



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Thursday 25 January 2024



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 2024

- Submissions open: NOW
- Submissions close: 25 April 2024
- Awards announced: meeting w/c 13 May



AWARDS



AWARDS: SEASONAL & SPOTLIGHT

Q4 OCTOBER – DECEMBER 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 and Commercial Director, fivebooks.com
- **Lynsey Passmore:** Founder, Bazowie

MULTI-TITLE CAMPAIGN Q4 HIGHLY COMMENDED



Heartstopper

Kristina Hill & Alexandra Haywood
(Hachette Children's)

'This carefully thought out, meticulously executed campaign, delivered jaw-dropping results and took nothing for granted. The creative, comprehensive and dare we say it, relentless activity, ensured the extensive audience reach converted into book sales.'

MULTI-TITLE CAMPAIGN Q4 WINNER



As Seen On TikTok

Sarah Jeffcoate & Genevieve Barratt
(Simon & Schuster)

'This campaign had everything. Somehow centering each title on its own, as well as creating a multi-title campaign arc, this team experimented but also were highly strategic, and seemed to have a lot of fun.'



GUERRILLA CAMPAIGN Q4 HIGHLY COMMENDED



This Christmas

Hope Butler
(Cornerstone)

‘This commercially savvy campaign put their audience at the heart of their planning by using consumer insight and analytics to inform all of their decisions. Crystal clear strategy, backed up with sound reasoning delivered phenomenal sales.’



GUERRILLA CAMPAIGN Q4 WINNER



The Orange and other poems

Katie Hall, Sophie Clarke &
Imogen Whiteley (Faber)

'From the creation of the book itself, right the way through to smart activations, this campaign was creative and oh so clever. The truest essence of a guerilla campaign, little budget, best case use of available resources, jumping on trends. A masterclass.'

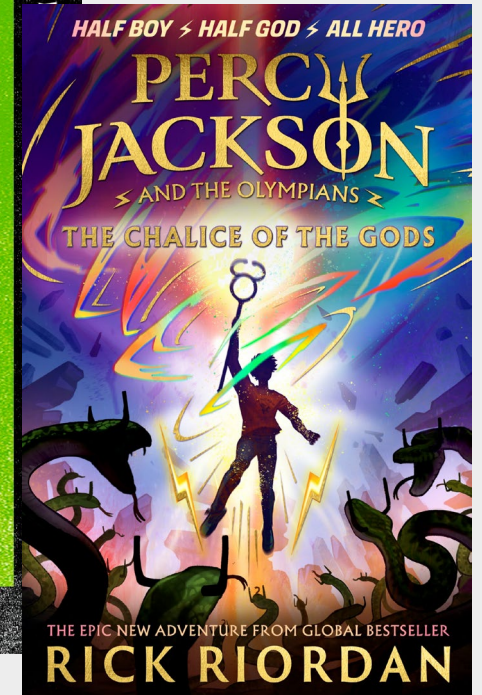
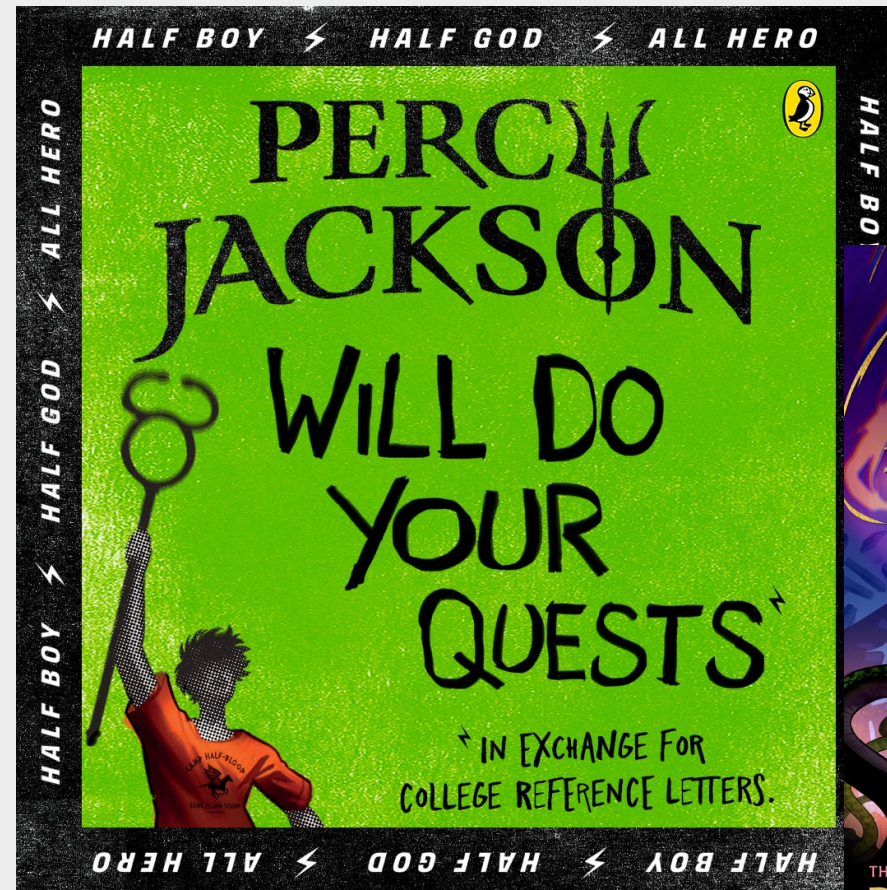
CHILDREN'S CAMPAIGN Q4 HIGHLY COMMENDED



Chalice of the Gods

Stevie Hopwood
(PRH Children's)

'This campaign was a masterclass in planning and audience strategy, tailoring content and key moments for multiple audiences across the different platforms. Providing a comprehensive suite of assets, smart partnerships and effective digital advertising, this campaign delivered significant sales on a modest budget.'



CHILDREN'S CAMPAIGN Q4 WINNER



Finding Bear

Laura Hutchison (HarperCollins Children's)

'Creative, comprehensive, with great ROI on digital advertising and strong sales in a highly competitive market dominated by brand authors. The campaign featured: a host of assets, gorgeous proofs, 3 exclusive editions for Waterstones, a readathon challenge with schools, 50 golden bear tokens with a lovely #findthebear challenge, bear-shaped coffee/hot chocolate stencils and a stunning 3D foiled spillboard at London Bridge. Overall, a really impressive campaign.'

YOUNG ADULT CAMPAIGN Q4 HIGHLY COMMENDED



I Loved You In Another Life

Emma Quick & Jasveen Bansal
(Hot Key Books)

'The campaign had a pre-awareness phase for early buzz building, including proofs, presence at BookTokFest and Camp YA and clever activations at YALC. The judges found the partnership with Glisten Cosmetics extremely targeted and creative, with the 'book as a look' idea garnering 1.2k entries. The digital campaign generated strong results and included: TikTok activity with paid creators, spark ads and in-feed ads, Meta advertising, AMS, Netgalley eblast, Overall, tactical and creative!'



YOUNG ADULT CAMPAIGN Q4 WINNER



Girl, Goddess, Queen

Stevie Hopwood
(PRH Children's)

'This was a complex and carefully orchestrated campaign, which delivered visibility and sales in an over-crowded market. With clever re-use of assets and targeted digital advertising, this marketer embraced TikTok, supported Waterstones and turned heads for a debut. Very impressive.'

ADULT NON-FICTION CAMPAIGN Q4 HIGHLY COMMENDED



Eve

Ania Gordon & Hope Butler
(Cornerstone)

'How on earth did they do this? This team took a weighty, heavily researched piece of writing that could easily have been pigeonholed as niche and turned it into a highly visible, commercial success. From the audience segmentation to the canny endorsements to the overall positioning to the retailer love, the cut-through this team achieved for their title is a marvel.'



ADULT NON-FICTION CAMPAIGN Q4 WINNER



The Woman in Me

Hayley McMullan, Genevieve Barratt & Rich Vlietstra (Simon & Schuster)



'It was always going to be massive, but the team stepped up to the mark and did the job admirably, even building contingency plans in case things went awry. The campaign demonstrated a real sensitivity to Britney in its approach and cleverly harnessed the power of her devoted fanbase and engaged them in all sorts of fun activities which got everyone talking. But this was more than karaoke and drag brunches, Britney was everywhere, evidenced by the mega sales and No.1 spots.'

ADULT FICTION CAMPAIGN Q4 HIGHLY COMMENDED



Iron Flame

Laura Vile & Katy Brigden
(Little Brown)

‘Very strategic activations and bookshop engagement showcased this team wasn’t complacent in championing a sometimes tricky second book. An always on strategy demonstrated leagues of hard work that resulted in an unmissable campaign that fanned the flames of a fandom ready to combust!’



ADULT FICTION CAMPAIGN Q4 WINNER



Wildfire

Genevieve Barratt & Sarah Jeffcoate
(Simon & Schuster)

'Innovative and ambitious, this campaign is an exercise in how to build an author brand on the back of a highly successful previous title. The team cleverly leveraged influencers and superfans to drive an enviable pre-order buzz and rewarded them with bespoke merch. Coupled with bespoke retail activities, the result was hugely impressive sales.'



SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q4

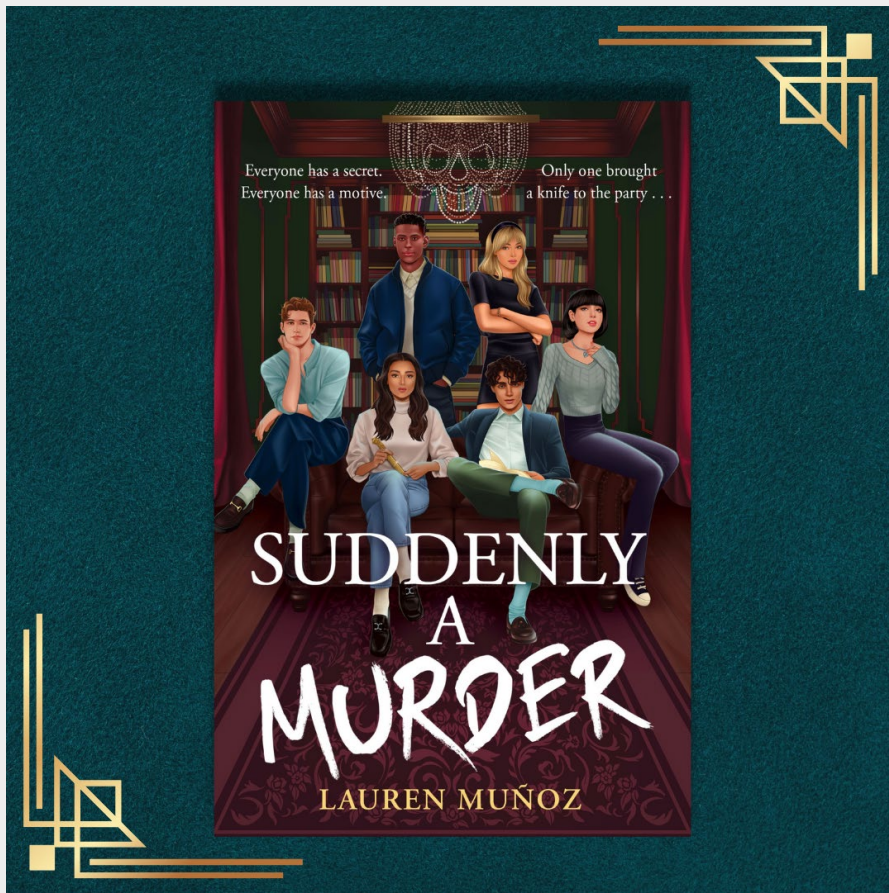


Year of Brandon Sanderson

Javerya Iqbal & Cait Davies (Orion)

‘The scale in this submission was overwhelming just to read, so I’m not sure how this team is feeling. Taking a genre author with internet fame, a 50-title backlist, and a whole year of forthcoming publications could have only been accomplished by their diligent trade engagement and exceptional audience targeting.’

INNOVATION Q4



Suddenly A Murder

Emma Quick (Hot Key Books)

'The judges absolutely loved the narrative behind the murder mystery short films with creators, as it was an innovative way to engage the TikTok community, beyond the usual TikTok video challenges. On a limited budget, they promoted the video trailers via spark ads and organic uploads on the publisher's and the creators' accounts generating high levels of visibility for the #SuddenlyAMurder hashtag.'

CREATIVITY Q4



Ghosts

Genista Tate-Alexander
(Bloomsbury)

'Funny, irreverent, and multi-faceted, this campaign leaned deep into the book's USP, developing hilarious scripts, viral video concepts and unignorable retailer proposals that made this title a runaway hit.'



GRAFT Q4



Be Useful

Abby Watson (Ebury)

'This campaign had graft in its DNA, and this marketer did her share of heavy lifting, creating stop-in-your-tracks visuals, finding creative budget workarounds and digging down into core audience insight in order to truly make this book fly.'





BOOK MARKETING SOCIETY

CONGRATULATIONS TO YOU ALL!