



BOOK MARKETING SOCIETY

**WELCOME TO THE BMS MEETING!**

Wednesday 29<sup>th</sup> November 2023

# BMS MEETING AGENDA



- Welcome and Dates for your Diary
- Guest Speaker: Jack Arts
- BMS Awards – July to September 2023
- Spotlight Awards – July to September 2023

# NEXT AWARDS



## Q4 OCTOBER – DECEMBER 2023

- Submissions open: now
- Submissions close: 11 January 2024
- Awards announced: end January



# AWARDS



# AWARDS: SEASONAL & SPOTLIGHT Q3 JULY – SEPTEMBER 2023



## Judges:

- **Miriam Robinson:** Chair of Judges
- **Laura di Giuseppe:** Publishing and Marketing Consultant
- **Rosie Beaumont-Thomas:** Freelance Event Producer and Co-founder, Feminist Book Society
- **Anna Chapman:** Senior Strategist, 21st Century Brand
- **Georgina Atwell:** Founder, Toppsta
- **Lynsey Passmore:** Founder, Bazowie

# MULTI-TITLE CAMPAIGN Q3 HIGHLY COMMENDED



## Hercule Poirot 2023 Reissues

Maddy Marshall, HarperFiction

*'A wonderfully executed campaign to promote the Poirot backlist, with a complex cover reveal of 39 new jackets engaging content creators and driving meaningful ROI. With a mix of influencer outreach and retail price promotion, the team managed to strategically create an uplift in Poirot backlist sales and generate new Amazon reviews. The multi-title campaign was promoted through bookseller activity and a Harrogate treasure hunt, which drove further engagement.'*





# MULTI-TITLE CAMPAIGN Q3 WINNER



## Romance Readathon

Stephanie Biddle, Penguin Michael Joseph

*'This was such an unexpected campaign, and a delight to read.'*

*This team created a brand-new vertical from an existing list, moving away from individual marketing and building a credible community which will continue to support new titles. They experimented, took risks, but ensured shrewd and strategic methods of managing across each of their multiple platforms. This team clearly have a granular understanding of their audience and their behaviours, and their submission shone with enthusiasm.'*



# GUERRILLA CAMPAIGN Q3 HIGHLY COMMENDED



## ***The Pumpkin Spice Café***

Chloe Cummings & Emma Petfield,  
One More Chapter

*‘This team delivered a highly strategic, targeted digital campaign, born out of a repositioning of their overall brand on social. Clever, influencer-esque content not only went viral on TikTok but drove both digital and physical sales, with chain retailers from Waterstones to The Works upping their orders after seeing their posts.’*



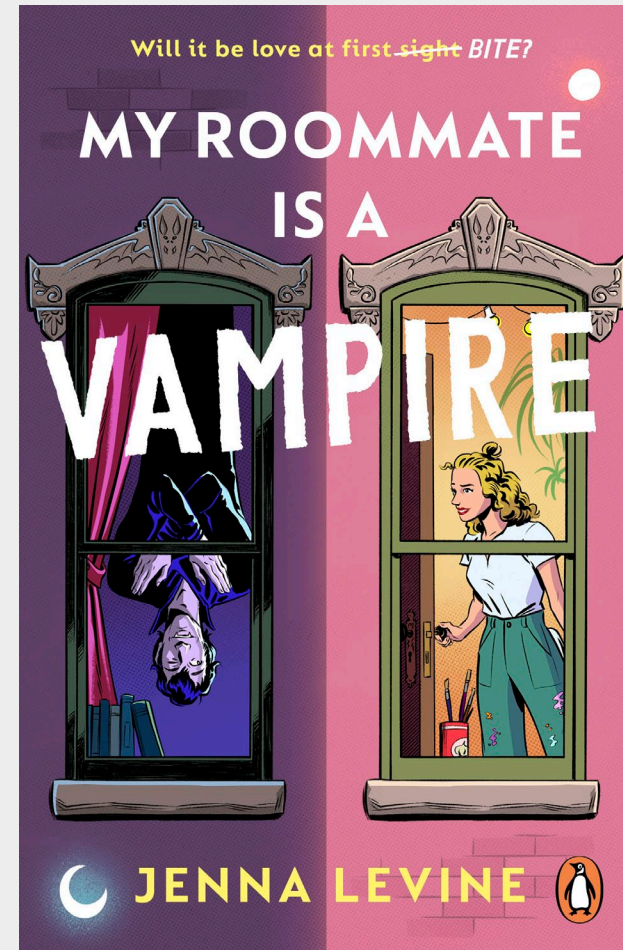
# GUERRILLA CAMPAIGN Q3 WINNER



## ***My Roommate is a Vampire***

Issie Levin, Cornerstone

*‘With a pre-awareness phase involving Fairyloot, NetGalley and owned channels, the campaign targeted the BookTok core and featured an experimental eBook promotion. The team identified three audiences (Booktok romance lovers, ebook readers and a stretch audience of Gen Z Spooky Szn fans) reached via retailer activities, social ads and a clever influencer-led partnership. The holistic campaign featured really strong POS for retailers, packages for influencers and creative elements. Company-wide audience insight and owned-channel resources were used effectively to engage the right audience.’*



# CHILDREN'S CAMPAIGN Q3 HIGHLY COMMENDED



## ***Lottie Brooks' Totally Disastrous School Trip***

Lauren Floodgate, PRH Children's

*'This was an extremely targeted, reader-first campaign. By putting the reader at its heart and not just focusing on the gatekeepers, they smashed through their ambitious preorder target, doubled first week sales on the previous book and grew frontlist and backlist sales – no small feat in today's challenging market.'*



# CHILDREN'S CAMPAIGN Q3 WINNER



## *Impossible Creatures*

Alesha Bonser & Sophie Rosewell,  
Bloomsbury Children's

*'Every aspect of this intricately crafted campaign surpassed our expectations. After a year dedicated to building momentum, the palpable excitement, meticulously refined copy, and enchanting art and POS elements collectively radiated magic. Remarkably ambitious and creative, the campaign successfully fostered collaborative engagement with both major and smaller players, fostering inclusivity for all. It has undeniably established a new benchmark within the industry.'*

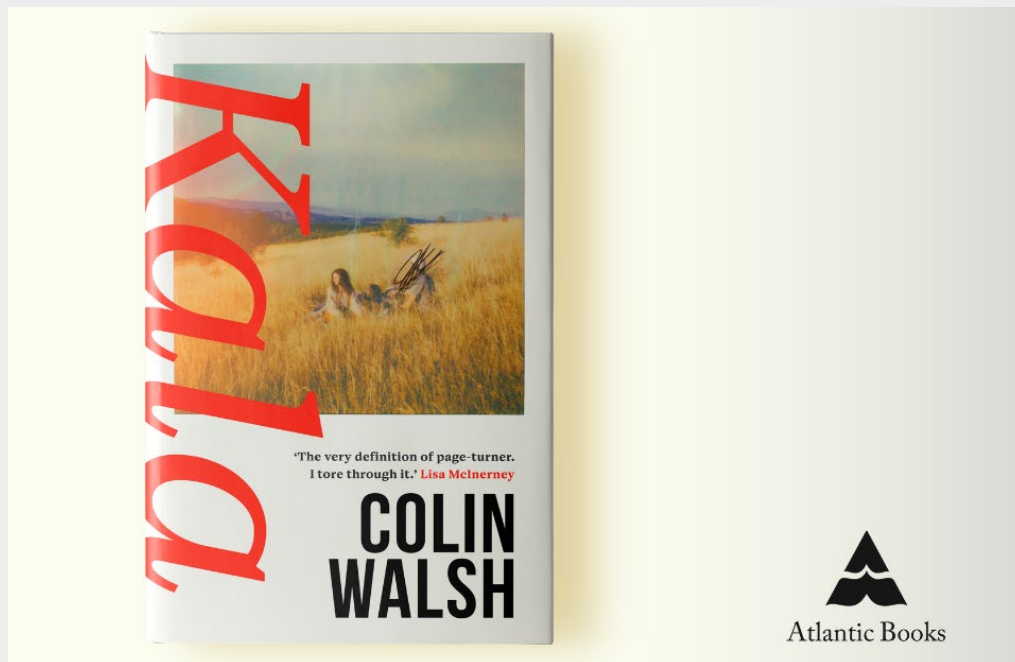


# DEBUT CAMPAIGN Q3 HIGHLY COMMENDED



## *Kala*

Felice McKeown, Aimee Oliver-Powell, Sophie Walker & Sawda Pirbhai, Atlantic Books



*'The intention, ambition and follow-through of this campaign was off the charts. This team put everything they could behind a title whose authors wasn't (gasp!) on social media, utilising his time in creative ways and then putting a laser focus on the title at sales conferences, retailer pitches and across the gamut of channels. Beautiful copy, wonderful use of video and a creative approach to comp titles are just a few of the elements that won us all over.'*

# DEBUT CAMPAIGN Q3 WINNER



## ***Days at the Morisaki Bookshop***

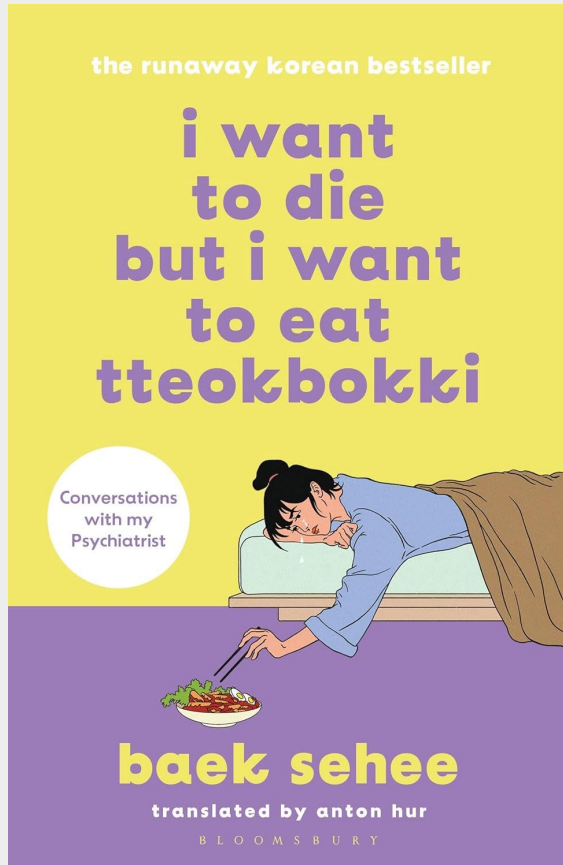
Ellie Pilcher, Manilla Press (Bonnier Zaffre)

*‘Phenomenal ROI on a campaign that started out with a tiny budget, and then ramped up as the sales came pouring in. This team treated their retail partners like royalty, granting them privileged status on NetGalley, creating a new sales channel just for them, placing bookseller quotes on bookmarks and innovating with new POS formats every time (and there were many times) repeat orders came through from shops.’*





# ADULT NON-FICTION CAMPAIGN Q3 HIGHLY COMMENDED



## ***I Want to Die But I Want to Eat Tteokbokki***

Genista Tate-Alexander, Bloomsbury

*'This paperback campaign was built on smart learnings from the hardback, successfully shifting the market from Amazon to bricks and mortar. The audience understanding was beautiful – 'I'm not the only one who feels like this' – as was the use of fans as influencers. Translated books may be a thing right now, but successfully manipulating a trend and stretching in into new territories takes skill and shrewd decision-making.'*

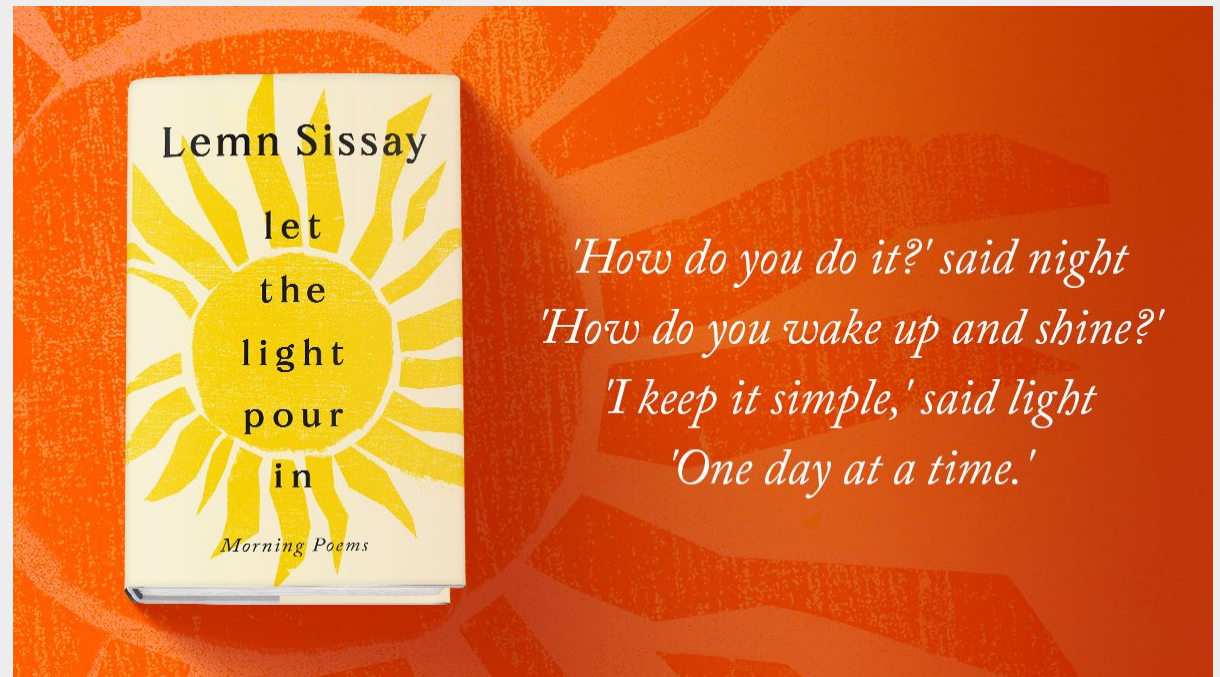
# ADULT NON-FICTION CAMPAIGN Q3 WINNER



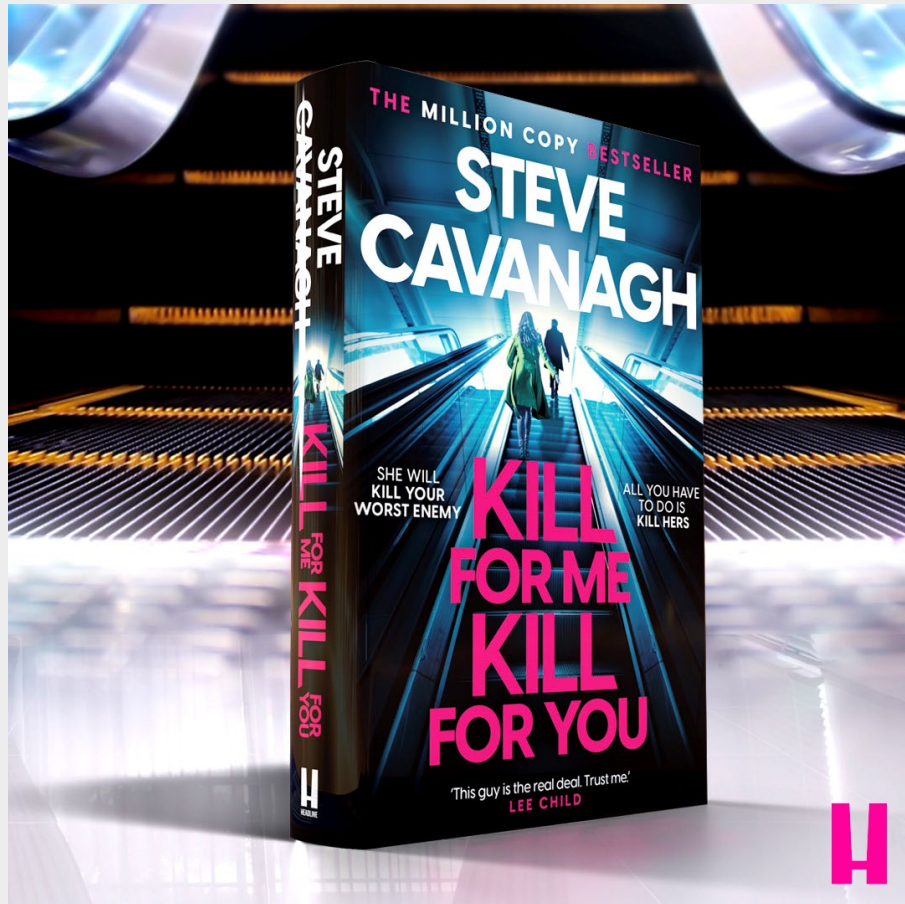
## ***Let the Light Pour In***

Rachel Quin & Alice Shortland, Canongate

*'This campaign exemplifies the power of stunning creative and consistent use of assets across social, digital ads and POS. And the results were suitably staggering. It exceeded its original sales target by over 70%, scooping Canongate's first ever Sunday Times bestselling collection of poetry. Not bad for a set of poems that had already been shared free on social.'*



# ADULT FICTION CAMPAIGN Q3 HIGHLY COMMENDED



## ***Kill For Me Kill For You***

Lucy Upton, Headline

*'This campaign didn't have time on their side but carefully plotted out activations to maximum effect. Creativity and strategy gave them the cut through they deserved. They were the perfect partners in crime.'*

# ADULT FICTION CAMPAIGN Q3 WINNER



## *None Of This Is True*

Sarah Ridley & Claire Bush, Cornerstone

*'We're always looking for campaigns that go above and beyond and this one nailed it. One of their key aims was to break out of the book space and they succeeded, creating a full-blown podcast series that meant their audiobook went straight to No.1 in the Audible chart. A veritable masterclass of strategy and innovation.'*







# SPOTLIGHT AWARDS





# AUDIENCE DEVELOPMENT Q3



## ***Collins English Dictionary***

Rachel Quin, Rebecca Jones & Marta Juncosa, Collins



*‘The judges loved how the Collins team built a distinctive brand identity for the latest edition of the Collins English Dictionary and successfully reached a younger audience, taking the dictionary onto TikTok with clever graphics and creatives. They engaged booksellers with a wonderfully clever T-shirt and campaign to secure retail visibility and advocacy.’*

# INNOVATION Q3



## ***Mob 6***

Lara McLeod & Demeter Scanlon, Ebury

*'The cost of living has impacted this entire quarter dramatically, and this team were also faced with the issue of a repeat publication from a multi-author team. Yet we were impressed by the defiant decisions this team made, particularly a QR code integrated into their striking out-of-home advertising which allowed a direct purchase from the poster (via three retailers); the team then used this data to reinforce other areas of their campaign strategy. So effective was this decision, that in fact, one of our judges had used this very QR code method to buy a copy for a friend before even receiving this submission...'*

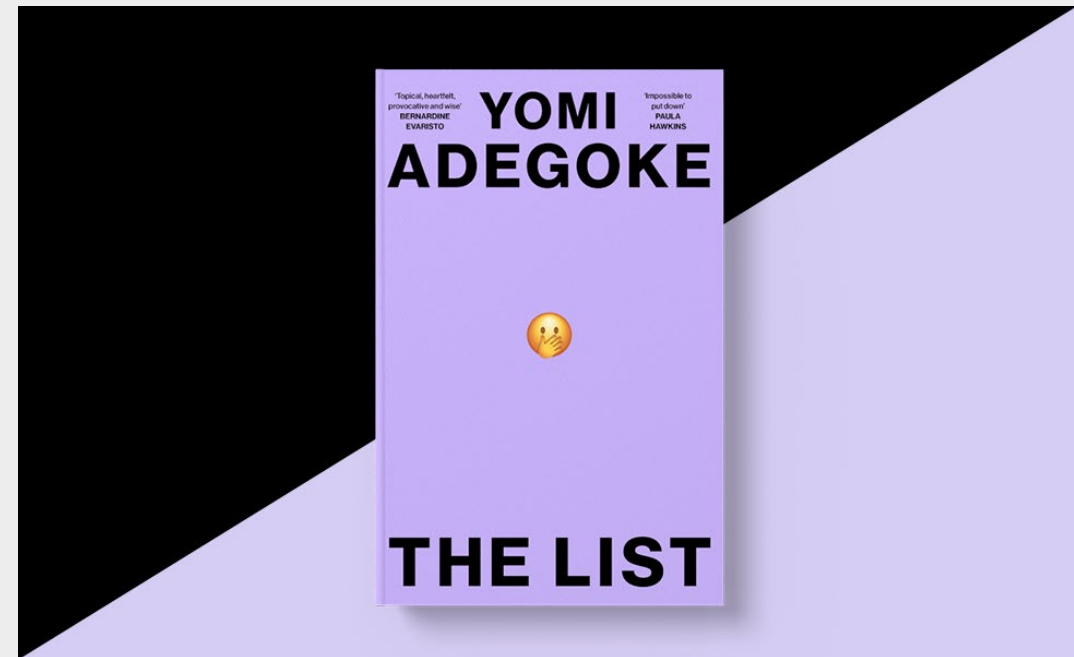
# CREATIVITY Q3



## The List

Niriksha Bharadia, 4<sup>th</sup> Estate

*'There was clearly a huge pressure on this team to deliver a standout campaign in a competitive market – with limited lead time, limited access to their author, and without a cover until three months out, we were astounded at the confidence of this team's creativity. From animations, to proofs, to partnerships, they put their striking creative visuals at the heart of all activity with excellent results.'*



## Brilliant Black British History

Evelyn Opoku-Agyeman, Bloomsbury Children's



*'Every so often, a campaign comes along which reminds us all of the importance of books and the industry's responsibility to amplify minority voices. Not only was this an important book and a meticulously planned and executed campaign, but the judges were blown away by the team's dedication to ensuring that the book reached the widest possible audience, even in the face of horrific online trolling. We salute their commitment, their integrity and their ambition and thank them for ensuring that every voice is heard.'*



BOOK MARKETING SOCIETY

**CONGRATULATIONS EVERYONE!**