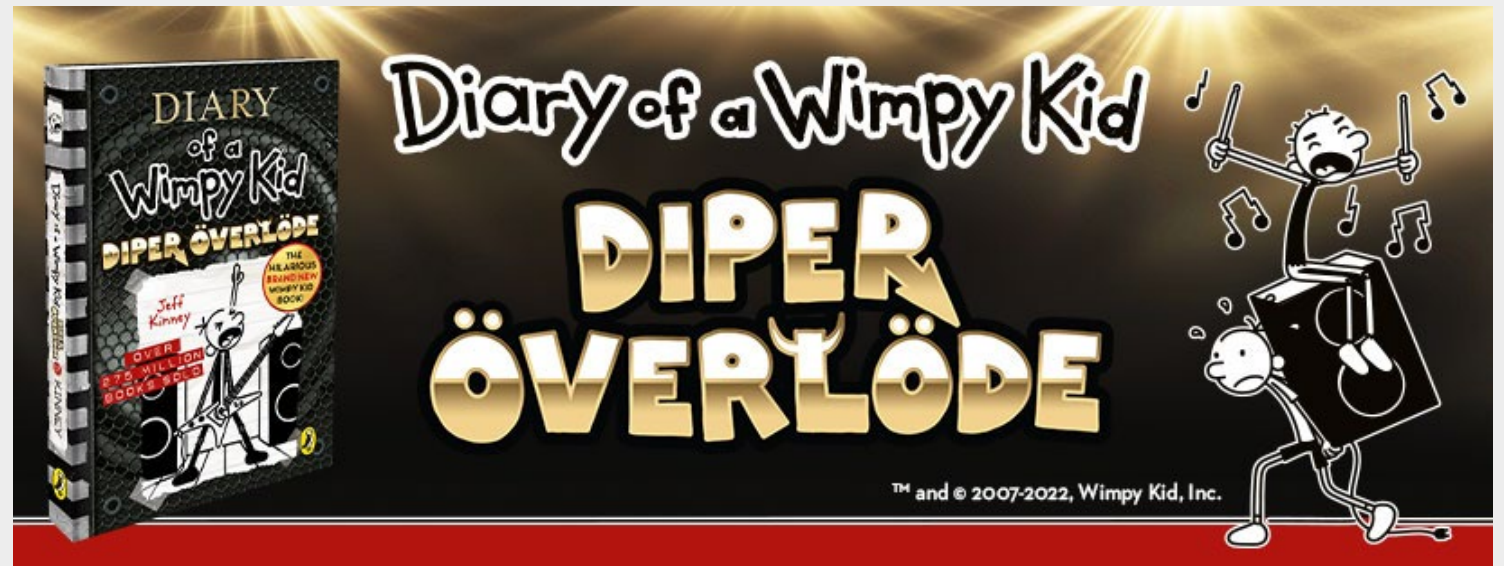
# CHILDREN'S CAMPAIGN Q4 WINNER



## *Diary of A Wimpy Kid: Diper Overlode*

James McParland (PRH Children's)

*'This campaign showed real creativity and innovation, from the Roblox advertising to the retailer competitions, instilling fresh ideas in the world of Wimpy Kid. A brilliant project management exercise and wonderfully orchestrated campaign that left no stone unturned.'*





# YOUNG ADULT CAMPAIGN Q4 HIGHLY COMMENDED



## ***The Heartstopper Yearbook***

Kristina Hill & Beth McWilliams (Hachette Children's)



*‘Fantastic activation with paid social advertising, a travelling photo booth, Waterstones window displays and an Instagram take-over. The campaign leveraged family influencers and maximised the use of POS to ensure longevity through Xmas.’*



# YOUNG ADULT CAMPAIGN Q4 WINNER



## ***Girlhood Unfiltered***

Ella Chapman & Eishar Kaur (Knights Of)

*'A super creative campaign which leveraged the power of brand partnerships to reach the broadest possible audience. From a Vans-branded event, activation at Nando's with bookstagrammers, feature in GUAP magazine and Rezzent radio, every activity felt incredibly targeted and well thought-out for audience development.'*



# DEBUT CAMPAIGN Q4 HIGHLY COMMENDED



## ***The Whispering Dark***

Lucy Cameron (Gollancz, Orion)

*'The creative in this campaign was masterful, and the team made excellent use of the author's skill beyond writing, by incorporating her own visuals. In a time when book marketing teams as a whole are centring BookTok, this campaign was an exemplar of how to do so.'*

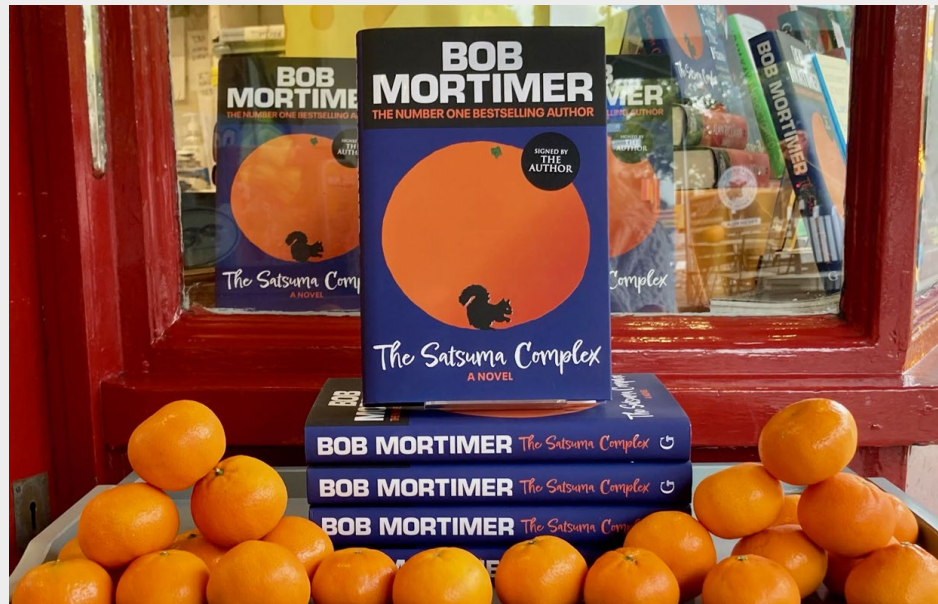


# DEBUT CAMPAIGN Q4 WINNER



## ***The Satsuma Complex***

Amy Fulwood & Rich Vlietstra (Simon & Schuster)



*‘A joyful, determined campaign which captured the spirit of its author and their fanbase, centred and celebrated independent booksellers, and segmented the novel’s readership by considering each target audience’s relationship with retail.’*



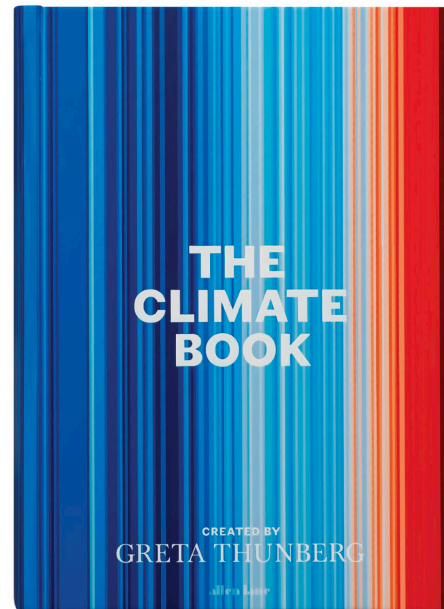
# ADULT NON-FICTION CAMPAIGN Q4 HIGHLY COMMENDED



## *The Climate Book*

Sam Voulters & Julie Woon (Penguin Press)

*'Marketing a hefty book about the climate emergency was never going to be easy. But the team did a sterling job, managing Greta Thunberg's brand and timing brilliantly. By galvanising grassroots activists and likeminded partners, they created a hopeful and enduring campaign.'*



446 pages.  
No blah, blah, blah.

# ADULT NON-FICTION CAMPAIGN Q4 WINNER



## ***The Light We Carry***

Annie Moore, Rose Poole & Amelia Fairney (Penguin General)

*‘A big budget doesn’t always lead to success. This was Michelle’s difficult second album and the pressure was on with a book that took her in a new direction. Rather than copying Becoming, the team carefully scoured the audience insights and applied them to The Light We Carry, repositioning Michelle in the personal development space. Alongside the huge activations, there was brilliant social impact work that beautifully captured the essence of the book.’*

# ADULT FICTION CAMPAIGN Q4 HIGHLY COMMENDED



## ***The Christmas Wish***

Maddy Marshall & Emily Merrill  
(HarperFiction)

*'A challenging proposition with this book meant the team had to pivot away from the usual retail landscape. They met this challenge head on with a suite of creatively thought out approaches to engage audiences and push their own boundaries. Plus it looked like they had a lot of fun!'*





# ADULT FICTION CAMPAIGN Q4 WINNER



## *It Starts With Us*

Sarah Jeffcoate & Genevieve Barratt (Simon & Schuster)



*‘This campaign put the author’s huge and obsessed fan base at the heart of all their activity. Including using their insight to reach new audiences, create special covetable editions, support retailers across the board and even have time for an industry-first, lead on an innovative user-generated content on BeReal.’*





# SPOTLIGHT AWARDS



# AUDIENCE DEVELOPMENT Q4



## ***Beyond the Wand***

Shelise Robertson & Patsy O'Neill (Ebury)



*'The challenge for this one was not being able to mention the words 'Harry Potter'. This drove the team to explore the audience – who were they? Where were they? What were they interested in? And to act when they had momentum. We loved the responsive nature of this campaign – they created new social content when they realised the title might be confusing for a stretch audience. Evidently creating magic can be a lot of hard work.'*

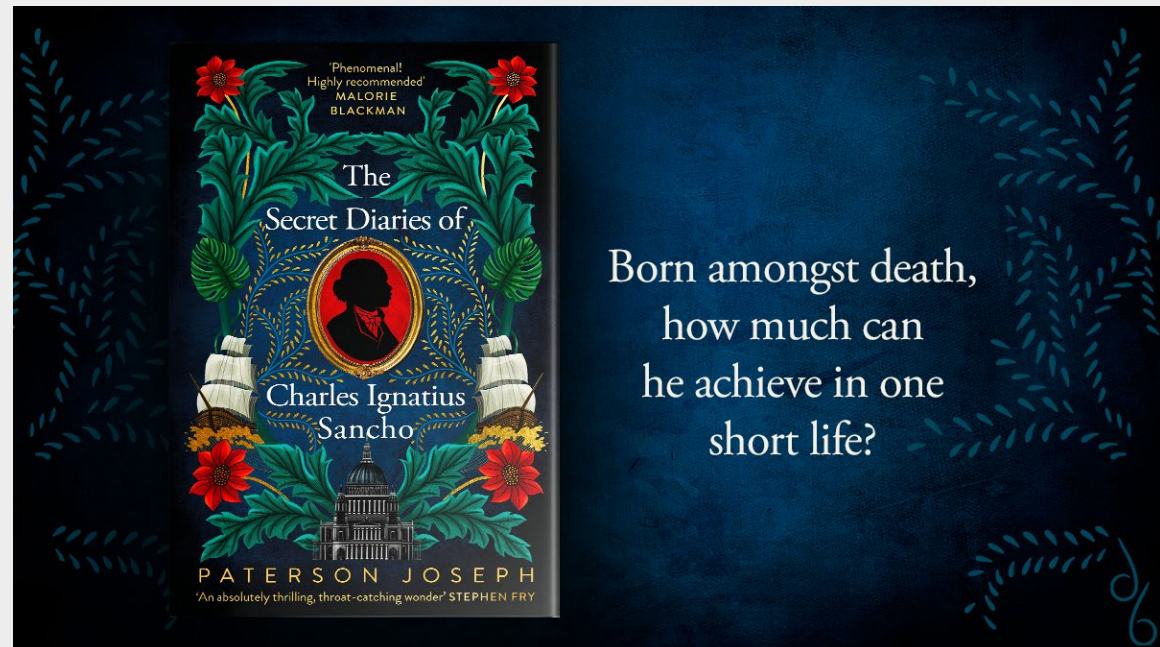
# INNOVATION Q4



## ***The Secret Diaries of Charles Ignatius Sancho***

Emily Moran (Dialogue)

*‘This campaign was bursting with creative activity, beautiful visuals and standout shareable moments – the judges particularly loved the hard-won partnership with an audio walking tour company, which truly brought the book’s subject matter to life.’*



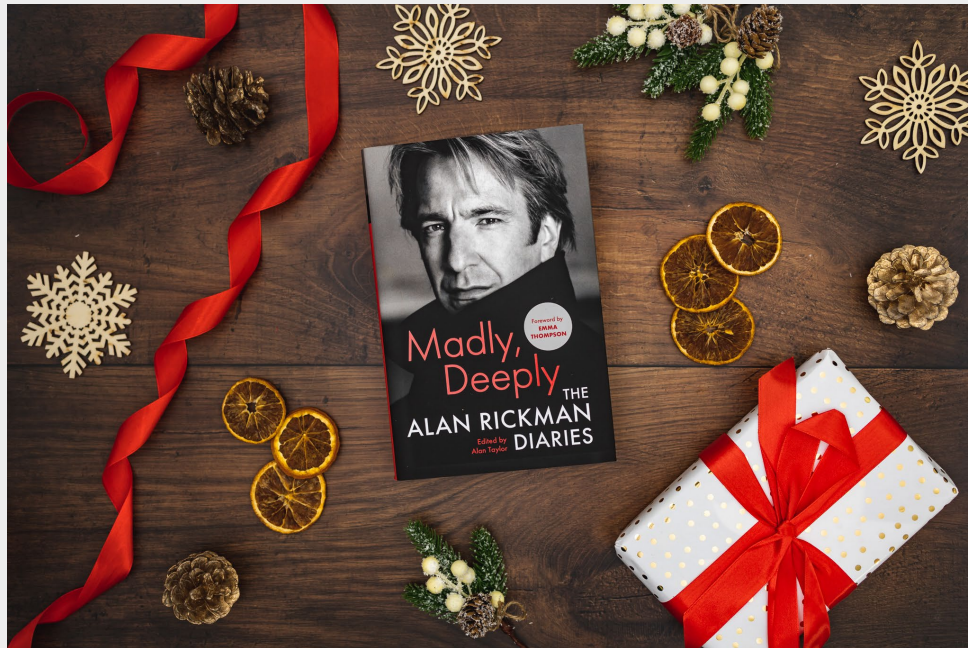


# CREATIVITY Q4



## ***Madly, Deeply: The Alan Rickman Diaries***

Caitriona Horne (Canongate)



*'We applaud the team on how they sensitively handled this book, carefully considering the author and format when planning out the elements of the campaign that would resonate most with the author's fanbase. They maximised their efforts cleverly and creatively resulting in an impressive ROI.'*

# GRAFT Q4



## *Spaceboy*

Laura Hutchison, Alex Cowan, Ella Probert & Rachel Quin  
(HarperCollins Children's)

*'This team in no way rested on their laurels, throwing everything they had into this campaign which worked phenomenally hard on multiple fronts. The non-stop activity from pre-order phase to bookseller engagement to ambitious and innovative outdoor landed this title a well-deserved Sunday Times No.1.'*



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