



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Wednesday 7 June 2023

NEXT AWARDS



Q2 APRIL – JUNE 2023

- Submissions open: 1 July
- Submissions close: 27 July
- Awards announced: end August – summer drinks party

EVENTS



Get a 20% BMS discount
using **HEART23**.

For group booking discounts,
contact

Emma.Lowe@thebookseller.com



AWARDS



AWARDS: SEASONAL & SPOTLIGHT

Q1 JANUARY – MARCH 2023



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 Q1 HIGHLY COMMENDED



The Bunny Adventures Easter

Evelyn Opoku-Agyeman, Bloomsbury Children's



'The judges were really impressed by this well-rounded, targeted and tactical campaign. The team initiated the campaign well-ahead of time, enabling them to experiment and take learnings into the key seasonal sales period. This, combined with a strong relationship with the sales team, smart partnerships and super-cute events delivered fantastic results across the range.'

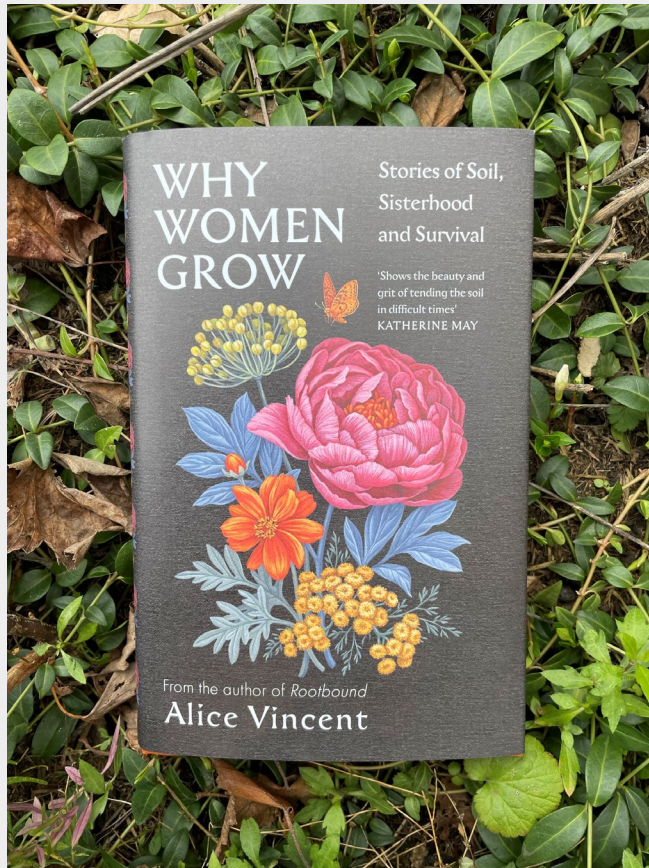
MULTI-TITLE CAMPAIGN Q1 WINNER



Bored of Lunch Demeter Scanlon, Ebury

'An outstanding campaign, with the marketing team involved at every stage of the publishing value chain, from scouting to acquisition with market research, pivoting to launch strategy on publication, with two books in rapid succession. A solid relationship with the author and a carefully orchestrated content strategy, alongside bespoke retailer activity, generated tangible impact and incredible ROI.'

GUERRILLA CAMPAIGN Q1 HIGHLY COMMENDED



Why Women Grow

Jamie Norman,
Canongate

'This campaign made excellent use of an author with a growing profile, utilising her channels expertly while also deploying clever audience insight to further grow her readership. A savvy pre-order competition, beautiful creative and strong bookshop engagement all made this a highly impressive campaign.'

GUERRILLA CAMPAIGN Q1 WINNER



The Bandit Queens

Sophie Walker, Atlantic

'This campaign was simply delightful. With minimal budget this team focused on ensuring pitch perfect copy, using reader insight to understand which elements of the book would be best received and then absolutely nailing it. The surrounding campaign was agile and reactive, working intelligently with influencers and indies alike to get the word out far and wide.'



CHILDREN'S CAMPAIGN Q1 HIGHLY COMMENDED



Montgomery BonBon: Murder at the Museum

Jill Kidson, Josh Alliston & Aaliyah Riaz,
Walker Books

'This team pulled out all the stops in a highly competitive landscape. Their campaign maximised author creativity, supported booksellers with bespoke assets and built meaningful partnerships across the UK, reaching thousands of families. It was creative, perfectly executed and cut through the noise to stand high above similar titles in the genre.'

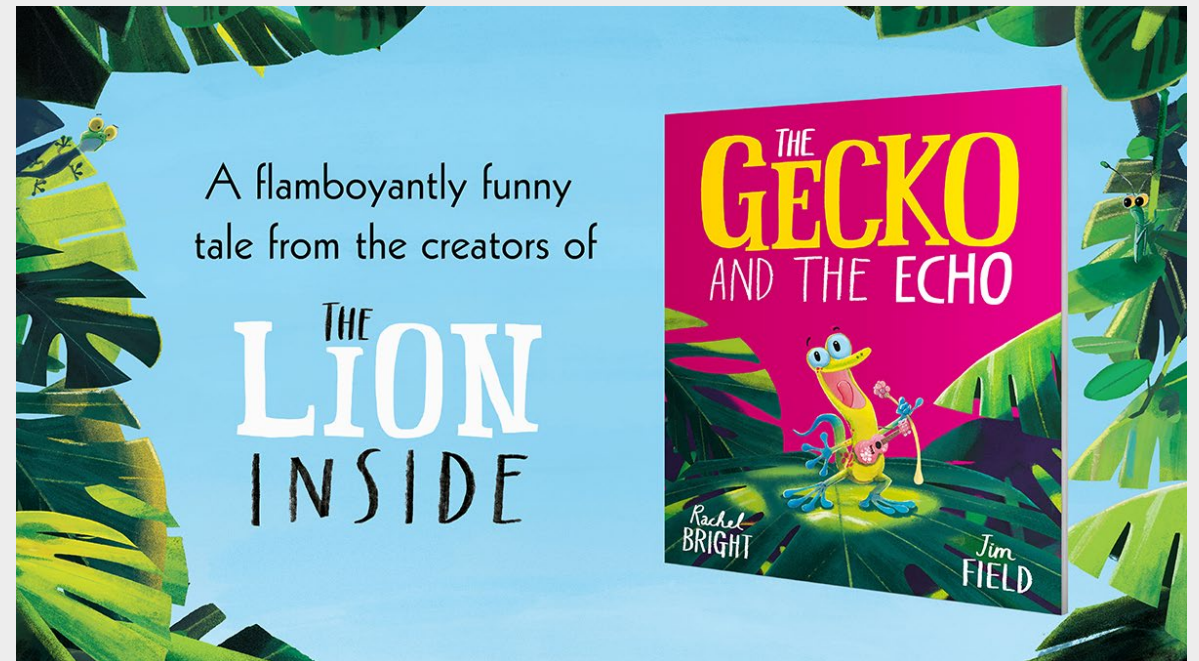
CHILDREN'S CAMPAIGN Q1 WINNER



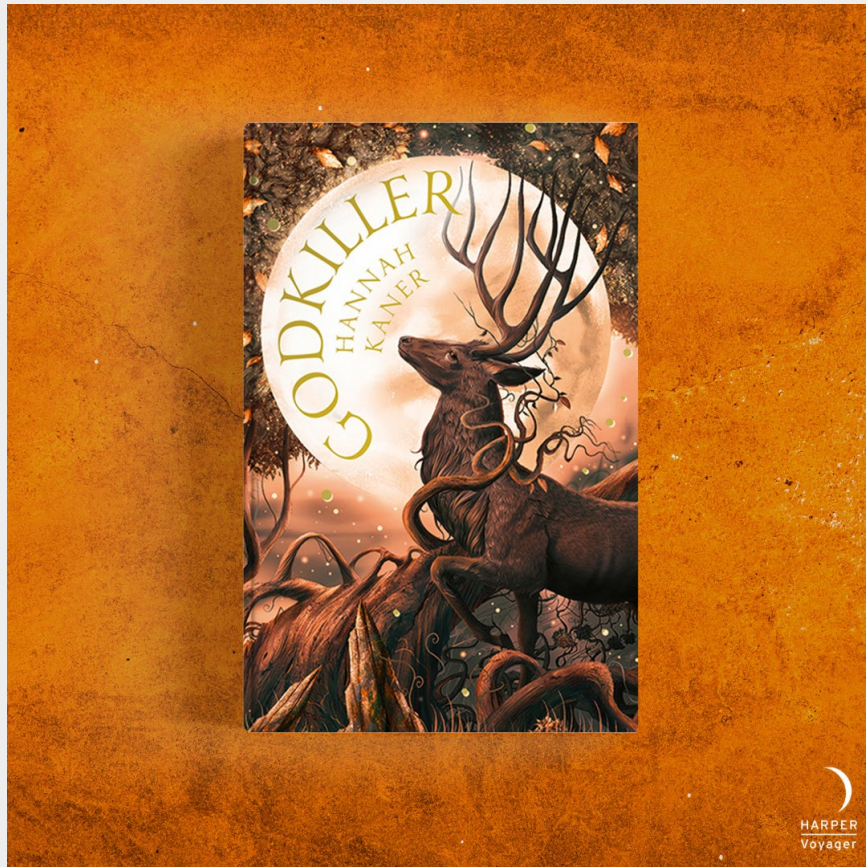
The Gecko and The Echo

Emily Finn & Nils Jones, Hachette Children's

'It's rare to see a title do so well in this age-group. This campaign's success was down to meticulous planning, creative and bespoke assets for bookstores, helpful resources for teachers and fun sing-a-long videos for consumers. The team made careful use of every penny of their budget making sure that every piece of activity increased awareness and sales, and it all came together beautifully.'



DEBUT CAMPAIGN Q1 HIGHLY COMMENDED



Godkiller

Sian Richefond, HarperFiction

'A beautiful package was used strategically within this campaign, with the team cleverly finding the perfect audience for the book and drumming them up into a frenzy of anticipation for the novel's release resulting in impressive sales figures.'

DEBUT CAMPAIGN Q1 WINNER



Really Good, Actually

Liv Marsden, 4th Estate

'No avenue was left unexplored for this campaign, the team demonstrated strategic planning and buckets of creativity to make this book visible everywhere. Hard graft and team work really paid off, coupled with a gift of an author and package, making this one really good actually.'

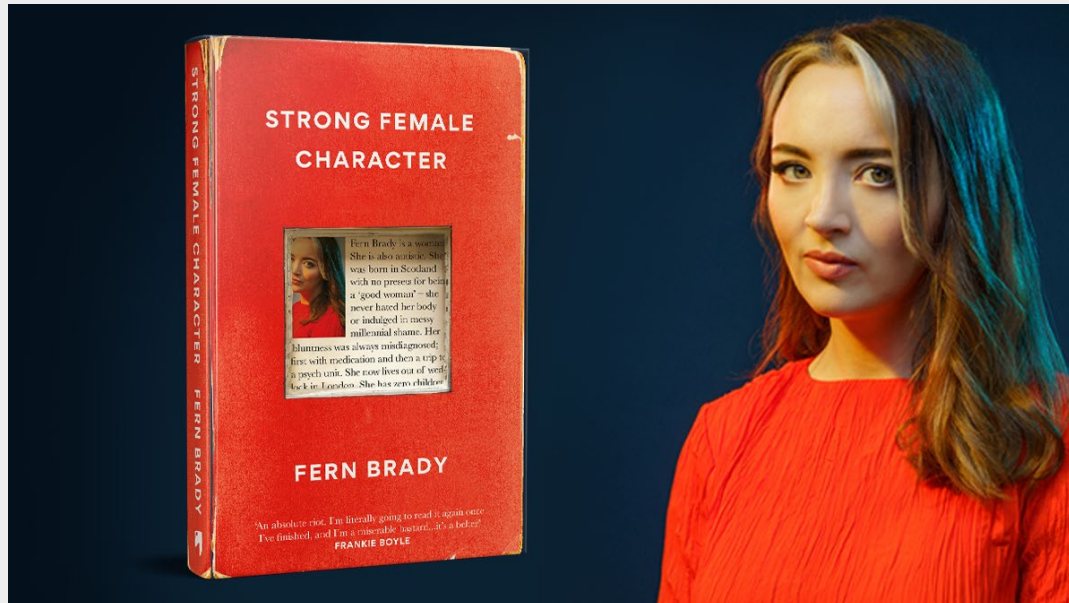


ADULT NON-FICTION CAMPAIGN Q1 HIGHLY COMMENDED



Strong Female Character

Matthew Grindon, Megan Brown & Hazel O'Brien, Octopus



'A hard-hitting, wee budget campaign powered by great audience understanding. Fern Brady's debut knew where to channel their energy – TikTok and audio – and they did a brilliant job of rallying Scottish pride, independent bookshops and a rising interest in female autism. Best of all they dethroned Prince Harry in the Audible charts.'

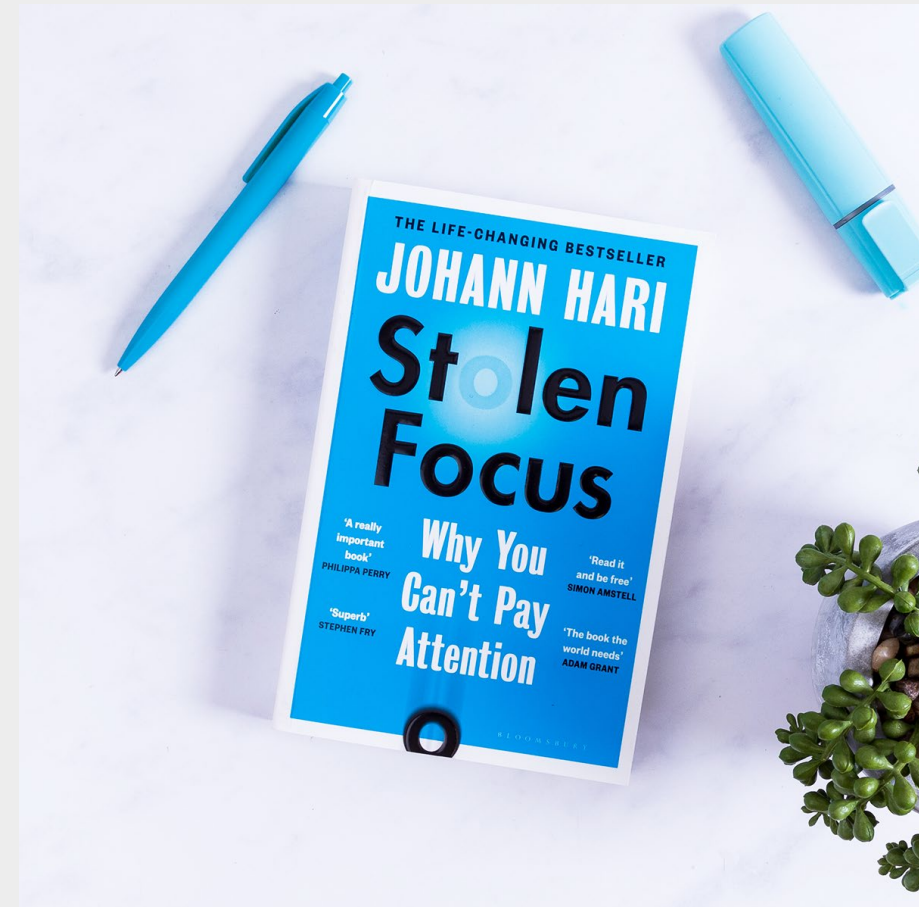
ADULT NON-FICTION CAMPAIGN Q1 WINNER



Stolen Focus

Genista Tate-Alexander
& Caroline Butler, Bloomsbury

'A very astute campaign grounded in incisive consumer research and clear strategic insights. By reaching a stretch audience of self-help fans, Bloomsbury achieved Johann Hari's fastest selling paperback to date, while successfully promoting his back list.'

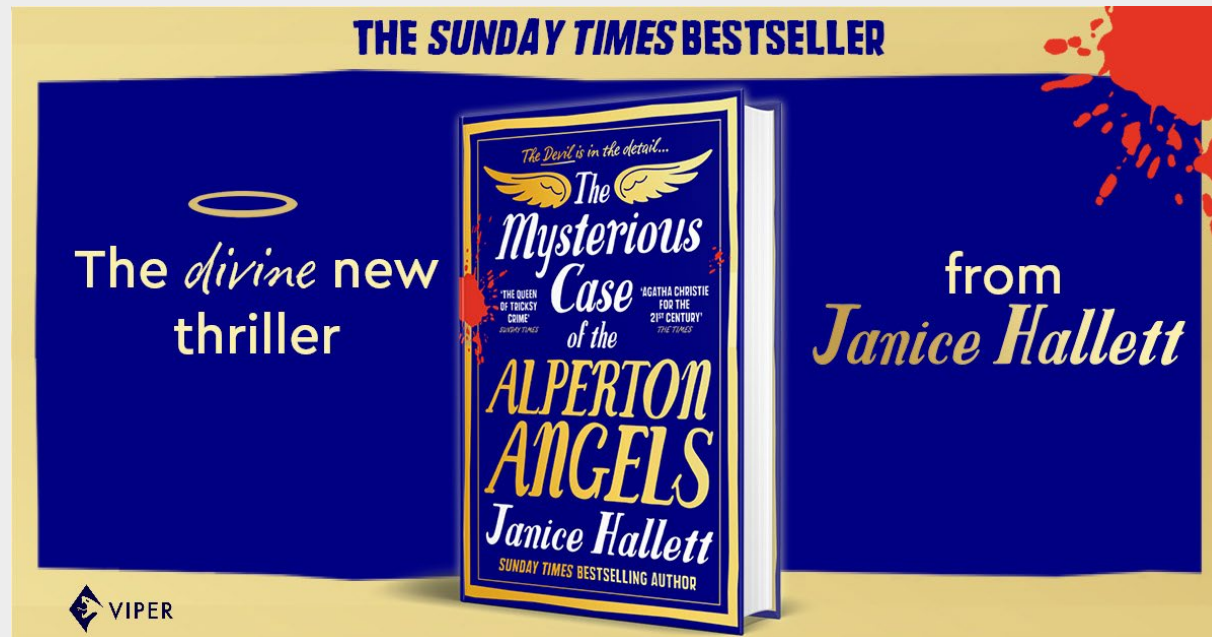


ADULT FICTION CAMPAIGN Q1 HIGHLY COMMENDED



The Mysterious Case of the Alpertons Angels

Flora Willis, Profile Books



'A hardworking, well-planned campaign which achieved its objective of stretching Janice Hallett's audience further into the crime genre. Creative and smart, this successfully built her reputation as a key player during a challenging time for hardback sales.'

ADULT FICTION CAMPAIGN Q1 WINNER



The Mother

Blake Brooks, Ellie Pilcher
& Holly Milnes, Bonnier

'This campaign could almost have been a multi-title win, such was this team's commitment to bringing the author's backlist along for the ride. This was a transitional moment for the author's brand, tying together multiple strands of activity with a consistency that isn't to be underestimated.'





SPOTLIGHT AWARDS

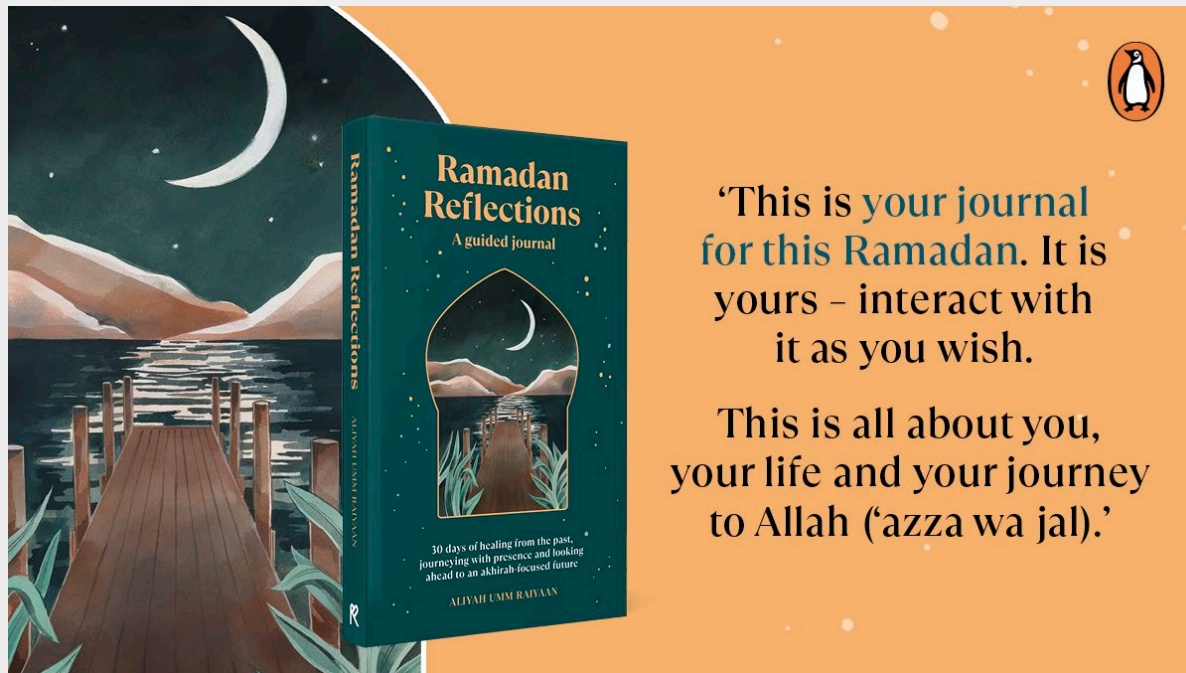


AUDIENCE DEVELOPMENT Q1



Ramadan Reflections

Mia Oakley, Ebury



‘This is **your journal** for this Ramadan. It is yours – interact with it as you wish.

This is all about you, your life and your journey to Allah (‘azza wa jal).’

‘This book saw its origins in a marketing opportunity, but this was not a cynical enterprise. Rather, this team sensitively and creatively ensured it found its audience, with an authentic and well-researched targeting metric that delivered sales and a beautiful product. We were really encouraged to see this work being done.’

INNOVATION Q1



The Last Party

Brionee Fenlon, Alex Cooper, Fergus Edmondson, Emily Cox & Gemma Shelley, Little Brown

'A carefully orchestrated campaign built around the consumer journey, with impressive digital innovation based on strategic insights. Maximising tracking technology to retarget readers, the team made an interesting use of search and achieved great impact and results.'

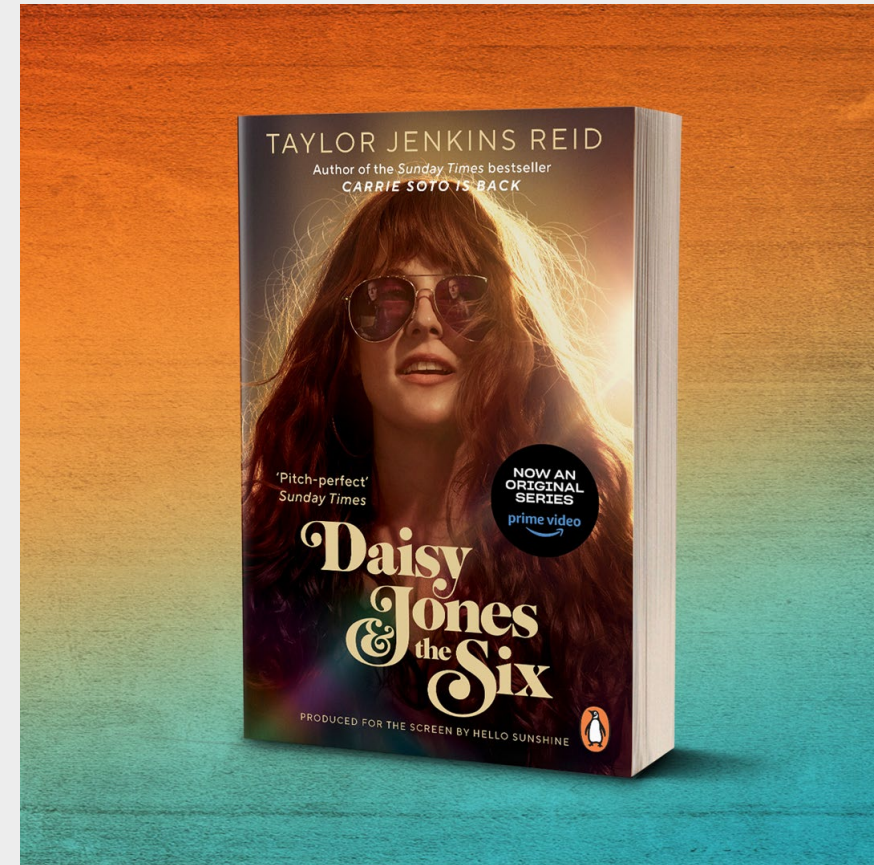
CREATIVITY Q1



Daisy Jones and The Six

Claire Bush, Isabella Levin &
Becca Wright, Cornerstone

‘With books providing some of the greatest television series of the last decade, it’s a crowded market to stand out in, and easy to be complacent. But this team creatively and, we like to think, gleefully made the most of every opportunity to promote this reissued book with the streaming service, creating an even bigger moment of the TV show as well as delivering impressive sales. A masterclass.’



**'THERE'S A NEW
SERIAL KILLER IN TOWN'**

Readers First reviewer



How to Kill Men and Get Away With It

Jo Kite & Emma Pickard, HQ

'A genre that was out of this team's comfort zone meant they had to test their messaging again and again. From platform to assets to audience, this campaign demonstrated that when you challenge yourself it can lead to the best results.'



BOOK MARKETING SOCIETY

HAVE A GOOD EVENING!