



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Wednesday 21 August 2024

NEXT AWARDS



Q3 JULY – SEPTEMBER 2024

- Submissions open: 1 October
- Submissions close: 25 October
- Awards announced: November



AWARDS



AWARDS: SEASONAL & SPOTLIGHT

Q2 APRIL – JUNE 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 Q2 HIGHLY COMMENDED



That's Not My... 25th Anniversary

Joanna Olney, Usborne

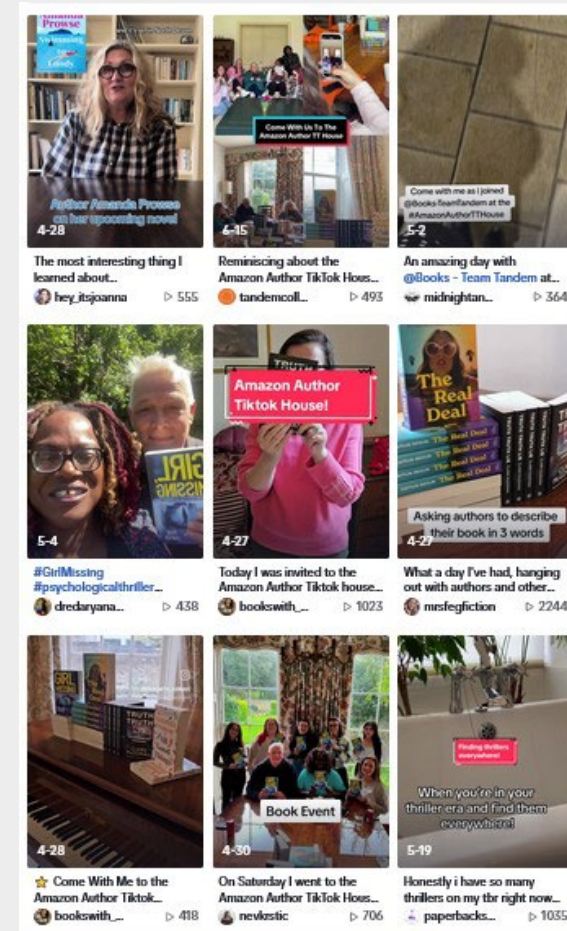
'An impressive, all-round, wonderfully orchestrated campaign, encompassing all aspects from shopping centre digital ads, scavenger hunt at 24 farms, Toppsta activity, themed baby sensory classes nationwide and partnerships, to events and micro-influencer outreach.'

MULTI-TITLE CAMPAIGN Q2 WINNER

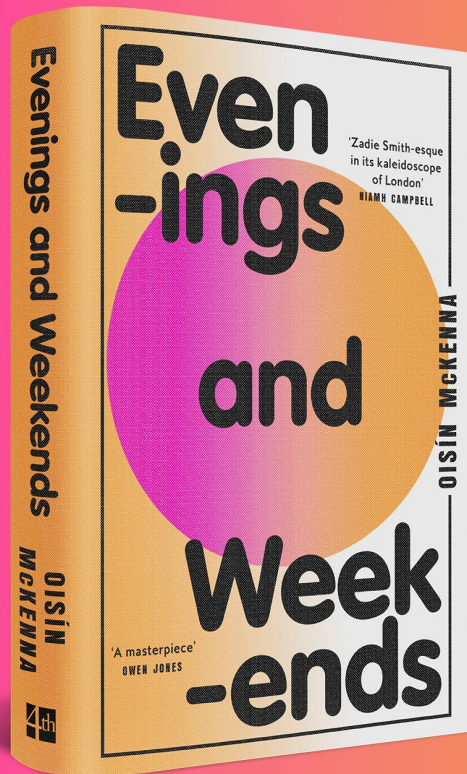


Amazon TikTok House Rebecca Hills, Amazon Publishing

‘In such a challenging landscape for authors – who may not have experience or understanding of digital marketing or branding – we really respected how this innovative, author-centered campaign focused on author development. Despite there not being sales or ROIs to measure, this campaign generated loads of content and the impact will be felt by its participants for many months to come.’



GUERRILLA CAMPAIGN Q2 HIGHLY COMMENDED



Evenings and Weekends

Liv Marsden,
4th Estate

'A beautiful cover was put to use in this creative campaign with early stand out proofs, impactful assets and great advertising results. The fly posting was the perfect fit for this book. Turned the book into a cultural moment!'

GUERRILLA CAMPAIGN Q2 WINNER



Sift

Abby Watson,
Ebury

'A stand-out focused campaign, this team lent into the author and subject's arguably niche audience, cultivating strong relationships which delivered on a small budget. Cleverly crafted multi-platform content, perfectly chosen partnerships and all-round hustle made a small budget go very far indeed.'



CHILDREN'S CAMPAIGN Q2 HIGHLY COMMENDED



Frog's Day Out

Jade Tolley & Andy Joannou,
Macmillan Children's

'This team's strategic and savvy use of their own platforms, coupled with a keen analysis of audience engagement and meticulous testing of creatives, ensured this campaign delivered a level of sales not often seen in this age group.'



CHILDREN'S CAMPAIGN Q2 WINNER



Little People, Big Dreams: Taylor Swift

Christopher Ransom, Megan Fowler & Lucy Lillystone, Francis Lincoln Children's

'The judges were blown away by this dynamic, creative and extensive campaign. By engaging the audience in the publishing process, running fun events targeting super-fans, creating eye-catching POS and delivering laser-focused digital advertising, they maxed out their modest budget and achieved an instant No.1 Sunday Times Bestseller.'



YOUNG ADULT Q2 HIGHLY COMMENDED



Hits Different

Jasveen Bansal,
Hot Key Books

'The campaign had a clear understanding of the co-authors' audiences, and was supported by bespoke retail promotions and brand partnerships. They targeted beauty and fashion influencers to extend the reach beyond bookish communities, resulting in a social reach of 2.1 million. A long-tail, deeply considered campaign, with brilliant CTR on ads.'

YOUNG ADULT CAMPAIGN Q2 WINNER



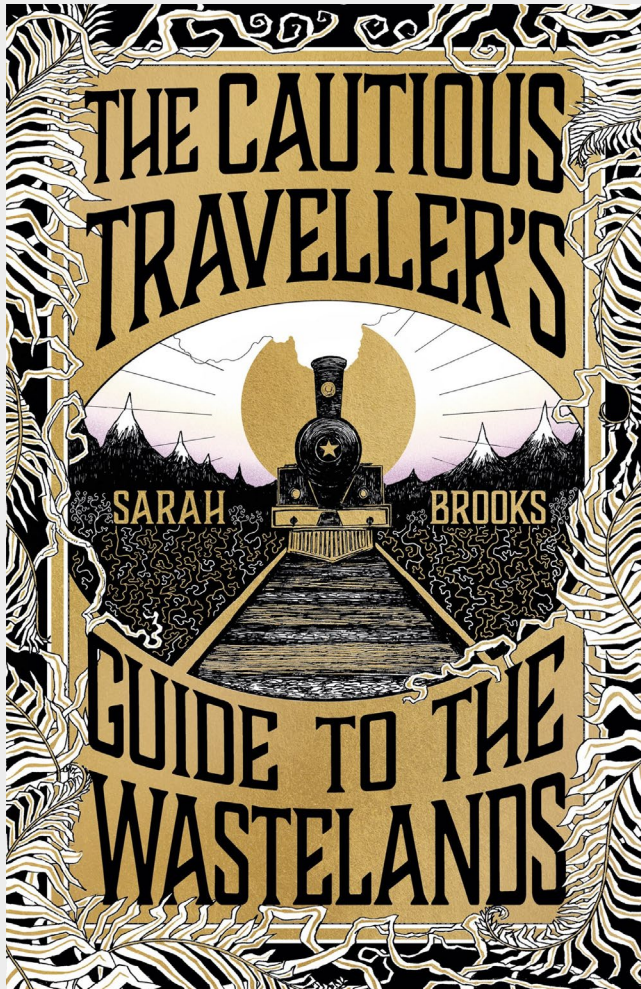
The Reappearance of Rachel Price

Olivia Carson, Emily Sommerfeld, Sophie Porteous & Hannah O'Brien, Farshore

'This campaign delivered a significant sales increase over previous standalone titles, testament to the team's audience-focused, iterative approach and doubly impressive given the limited access to the author. They maximised the power of global publishing partners, created the first-ever YA special edition with Amazon and delivered standout sales in a saturated market dominated by backlist.'



DEBUT CAMPAIGN Q2 HIGHLY COMMENDED



The Cautious Traveller's Guide to The Wastelands

Lindsay Terrell & Javerya Iqbal,
Orion

'This campaign was strategic, creative and incredibly targeted – the team set strong objectives rooted in deep consumer understanding and followed them through to the letter. Immaculate branding, excellent retailer activations and exclusive gotta-have-them proofs made this campaign a masterclass.'

DEBUT CAMPAIGN Q2 WINNER



The Ministry of Time

Vicky Palmer, Alice Morley & Melissa Grierson, Hodder & Stoughton

‘This campaign is creativity incarnate! The team leaned into the many-layered world of the novel and produced a many-layered strategy to match, listening and reacting to their audience groups the whole time. Bespoke retailer engagement and merch; super-shiny proofs; and long-term buzz-building all paved the way for sales success.’



ADULT NON-FICTION CAMPAIGN Q2 HIGHLY COMMENDED



Things No One Taught Us About Love Sian Gardiner, Annie Rose, Alice Smith & Will Upcott, Pan Macmillan

'The team managed to successfully reposition the paperback for this title with a carefully targeted, digital-led campaign that had audience insights at its heart. Using giveaways, a pre-order campaign and well-executed Amazon ads, they managed to convert many of the author's price conscious non-book buying followers to reach sales gold.'

ADULT NON-FICTION CAMPAIGN Q2 WINNER



Politics on the Edge

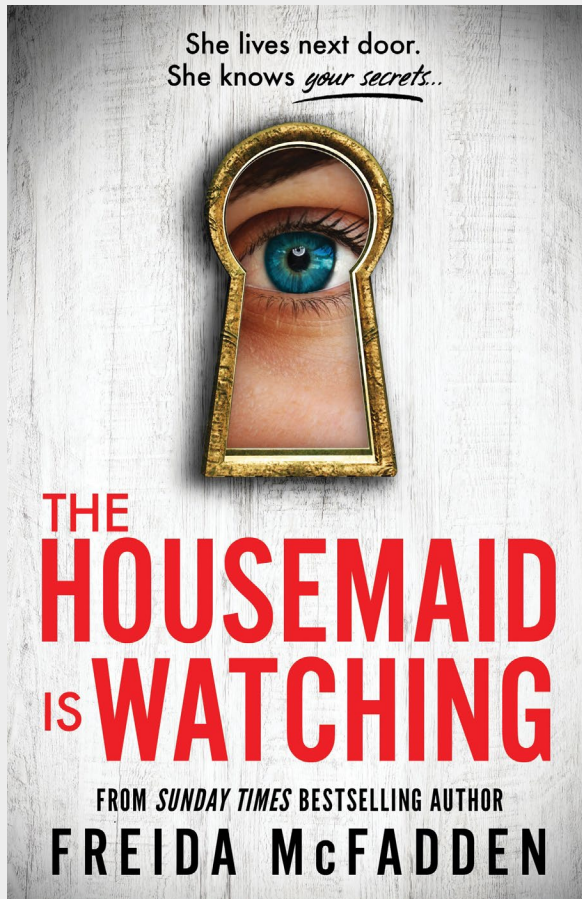
Gabriela Quattromini & Rosanna Boscawen, Vintage

'This shrewd, multi-pronged and data-backed campaign was built on audience insights to inform messaging and creative.

Coming off a highly successful hardback campaign, the team leant into audio – using his podcast as a marketing tool – and supermarket sales to reach the mainstream, repositioning the title as the essential read to this seismic year in politics.'



ADULT FICTION CAMPAIGN Q2 HIGHLY COMMENDED



The Housemaid is Watching

Mattea Barnes,
Sourcebooks UK

'This risk-taking, breakout campaign took a mid-career author and firmly established them as a key competitor in their market, through determined retailer engagement with Waterstones and The Works, as well as experimentations with new ways of working, such as giving the proof to booksellers ahead of NetGalley. For the first campaign of its kind in the UK, they are off to an incredible start.'

ADULT FICTION CAMPAIGN Q2 WINNER



When the Moon Hatched

Sian Richefond & Maddy Marshall,
HarperFiction

'A campaign with an incredibly fast turn-around, planned and activated in the space of only 2 months! A really strong trade campaign with extremely well-received POS packs. They used the 'sold out' messaging to drive demand and secured fantastic pre-orders at Waterstones and sold out on their TikTok Shop. They managed to create reader buzz through proofs, despite the 2-month lead time, and reached the core fantasy audience, but also non-fantasy crossover readers with a multi-targeted organic and paid social strategy.'

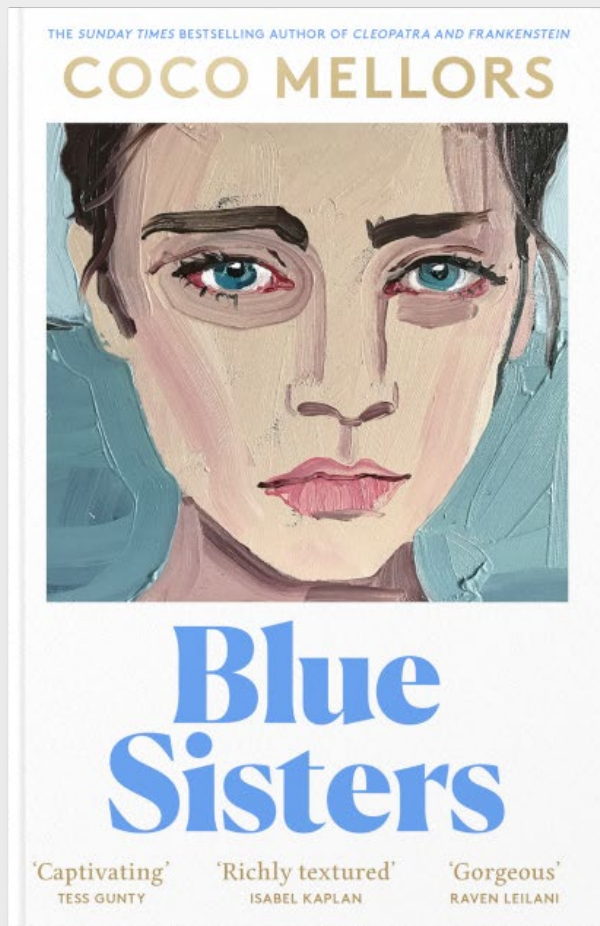




SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q2



Blue Sisters (open markets edn)

Yema Stowell,
4th Estate

'We were fascinated by this campaign, a mind-boggling feat of international work giving us insight into an area of marketing we haven't seen before as judges. This marketer adapted their campaign for multiple, differing international markets while never straying too far from a consistent brand message, all while fostering credible relationships with the people that matter: the booksellers.'

INNOVATION Q2



How They Broke Britain

Molly Maynard, Ebury

'This campaign demonstrates that when traditional avenues aren't available, an innovative grassroots approach can create huge impact, achieving strong sales and enviable ROI. Demonstrating a brilliant understanding of their audience, they empowered them to market the book via a guerrilla day of action that generated huge online support and engagement.'

CREATIVITY Q2



Abroad in Japan

Rosie Ainsworth,
Transworld

'This took us by surprise: a tricky and arguably hard-to-sell subject matter, was treated with passion and creativity. We particularly loved the huge 3D billboard in Southwark covered in cherry blossoms. A visual treat for the eyes!'



GRAFT Q2

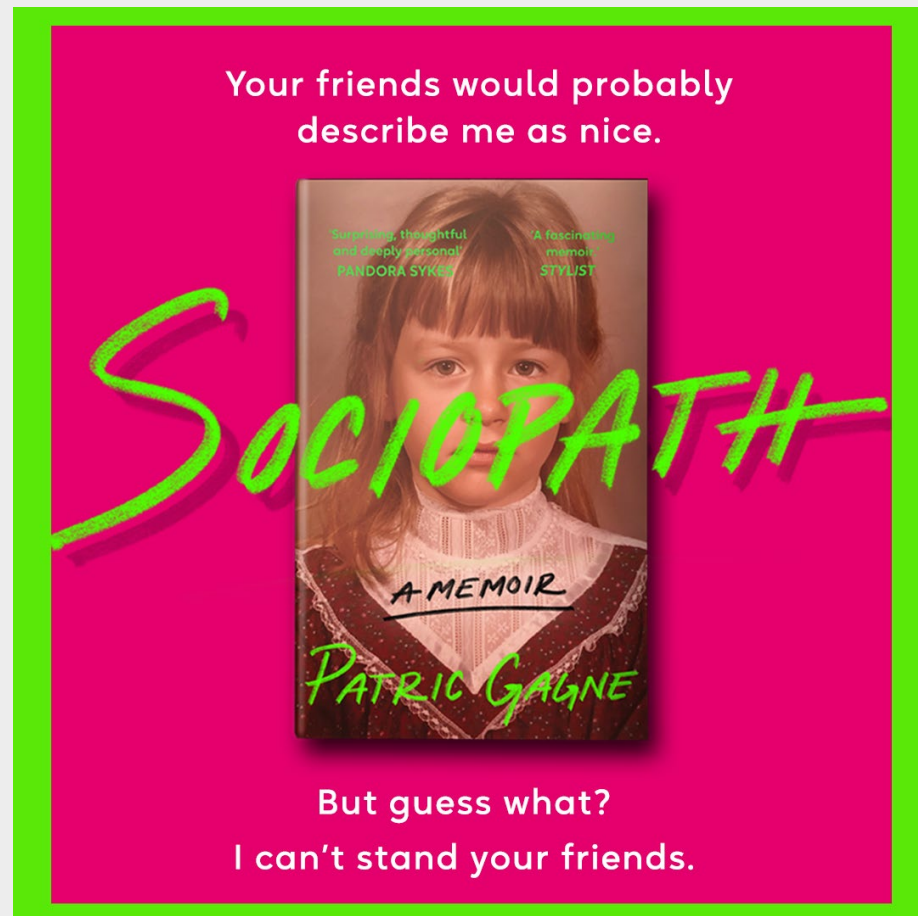


Evocation Amy Portsmouth, Angry Robot

'This marketer really wowed us with their commitment, no-stone-left-unturned approach, applying all their experience to date and even securing an increase to their budget, managing the additional workload seamlessly. To top it off, they evidently had fun doing it!'



FORMAT Q2



Sociopath: A Memoir

Annie Rose, Sian Gardiner,
Emma Oulton & Alice Smith,
Pan Macmillan

'Thorough audience insight informed this team's approach to format, and they delivered clever content, strong influencer engagement and a bold approach to the book's themes, all of which paid off in stellar audio sales.'



BOOK MARKETING SOCIETY

Congratulations to you all!