



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Wednesday 30 August 2023

NEXT AWARDS



Q3 JULY – SEPTEMBER 2023

- Submissions open: 1 October
- Submissions close: 26 October
- Awards announced: November

NEW WEBINARS



- **BMS Masterclass with James Spackman**
October / November, Friday 09:30-11:00



AWARDS



AWARDS: SEASONAL & SPOTLIGHT

Q2 APRIL – JUNE 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 Q2 HIGHLY COMMENDED



Women's Prize Live

Lynsey Passmore & Jen Acton,
Women's Prize

'This small team was wildly impressive, as it managed to combine best-in-class programming with best-in-class content, creating an event which kept an eye both on its physical attendees and its wider audience-base, all while adhering to its brand values at every turn. Navigating a not insignificant number of hurdles and pivots, they created a unique, accessible and unforgettable in person experience, which drove both financial and charitable results, while delivering a reach and a legacy far beyond the day itself.'

MULTI-TITLE CAMPAIGN Q2 WINNER



#Merky Books Literature Festival

Rebecca Ikin, Lydia Weigel & Cameron Watson,
Merky Books

'An ambitious, impactful and deeply creative campaign with accessibility and inclusivity at its core, this campaign wowed the judges on all fronts. From the wide-ranging and hard-hitting brand partnerships to the layered, varied and outside-the-box programming to the lightning-fast turnaround, the team delivered well above its objectives and, crucially, reached beyond the book world's traditional demographics, not only to find new readers but also to demystify the industry and find new creatives to help build publishing's future.'



GUERRILLA CAMPAIGN Q2 HIGHLY COMMENDED



This Book Will Make You Feel Something

Aimee Kitson, Sphere (Little Brown)

'We were so impressed by how this marketer positioned this book, developed credible partnerships which converted to sales (despite a whodunnit mystery of missing swag...), and complex challenges surrounding the legal technicalities of the book-as-product.'

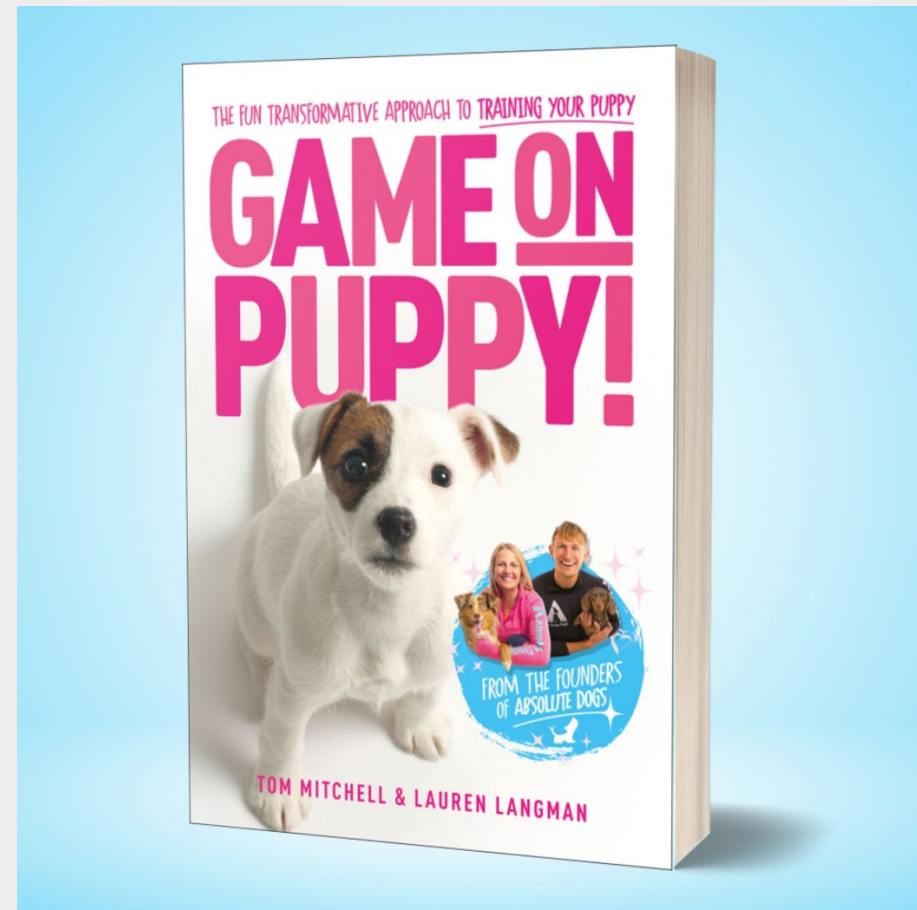
GUERRILLA CAMPAIGN Q2 WINNER



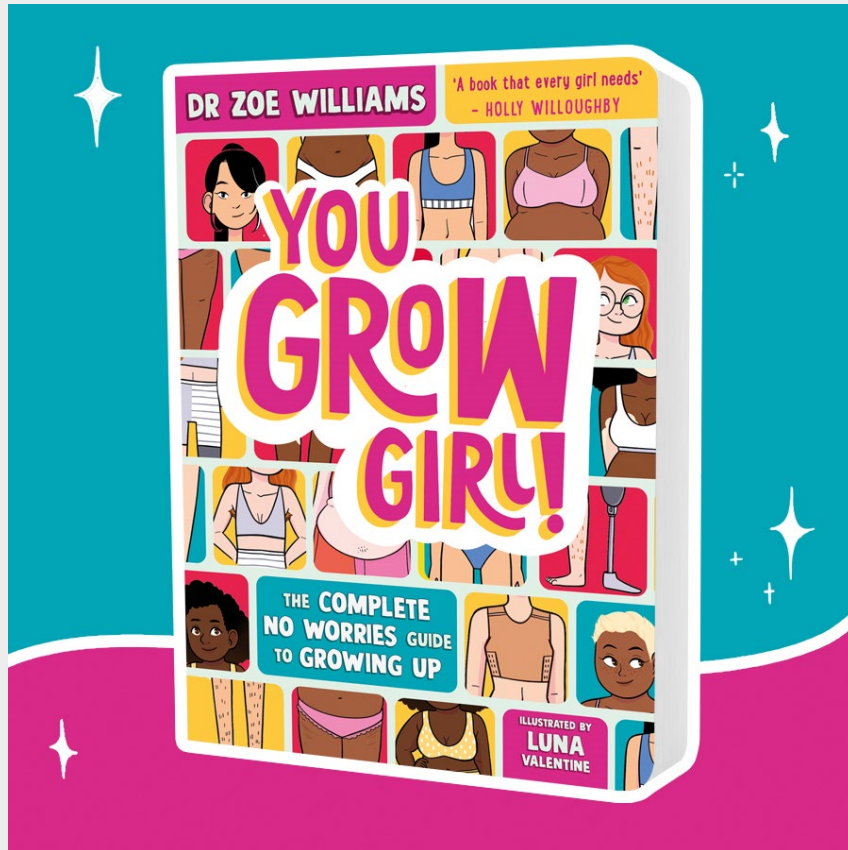
Game On, Puppy!

Lipfon Tang, Quercus

'From acquisition to delivery, this was a pure marketing proposition and the team did a brilliant job of engaging their novice authors with the processes of publishing, as well as moving their existing audience to buy their book. Moreover, they created a new audience for the authors' business and used canny means to do so.'



CHILDREN'S CAMPAIGN Q2 HIGHLY COMMENDED



You Grow Girl

Fiona Evans, Hachette Children's

'This was a hardworking campaign, which worked closely with the author to tap into their impressive contacts' list to extend reach. Despite being a tricky topic in a challenging market, this ensured the book hit the No. 1 spot in key categories, perfectly positioning it as the go-to title with strong backlist sales still to come.'

CHILDREN'S CAMPAIGN Q2 WINNER



The King's Pants

Sarah Kimmelman, Andersen

'With just 30 days of promotion, the judges loved how this joyous campaign supported indie bookshops with eye-catching POS, engaged with teacher influencers on social channels and created a host of beautiful assets for every occasion; this campaign was meticulously planned and delivered with gusto.'



YOUNG ADULT Q2 HIGHLY COMMENDED



The Stolen Heir

Emma Quick, Hot Key Books

‘With all eyes on the TikTok machine, this campaign could have rested on its laurels but did no such thing. With audience testing starting several months in advance, personal messages from the author in the run up to publication and a savvy mix of digital and in-person activity, this campaign pulled out all the stops.’

YOUNG ADULT CAMPAIGN Q2 WINNER



Grishaverse

Bec Gillies, Naomi Berwin &
Alex Haywood, Hachette Children's

'A complex and carefully orchestrated campaign built around an impressive digital innovation, which was launched in the UK and then picked up by the US. Combined with carefully targeted advertising and clear audience segmentation, this campaign delivered impact and an impressive ROI.'



DEBUT CAMPAIGN Q2 HIGHLY COMMENDED



Murdle: 100 Killer Puzzles Angie Curzi, Souvenir Press (Profile)

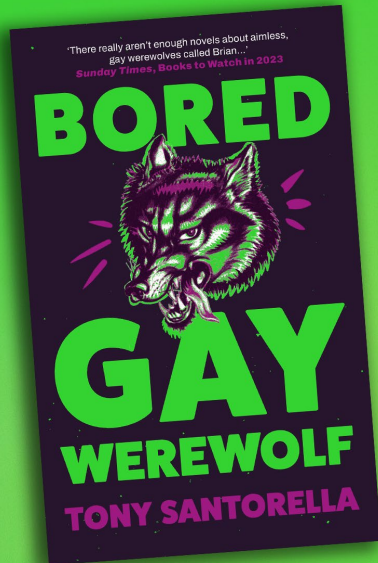
‘This campaign was cleverness incarnate. With a challenging title, an America-based author (and concept), they positioned this so effectively, calling on insight, authors and resources from past campaigns. They got Waterstones on board early on but also called on a host of other non-book venues to really spread the word, embed the concept and turn their brand – and brand language – into a real hit.’

DEBUT CAMPAIGN Q2 WINNER



Bored Gay Werewolf

Aimee Oliver-Powell & Sophie Walker, Atlantic



'This team took a title whose proposition was very new to them – a multi-genre crossover on acid, basically – and ran with it. Underpinned by strong insight, every element of the campaign – from the eye-catching creative to the endlessly original copy to the video-worthy proofs to the community-building online and instore – was consistent and compelling throughout.'

ADULT NON-FICTION CAMPAIGN Q2 HIGHLY COMMENDED



How Westminster Works Lindsay Terrell, W&N (Orion)

'This campaign was a great example of agile marketing, taking a divisive subject matter and bringing fresh approaches to tackling its trickier elements. Audience insight was used strategically to creatively craft messaging and platforms were well considered and thought out.'

ADULT NON-FICTION CAMPAIGN Q2 WINNER



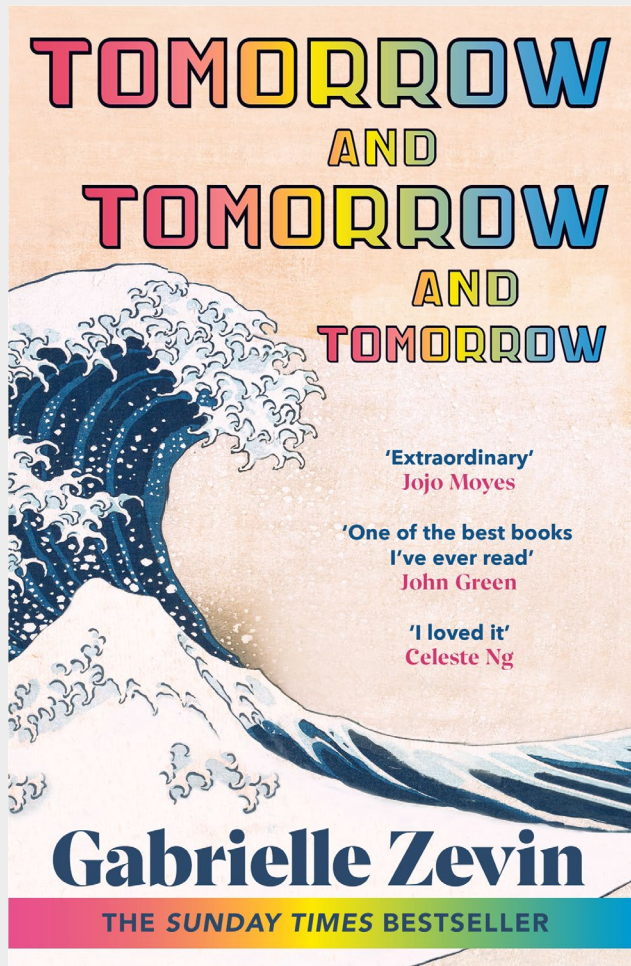
Ultra-Processed People

Claire Bush & Ania Gordon, Cornerstone (PRH)

'A high impact, visible campaign repositioned the author as the go-to expert in a new sub-genre. You could see the huge amount of effort that had been put into this campaign, across all spheres of influence which really paid off, delivering a fantastic ROI.'



ADULT FICTION CAMPAIGN Q2 JOINT WINNER



Tomorrow, and Tomorrow, and Tomorrow

Katrina Northern & Helia Daryani, Vintage (PRH)

'We judges enjoyed agonising over our winner for this category, but this campaign stood out for the team's inexhaustible efforts positioning imaginative fiction as an unmissable summer hit, reaching across multiple audiences and hitting every conceivable platform. A triumph of planning, reaction and execution.'

ADULT FICTION CAMPAIGN Q2 JOINT WINNER



Yellowface

Abbie Salter, Sian Richefond & Emily Merrill, Borough Press (HarperFiction)

‘This super creative campaign put the brand and the concept at the heart of their activity, carefully planning out each step from testing each element, to regional activity, to university and festival activations making this a superb all-rounder and unmissable book.’

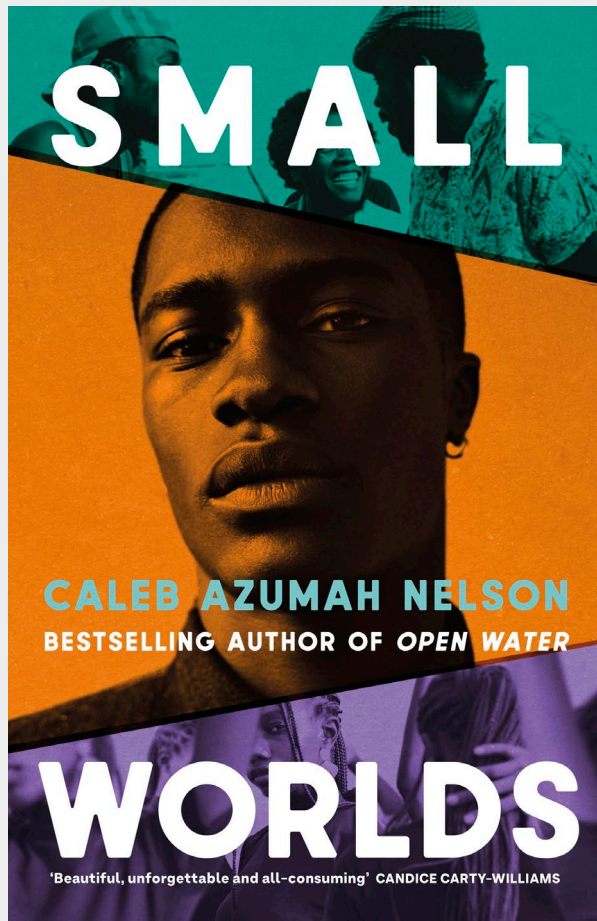




SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q2



Small Worlds

Alexia Thomaidis & Lou Nyuar, Viking (PRH)

'This team demonstrated the power of supporting writers' careers as well as their readers; their campaign demonstrated humility and awareness, bringing on board third-party consultation to ensure that their biases were challenged as well as centering the joyful themes of the novel itself. We are encouraged when we see campaigns such as this, moving publishing towards more inclusive practices.'

INNOVATION Q2



Hear Their Stories In Their Words

Marta Matzeu, Helena Sheffield & Carmen Byers, PRH Audio

'This team pushed the boat out experimenting with the latest in programmatic tech, and you could feel the geeky joy as they worked on new ways to target and reach readers online.'

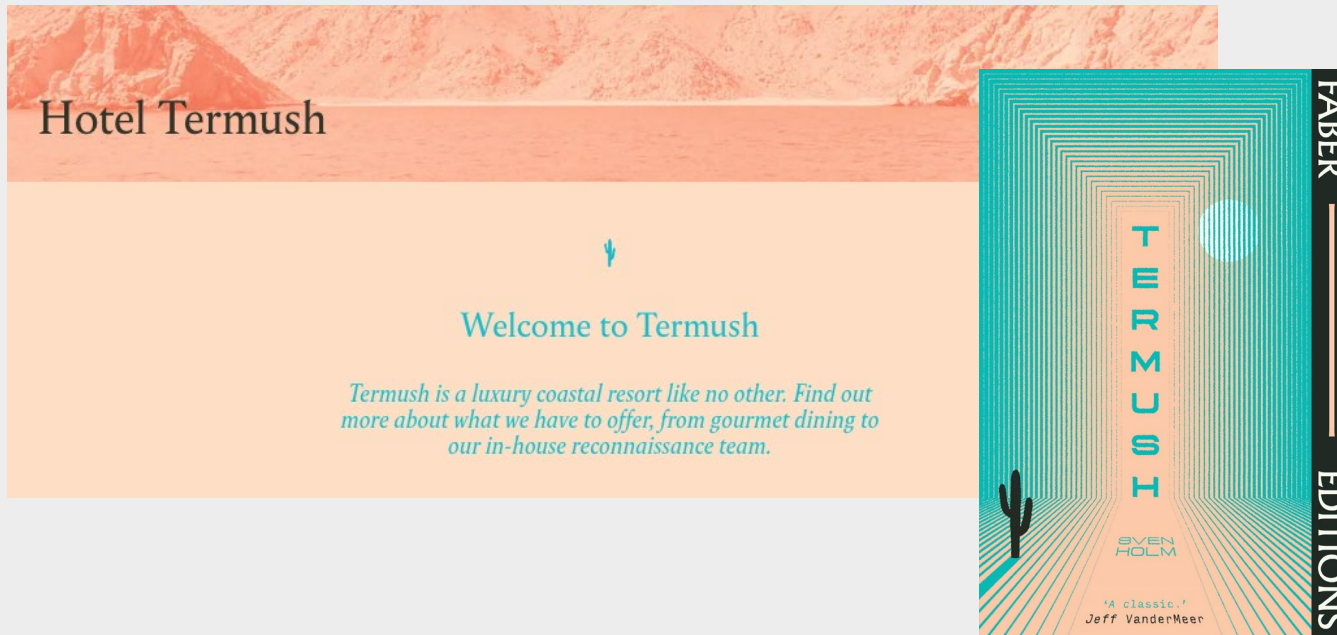


CREATIVITY Q2



Termush

Rachel Darling, Faber



'This campaign was creativity at its purest, taking the conceit of the novel and creating a world for potential readers to get lost in. From the moment of announcement through to the stunning creative and pitch perfect copy right through to the cleverly-placed links to buy, we loved every minute.'

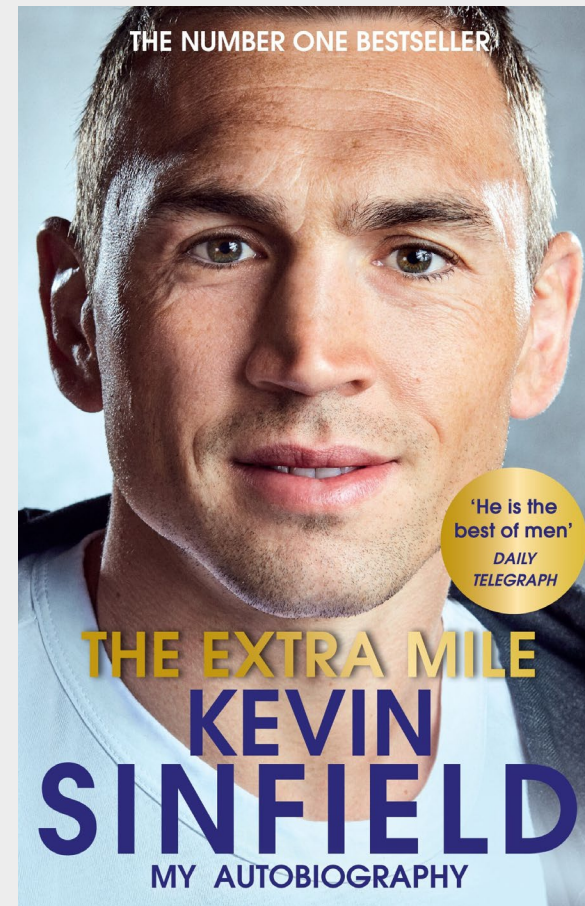
GRAFT Q2



The Extra Mile

Rebecca Ikin & Hope Butler,
Cornerstone (PRH)

'This was a truly regional campaign, with truly spectacular results. This title had something unique – a sports celebrity with no social media following - which meant the team had to work every angle as hard as they could, leaning into the Northern Powerhouse in every way possible. This team truly toiled for this book, with incredible results to show for it.'





BOOK MARKETING SOCIETY

CONGRATULATIONS ALL!