



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Wednesday 27th November 2024



DATES FOR YOUR DIARY

2018

M	T	W	T	F	S
1	2	3	4	5	6
8	9	10	11	12	13
15	16	17	18	19	20
22	23	24	25	26	27
29	30	31			

NEXT AWARDS



Q4 OCTOBER – DECEMBER 2024

- Submissions open: now
- Submissions close: **10 January 2025**
- Awards announced: end January – in line with the Nibbies deadline

NEW WEBINARS



- **BMS Primer Workshop**

Wednesday 4th and Thursday 5th December 09:30-13:00



AWARDS



AWARDS: SEASONAL & SPOTLIGHT Q3 JULY – SEPTEMBER 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 Q3 HIGHLY COMMENDED



Lord of the Flies at Seventy

Sophie Clarke,
Faber

‘A cult literary classic was given new life with a fresh pair of eyes in this well-thought out campaign. Spot-on outreach work and multi-layered activations led them to a brand new audience.’

MULTI-TITLE CAMPAIGN Q3 WINNER



Sticker Dolly Dressing

Hayley Shingles, Usborne

'Every aspect of this campaign was such a delight to read, not least because of the evident zeal it required to deliver, and we were particularly impressed by the creative audience development work. As all of us judges agreed when we met to award this the winner: the marketer is definitely one to watch.'



GUERRILLA CAMPAIGN Q3 HIGHLY COMMENDED



The Third Gilmore Girl

Gabriela Quattromini, Vintage

‘This campaign expertly targeted a niche fandom, tailoring messaging to build community and leveraging key moments to build cohesion. Collaborations with engaged influencers and access to exclusive video content elevated the social strategy, whilst providing assets for the gifting season and sustaining momentum into the paperback launch.’

GUERRILLA CAMPAIGN Q3 WINNER



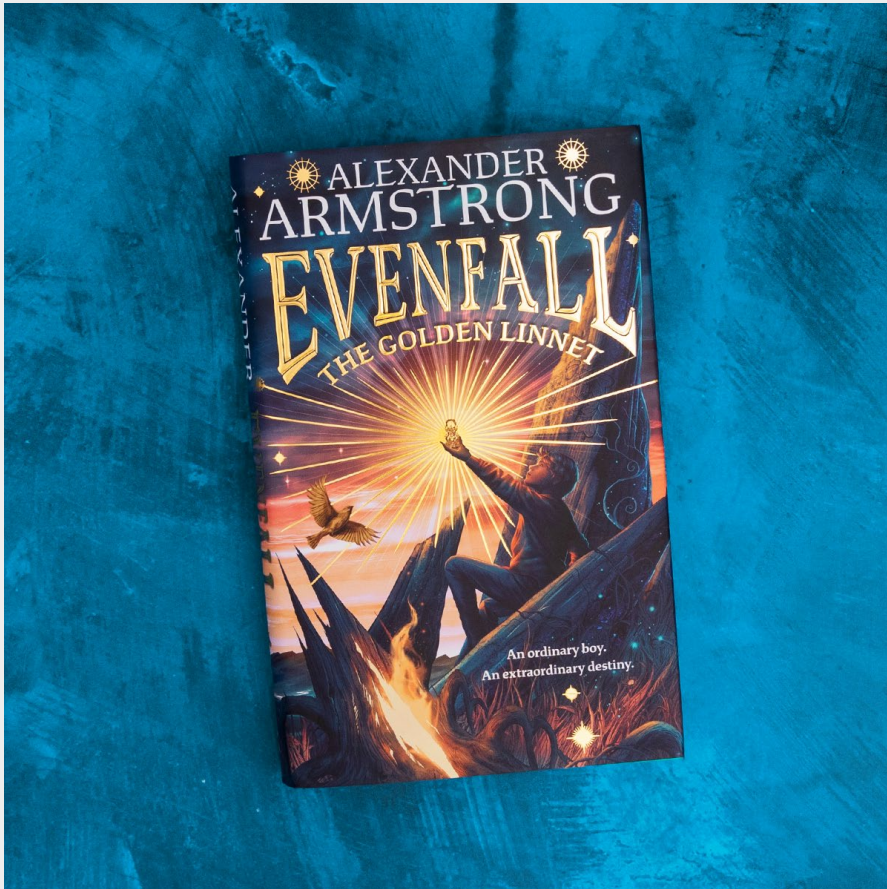
Dallergut Dream Department Store

Katrina Smedley, Headline

'The judges loved that this campaign celebrated independent bookshops while maximising the impact of a Waterstones promotion. A strong creative identity, thoughtful budget use, heartfelt execution, and strategic digital advertising ensured that this modest budget drove exceptional sales.'



CHILDREN'S CAMPAIGN Q3 HIGHLY COMMENDED



Evenfall: The Golden Linnet

Olivia Carson, Sophie Porteous,
Chris Wells & Hannah O'Brien,
Farshore

'This campaign brilliantly navigated the tightrope required for a celebrity children's author. By focusing on a grass-roots campaign – hand-delivering proofs to indie bookshops, creating an epic influencer box and building reader reviews early on, they were able to capitalise on every opportunity and ensure that gatekeepers were brought on-side early on.'

CHILDREN'S CAMPAIGN Q3 WINNER



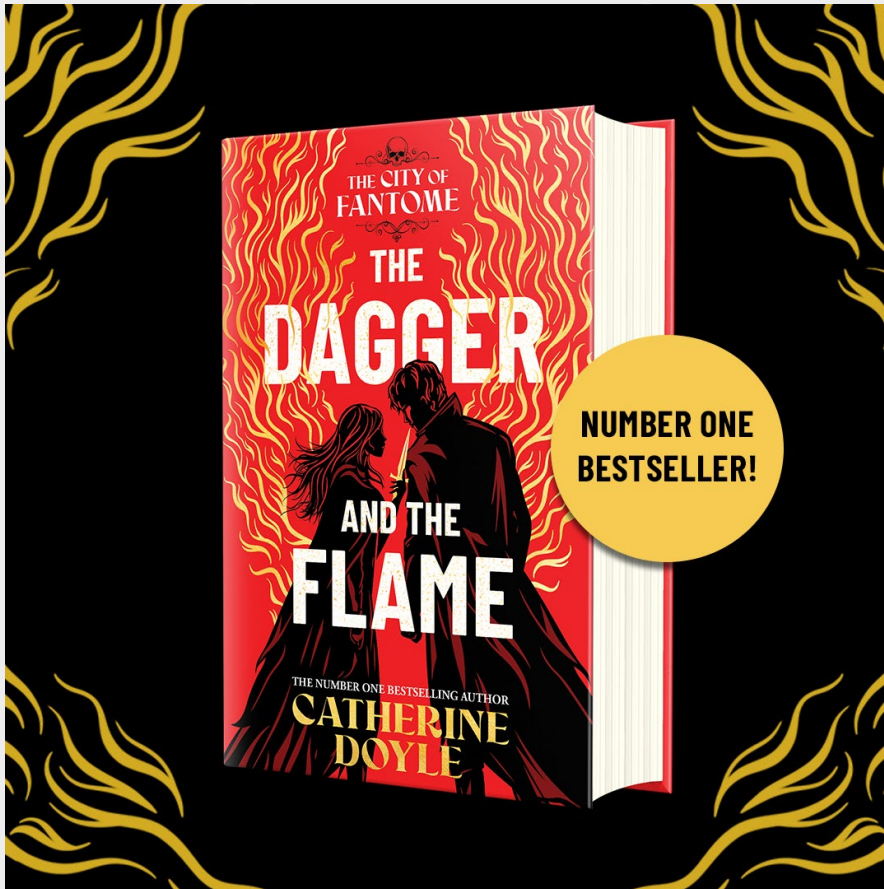
The Majorly Awkward BFF Fails of Lottie Brooks

Lauren Floodgate, PRH Children's

'A smart and fun campaign which delivered incredible results through direct engagement with readers and parents, intelligent audience segmentation, and impactful brand partnerships. With a clear strategy, standout activations through school samplers, digital ads and retail mailings, it smashed its pre-order goals and secured the No.1 children's spot for four weeks.'



YOUNG ADULT CAMPAIGN Q3 HIGHLY COMMENDED



The Dagger and The Flame

Olivia Horrox,
S&S Children's

'This was a team who committed to their genre and built a balanced creative campaign of author interaction and audience engagement. Two sides, two bespoke proofs, two enigmatic copy lines and a doubled pre-order target.'

YOUNG ADULT CAMPAIGN Q3 WINNER



Immortal Dark

Bec Gillies & Nils Jones, Hachette Children's

'From stunning proofs to POS and exclusive editions, activities with Fairyloot and YALC, the team left no stone unturned for an innovative and perfectly executed YA romantasy campaign.'

They created a 'street team' of 250 influencers and engaged them along the road to publication with quizzes and samplers.'

They reached a broader audience with a clever targeting strategy which included letters to students in freshers week and a partnership with Dark Matter. They ran an extensive organic and paid campaign engaging readers IRL and online, and worked closely with retailers with bespoke activities.'



DEBUT CAMPAIGN Q3 HIGHLY COMMENDED



Rewitched

Ana Taylor, Pan Macmillan

'Bringing forward the publication date presented a challenge but this team made the most of the opportunity. By both building on and engaging an existing community, and by securing key partnerships, they broadened their audience and maximised their spend. This campaign was savvy, targeted and oh-so creative.'

DEBUT CAMPAIGN Q3 WINNER



The Phoenix Keeper

Hennah Sandhu, Orion Books

'We admired the way this team worked with the trade, not resting on their laurels with a guaranteed partner, and the testing they put into one specific channel. They also honed their influencers before widening their target audiences, and their willingness to adapt and learn was evident. We were very impressed by the authenticity of the campaign submission.'



ADULT NON-FICTION CAMPAIGN Q3 HIGHLY COMMENDED



Want

Genista Tate-Alexander,
Bloomsbury

‘What more could we want from a campaign? With carefully planned positioning, immaculate use of a high-profile author, instantly recognisable creative and marvellous copy lines, this campaign enticed, intrigued and sold a lot of books!’

ADULT NON-FICTION CAMPAIGN Q3 WINNER



Oh Miriam!

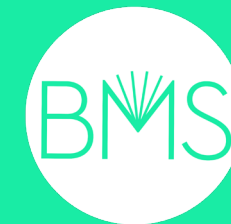
Sarah Arratoon & Kate Baguley,
John Murray Press

'Oh what a thoroughly joyful campaign! The team captured the spirit of Miriam Margolyes and drove impressive sales despite following in the footsteps of an extremely successful hardback and being her second memoir. Faced with an Election Day clash six weeks ahead of publication they pivoted to a Vote Miriam activation that beautifully brought her personality to the fore, underpinned by smart execution of digital ads.'

VOTE MIRIAM!



ADULT FICTION CAMPAIGN Q3 HIGHLY COMMENDED



Daydream

Sarah Jeffcoate & Genevieve Barratt,
Simon & Schuster

'Impressive audience understanding and targeting. The team identified an incredibly strong cross-over audience and leant into reaching Swifties who weren't yet Hannah Grace readers. The campaign entailed a global pre-order campaign, signed copies with Waterstones and WHSmith, a superfan mailing with two sets of proofs, TikTok Ambassador content cleverly repurposed in Meta and Spark ads. Their 360° campaign also featured Disney+ advertising, Spotify ads and display advertising geo-targeting Eras Tour attendees at Wembley and a partnership with SheMadelt subscription box. Meta ads and Amazon store activities also functioned as a backlist drive.'

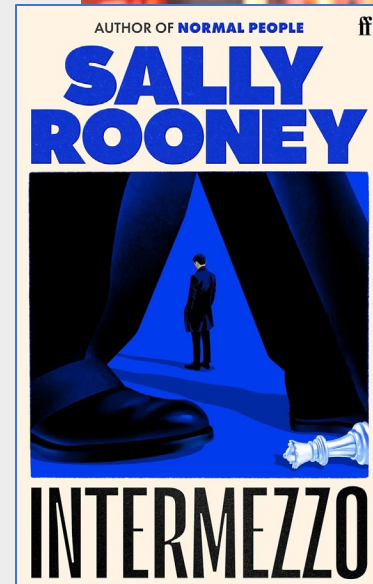
ADULT FICTION CAMPAIGN Q3 WINNER



Intermezzo

Jess Kim, Mollie Stewart & Katie Hall,
Faber

'The term 'event publishing' feels like it was invented for this campaign. This book was EVERYWHERE and this team knew exactly who their audience was. Deeply creative, with highly tailored promotions, next level bookshop engagement and a sustainability mindset to top it all off, this campaign was unmissable and unforgettable.'





SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q3



Think Again

Hannah Winter,
Transworld

'This book's readership was in no way a given, despite the profile of its author. The team worked absolute magic with their positioning, made bold decisions, was brave in their target and crafted a campaign that was fan-focused to the core.'

INNOVATION Q3



Percy Jackson and The Olympians

Stevie Hopwood & Jess Millott,
PRH Children's

'It can be difficult to remain innovative with a long running series, when tried and tested methods deliver to a high level. However with a gap between books a new spin was imagined, that merged the social algorithm's favourite format of video with an in-real-life simulated audio listening experience. A simple reimagining that merged two formats, this campaign was full of clever innovations.'

CREATIVITY Q3



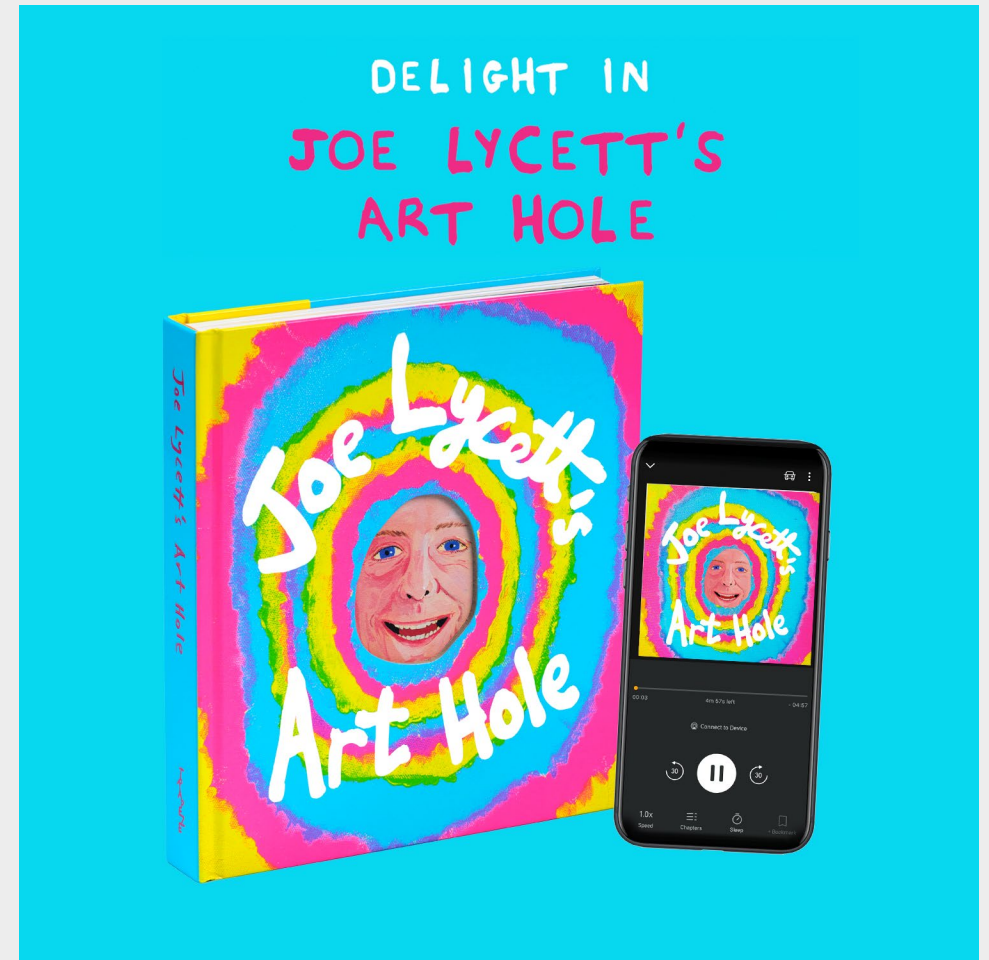
Joe Lycett's Art Hole

Cait Davies & Henna Sandhu, Orion Books

'The team rose admirably to the challenge of selling an art book to comedy fans, with a suitably hilarious campaign.'

We loved the stunt to find Joe Lycett's portrait of the Mona Lisa Scott Lee which turned out to have been stolen by Robert Peston.

Supported by outdoor ads, the quest to find the thief drove awareness, gaining traction with the likes of Alison Hammond and Gary Lineker to further engage fans. Creative touches lifted this campaign throughout, from personalised messages and bespoke assets for indies to a date night portrait painting event at Waterstones.'



GRAFT Q3



The Life Impossible

Alice Shortland, Jamie Norman & Alan Nevens, Canongate



'A global campaign involving 20 territories and an impressive brand management exercise targeting uber fans with bespoke content, and reaching a broad audience with OOH and Guardian Homepage placement. The campaign was super targeted in their digital advertising strategy: by studying bookshop and stock data and cross-referencing with their OOH posting information, they geo-located their adverts, targeting readers within metres of bookshops that had sold The Midnight Library as well as supermarkets stocking The Life Impossible. They complemented their digital advertising with indie support via bespoke editions, POS and signed copies.'

FORMAT Q3



Nexus

Rosanna Boscawen, Katrina Northern
& Natalie Chapman, Vintage

'Rather than focusing on the hardback, data-led audience insights informed the team that audio was likely to be a much higher sales-driver. As a consequence they set the objective – which they achieved – of Top 5 audio bestseller in their first week. Their audio campaign featured podcast advertising, a pre-order campaign on Meta and retail leads to Audible from Reddit. And they were highly successful, at the time of judging, audio had achieved double the sales of the physical title.'



BOOK MARKETING SOCIETY

CONGRATULATIONS ALL!