



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Tuesday 21st May 2024

CONGRATULATIONS!



To Abbie, Sian and Emily for their well-deserved Nibbie . . .



. . . and to everyone who was shortlisted this year!



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 AWARDS



Q2 APRIL – JUNE 2024

- Submissions open: 1 July
- Submissions close: 25 July
- Awards announced: mid-end August

BMS PRIMER DAY



Thursday 20th June
09:30-17:00

In person
Total Media Offices



M&P CONFERENCE





AWARDS



AWARDS: SEASONAL & SPOTLIGHT

Q1 JANUARY – MARCH 2024



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 Q1 HIGHLY COMMENDED



GollanczFest

Lucy Cameron & Henna Sandhu, Orion



*'This campaign oozed with creativity!
A challenging feat in a more challenging
landscape, this campaign's deep thinking
about audience expansion led to a multi-
faceted and unique offering, super clever
pricing strategy and a whole lot of happy
readers.'*

MULTI-TITLE CAMPAIGN Q1 WINNER



Magnolia Parks Universe

Javerya Iqbal, Katie Moss & Ellie Nightingale,
Orion

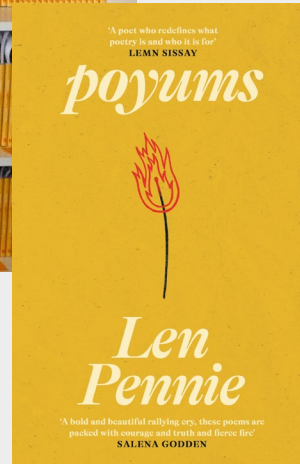
'It was evident from the outset just how much fun this team had with this campaign. Armed with deep audience understanding and an incredible ability to listen, they made over their brand in a way that engaged readers and brought fans to the fore. They leveraged BookTok to incredible effect, landed phenomenal pre-orders and brought a global awareness to their retailer partnership that the team found really impressive.'

GUERRILLA CAMPAIGN Q1 HIGHLY COMMENDED



Poyums

Jamie Norman,
Canongate



'While author care is often the domain of publicity, this marketer kept the author's needs front of mind, while executing a campaign that maximised both local and national retail opportunities, crafted content that rang through with authenticity and delivered stellar success for the genre.'

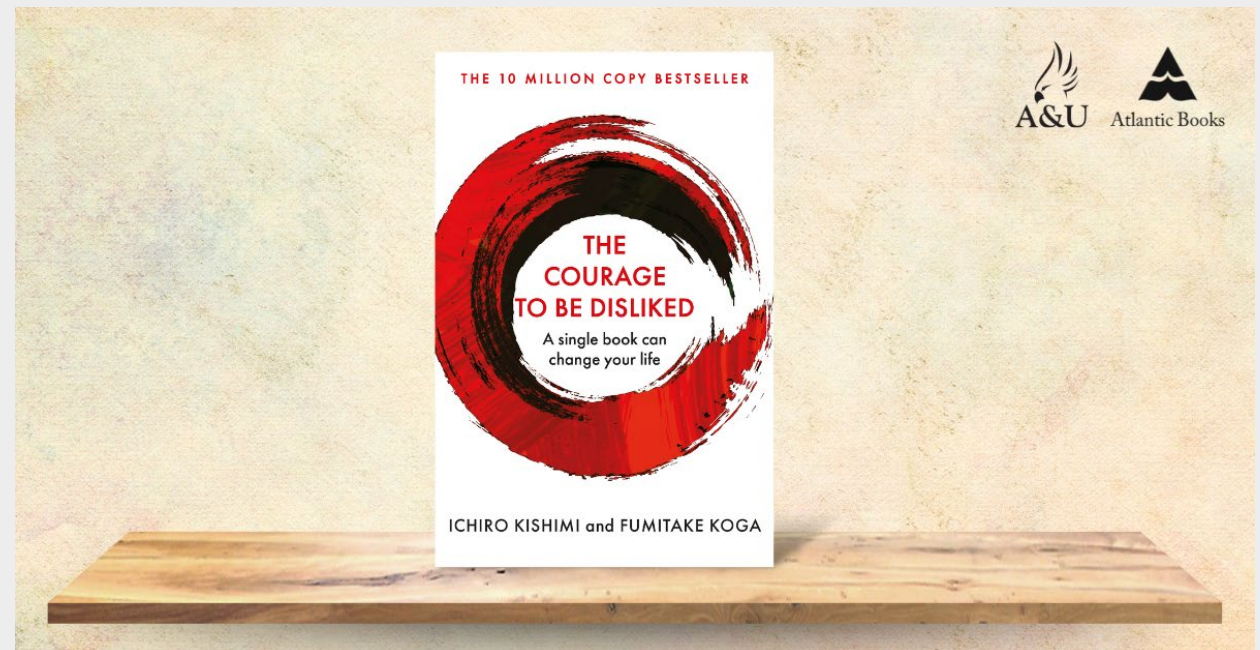
GUERRILLA CAMPAIGN Q1 WINNER



The Courage to be Disliked

Felice McKeown, Atlantic

'This campaign had all the judges smiling for its stealthy, ingenious approach to insight on a shoestring. Clever social listening, strong segmentation, long-term thinking and an overhaul of all its collateral from Amazon listings to copy to design, all marked this campaign out as the winner.'



CHILDREN'S CAMPAIGN Q1 HIGHLY COMMENDED



Paper Dragons

Beth McWilliams & Nils Jones,
Hachette Children's Group

'This book had a compelling hook in a crowded market and leant into it, with gusto. With striking POS and beautiful creatives, they cut through the noise and launched a new author and series in one fell swoop.'



CHILDREN'S CAMPAIGN Q1 WINNER



Pablo and Splash

Sophie Rosewell & Jo Buenafe,
Bloomsbury Children's

'With a year-long campaign, the commitment to this book was evident from the start. Just like the book, the campaign oozed with fun and everything from the animated trailer to the activity packs was bursting with colour. All the hard graft paid off and a new brand has been launched.'



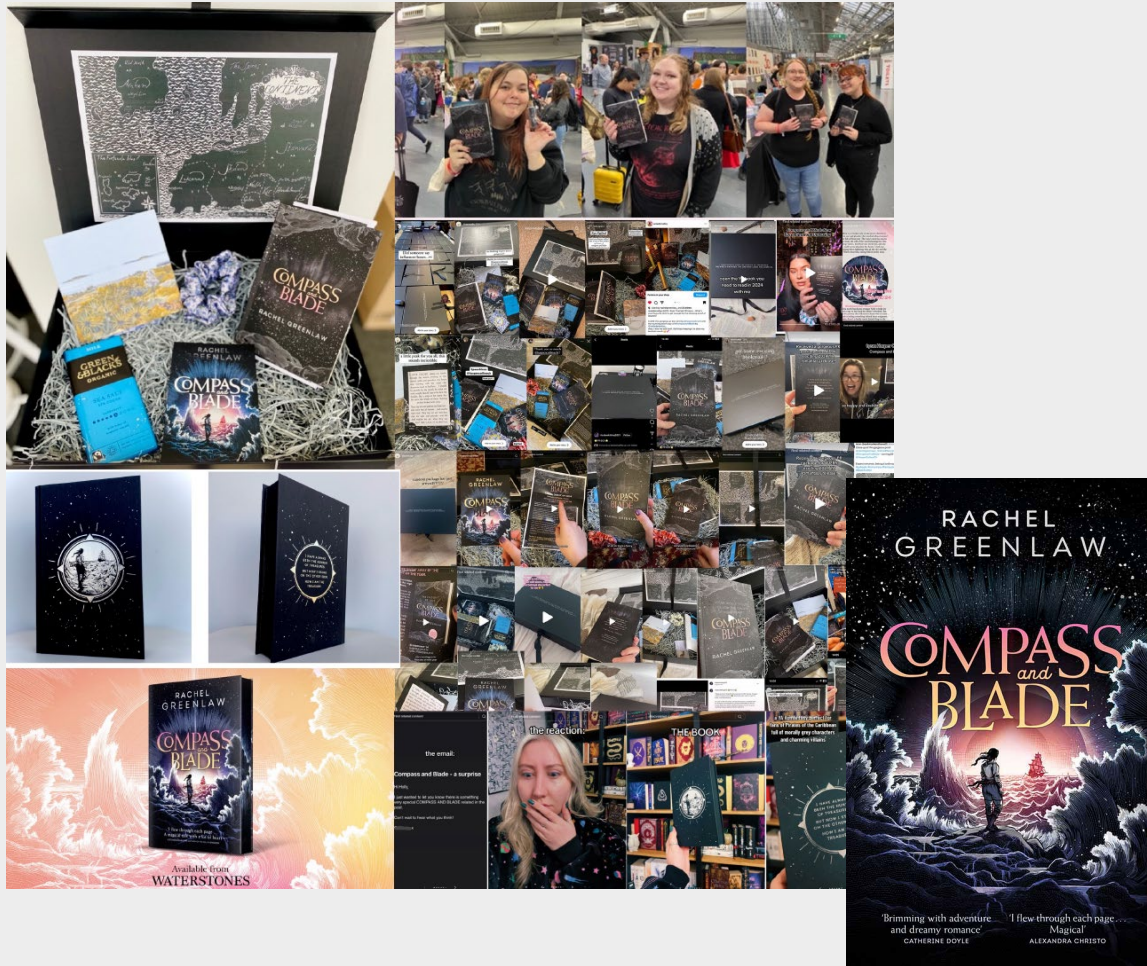
YOUNG ADULT Q1 HIGHLY COMMENDED



Compass and Blade

Sarah Lough,
HarperFire (HC Children's)

'Gorgeous proof boxes sent in the lead-up to YALC and bookseller activation with stand-out POS generated a brilliantly executed pre-awareness campaign which resulted in great pre-order sales. The social media activity featured a creative, animated map and a carefully orchestrated, targeted influencer outreach campaign, placing the book at the heart of this imprint's launch.'



YOUNG ADULT CAMPAIGN Q1 WINNER



A Tempest of Tea

Cheyney Smith & Sarah Plows,
Macmillan Children's

'With a relatively small budget this campaign punched well above its weight. Clear understanding of their audience, smart use of booktokkers, targeted digital advertising and exclusive content ensured this campaign made the most of every penny and drove impressive ROI.'



DEBUT CAMPAIGN Q1 HIGHLY COMMENDED



First Lie Wins

Hannah Sawyer, Headline



'A creative and enduring puzzle won the judges over with this tactical campaign. Decisions were made with a laser audience focus to reach the readers who would really champion this book.'

DEBUT CAMPAIGN Q1 WINNER



The List of Suspicious Things

Claire Bush & Rebecca Ikin,
Cornerstone

‘Every element of this striking campaign was a masterclass in strategic thinking. The message was reinforced time and again that this was the debut you needed to read. Creatives were beautiful, bookshops supported and the results on all sides were fantastic.’



ADULT NON-FICTION CAMPAIGN Q1 HIGHLY COMMENDED



The Wager

Justine Thomas, Simon & Schuster

'A masterclass in long-term thinking which astutely played into the author's previous titles to maximise impact, particularly in audio. But success was more than meticulous planning, the team was responsive and flexible, demonstrating how to turn a challenge like a publication date shift forward into an opportunity.'

ADULT NON-FICTION CAMPAIGN Q1 WINNER

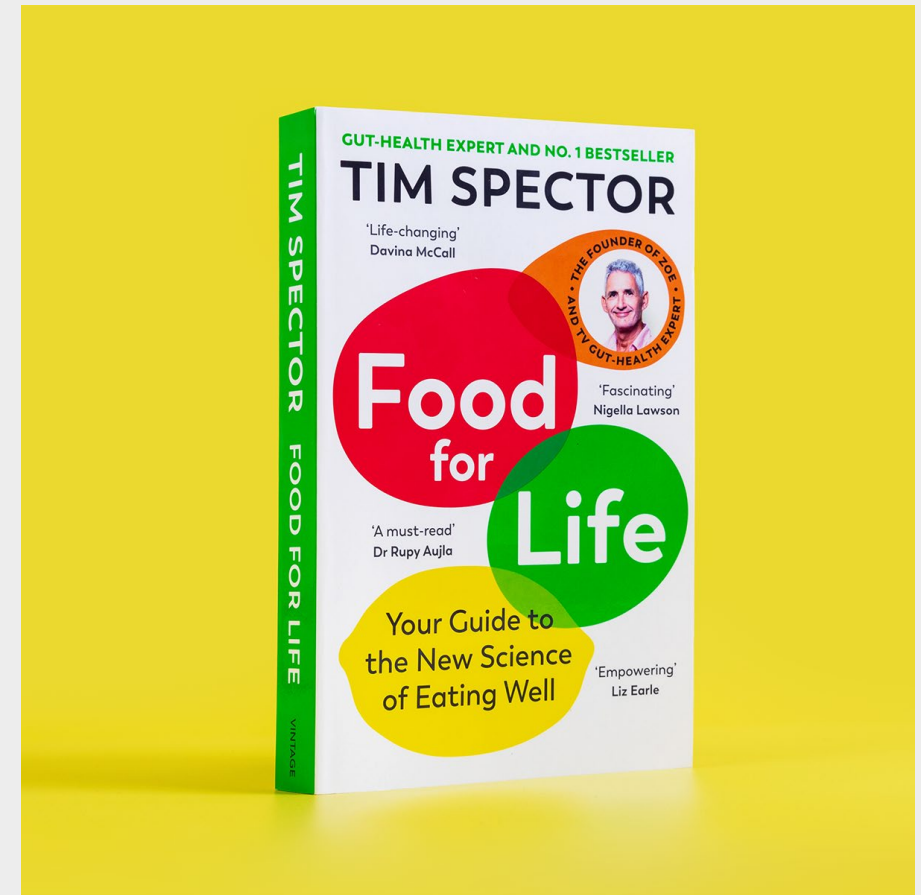


Food For Life

Katrina Northern & Rose Poole, Vintage

'Shrewdly playing into our cultural obsession with gut health, the sales and engagement metrics were incredibly impressive.'

We loved their observation about challenging knowledge when trying to shift the author into the mainstream and their targeting of a young male wellness audience through activations at Pure Gym and a National Rail campaign. Solid, strategic cross-platform work which has set things up nicely for the launch of his cookbook in the autumn.'



ADULT FICTION CAMPAIGN Q1 HIGHLY COMMENDED



Homecoming

Natasha Tulett, Pan Macmillan

'A wonderfully orchestrated campaign which left no stone unturned. From VOD TV advertising on ITVX with Waterstones tagging, to animated D6s, ads in Sunday Times Culture magazine, Heart UK radio, paid social and influencer outreach, the activity felt closely tailored to different target segments. In addition, strong partnerships, alongside an exclusive competition for Waterstones Plus Members made the title reach a broader audience.'

ADULT FICTION CAMPAIGN Q1 WINNER



Butter

Liv Marsden & Rachel Quin, 4th Estate

'The judges found the visual branding, creativity, graphics and in-world precision to be absolutely impeccable in this outstanding campaign. From proofs to blogger boxes to exclusive extras, the team reached a broad audience well beyond the core segment. They made the bold decision in identifying their key retailer - a good strategy which paid off! To top it off, the TikTok Shop activity was an equally successful part of this 360-degree campaign.'





SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q1



The Goddess Path

Alice Gordge, Ebury

‘This book was a first for a new imprint, not only cleverly targeting the author’s existing, loyal audiences but also growing them in the process of a strong campaign. We loved their creative and branding decisions, which always had strategic audience development goals in mind.’

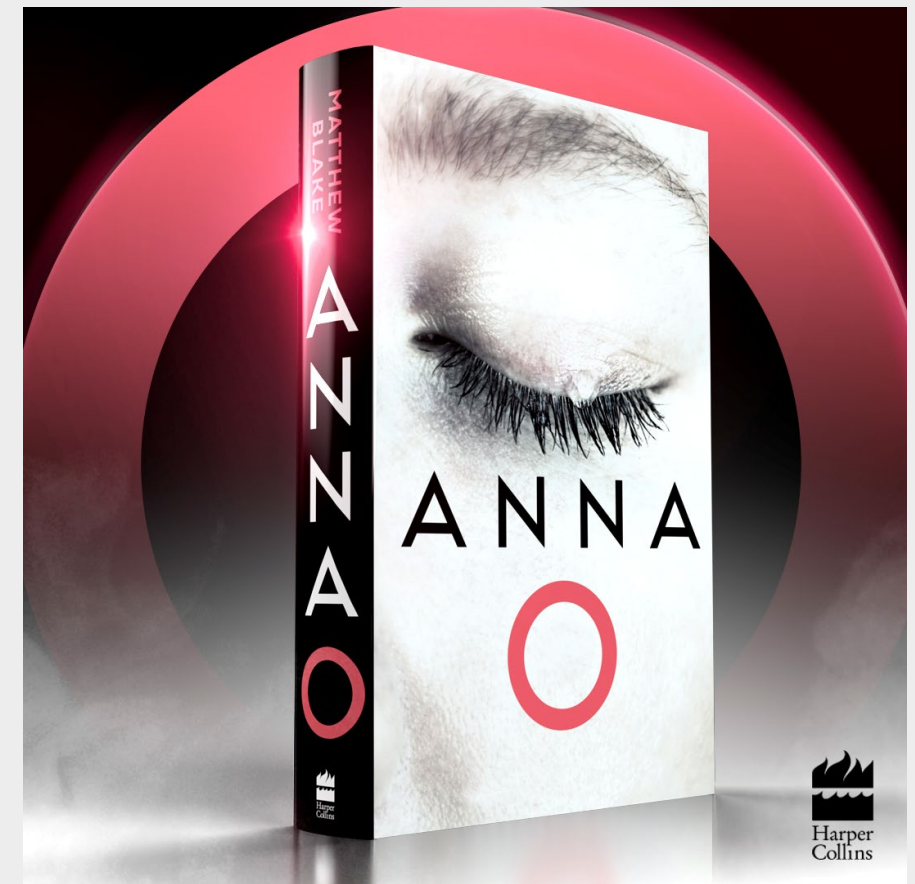
INNOVATION Q1



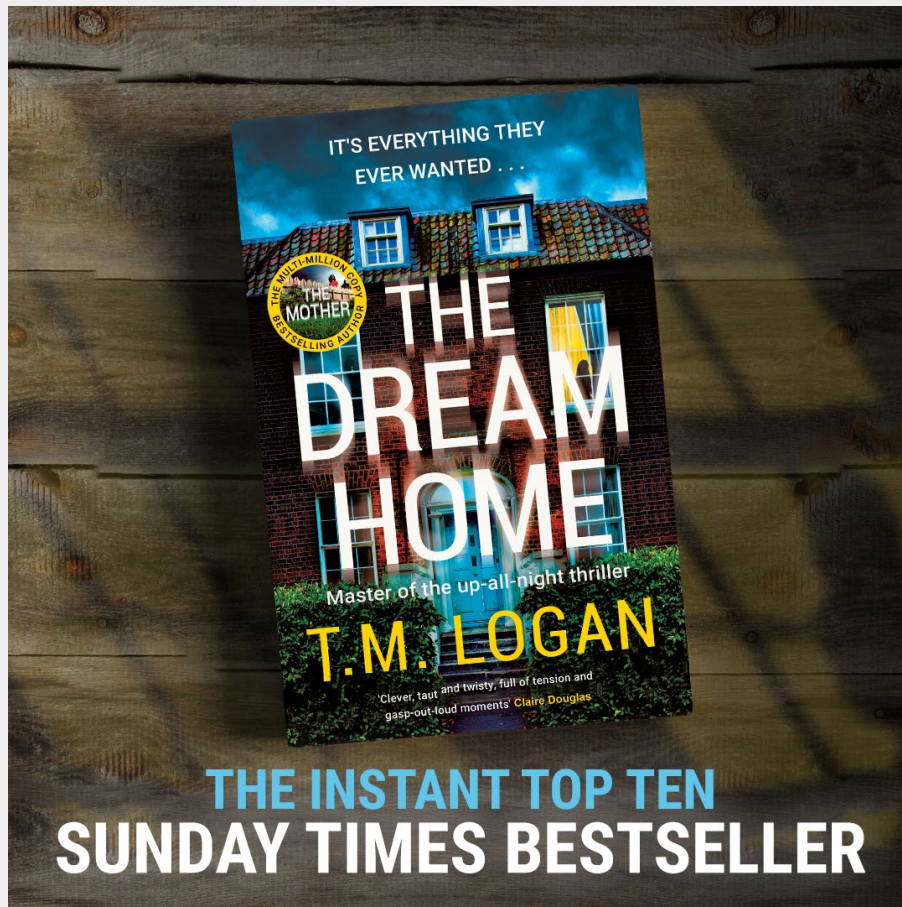
Anna O

Maddy Marshall & Emily Merrill, HarperFiction

'This campaign delivered an innovative fake podcast in partnership with Tandem Collective to generate intrigue amongst the true crime podcast community, whilst simultaneously engaging new readers. Supported with grassroots bookshop activation and sampling activities of an in-world newspaper at key London train stations, the campaign had innovation at its heart.'



CREATIVITY Q1



The Dream Home

Rachel Johnson & Holly Milnes,
Bonnier Zaffre

'The team clearly has an ongoing commitment to building this author's brand, and we liked the creative methods employed especially in the incentivised pre-order and influencer elements of the campaign, which led to great results and learnings.'

GRAFT Q1



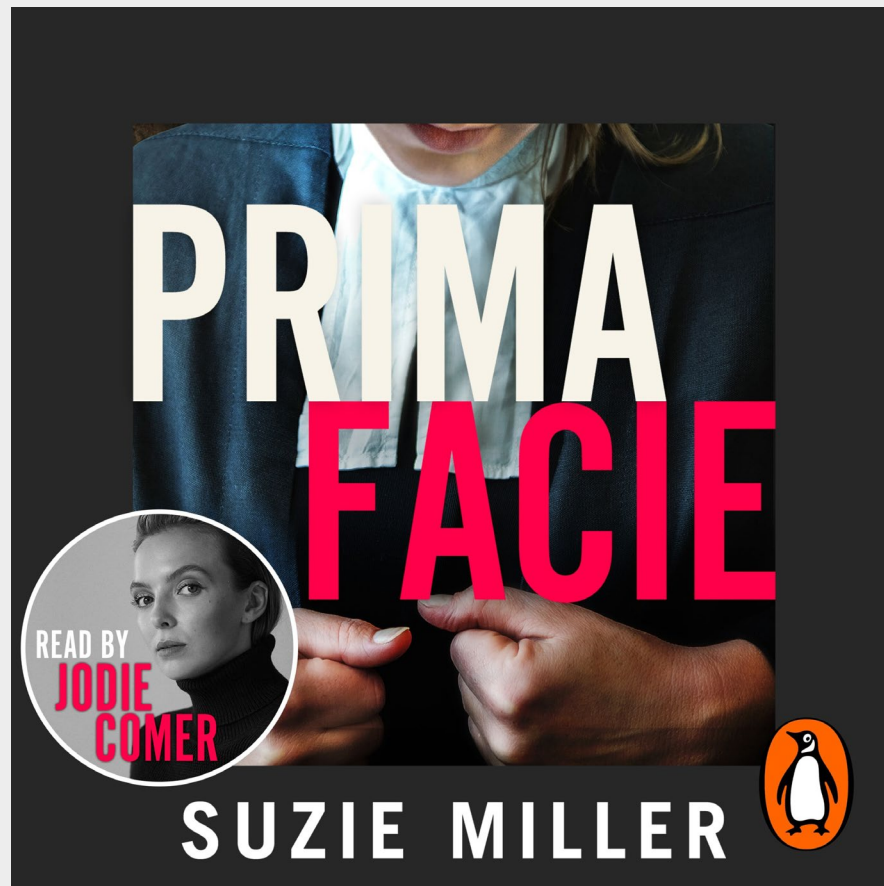
The Women

Charlotte Williams, Andy Joannou
& Jamie Forrest,
Pan Macmillan

'A fully 360 campaign that left no stone unturned in its relentless drive to increase brand awareness in the UK. Outreach, digital ads, partnerships and audience awareness were all on point, delivering excellent results for a campaign that really delivered.'



FORMAT Q1



Prima Facie

Sophie Shaw, Ania Gordon,
Helena Sheffield, Jessica Millott &
Marta Matzeu,

Cornerstone & PRH Audio

'It was really exciting to see a division work closely with an audio arm to promote both hardback and audio with equal oomph. Strong audio-first assets, clever use of the narrator, and a refusal to think inside the box led to stellar cut-through for this team.'



BOOK MARKETING SOCIETY

CONGRATULATIONS TO YOU ALL!