



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Tuesday 3 June 2025

NEXT AWARDS



Q2 APRIL – JUNE 2025

- Submissions open: 1 July
- Submissions close: 22 July
- Awards announced: mid-end August

M&P CONFERENCE

The background of the poster is a vibrant yellow-orange gradient. It features several semi-transparent, rectangular images of people in professional settings: a woman with glasses in the top left, a man in profile in the top right, a woman in the middle right, and a group of people sitting at a table in the bottom left. A dark teal horizontal band is centered across the middle of the poster, containing the event title and details in white text.

Marketing and Publicity Conference 2025

📅 Mon Jun 30, 2025 ⌚ 09:00 – 18:00 📍 County Hall, Waterloo and Online



AWARDS



AWARDS: SEASONAL & SPOTLIGHT

Q1 JANUARY – MARCH 2025



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

AWARDS UPDATE



NEW NON-FICTION CATEGORIES FOR 2026!

- Adult Non-Fiction: Narrative
- Adult Non-Fiction: Lifestyle

MULTI-TITLE CAMPAIGN Q1 HIGHLY COMMENDED



Never Let Me Go **Anniversary** Sophie Clarke, Faber

‘This publisher’s marketers often demonstrate a strong sense of visual style, and this campaign made use of a modern creative for a legacy title. With great use of the author and a slick, targeted campaign, they achieved great sales and a sense of celebration.’



MULTI-TITLE CAMPAIGN Q1 WINNER

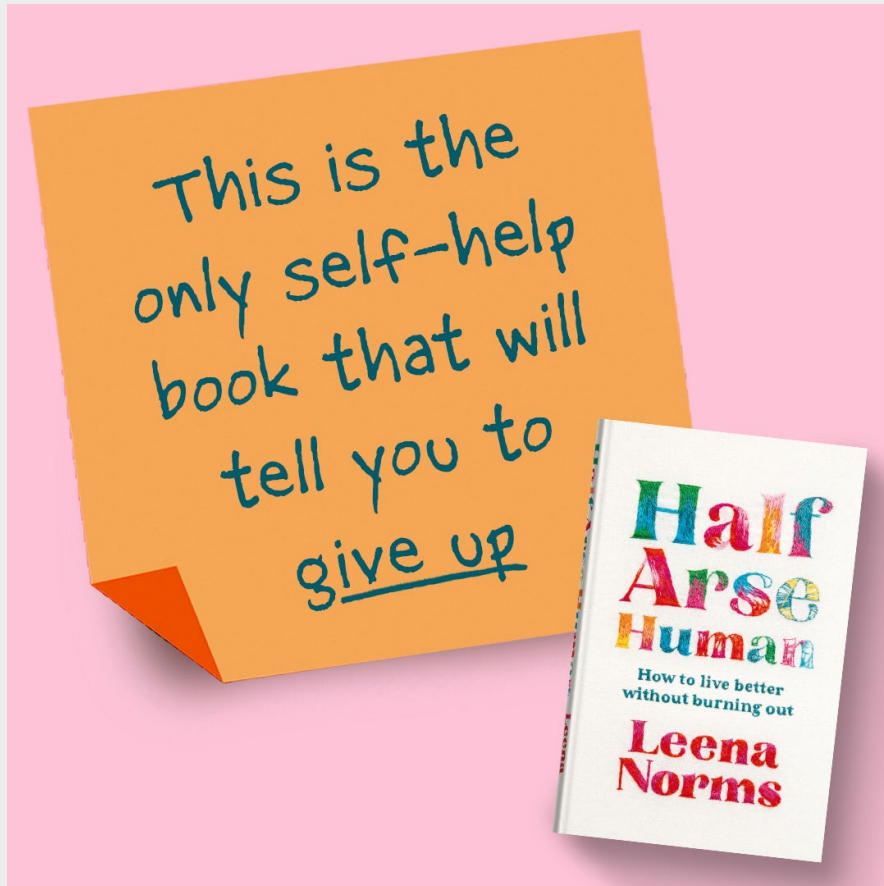


Virago Classics With Bite

Lilly Cox, Little Brown

'We loved the creative of this campaign, but it wouldn't have had the impact it had without the precision planning and bookseller engagement that really excited us. The results spoke for themselves.'

GUERRILLA CAMPAIGN Q1 HIGHLY COMMENDED



Half-Arse Human

Kate Baguley, John Murray Press

'Influencer outreach was on point for this campaign: a low budget doesn't have to mean low reach, and coupled with a strategic use of the author's own channels meant this book and campaign were unmissable.'

GUERRILLA CAMPAIGN Q1 WINNER



I Make My Own Fun

Sophie Walker, Atlantic

‘This marketer truly knows their way around a guerilla campaign! Immaculate copy lines brought the proposition instantly to life, while a keen awareness of social media trends meant the campaign tapped into online conversations with maximum fun and high-level impact. Focused, strategic, playful and impactful – this campaign elevated an unheard voice and clearly had a good time doing it.’



CHILDREN'S CAMPAIGN Q1 HIGHLY COMMENDED



Grumpfort

Beth Gardner, Usborne

'This joyful and imaginative campaign was launched with real flair. From clever proof packages to engaging author events and a lively school tour, it created genuine excitement for young readers. We loved the indie-focused POS and the well-judged digital and print advertising, reflecting a publisher truly backing debut authors in an extremely competitive environment.'

CHILDREN'S CAMPAIGN Q1 WINNER



The Adventures of Rap Kid

Daniel Fricker, Simon & Schuster Children's

'We loved this vibrant and wide-reaching campaign bursting with energy and creativity.

From a beautiful sprayed-edge edition and playful POS, to nationwide school outreach and supermarket tannoy takeovers. This campaign perfectly balanced a serious literacy message with a fun reading experience, satisfying gatekeepers and young readers alike.'



YOUNG ADULT Q1 HIGHLY COMMENDED



Our Infinite Fates

Michelle Nathan, PRH Children's

'It's hard to cut through the noise in particular in the super saturated romantasy space, but this campaign was tactical and ensured the right audience knew this book was coming! An exciting cover reveal, 100 exclusive proofs, and a pre-awareness statement with an astonishing 1.5k PB proofs. The campaign featured exclusive editions, activities at YALC, retail displays, a mix of organic social and paid ads. Carefully orchestrated, the campaign made an impact and built hype from pre-orders to launch.'

YOUNG ADULT CAMPAIGN Q1 WINNER



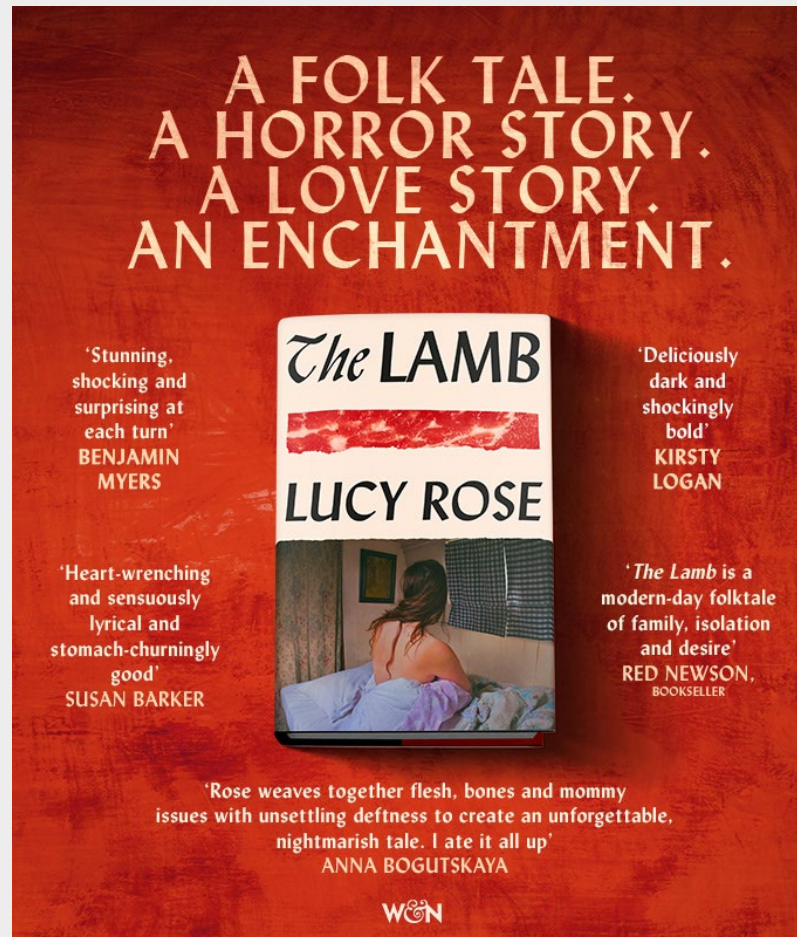
Sunshine on the Reaping

Rachel Partridge, Ellen Thomson & Hannah Griffiths, Scholastic

*‘What we talk about when we talk about... GRAFT!
With a heavy embargo on content, the team managed to
arrange bespoke retail activities for each sales account. The
campaign saw 110 midnight openings at Waterstones across
the country, and a huge midnight lock-in at the flagship
Piccadilly store including archery, axe throwing, glitter tattoos
and nail art. OOH activities and Grazia magazine's online reveal
allowed them to reach a wider audience, whilst leveraging
super fans and UGC. All rewarded with the highest week 1 sales
of all time for a YA title confirmed by Nielsen.’*



DEBUT CAMPAIGN Q1 HIGHLY COMMENDED



The Lamb

Javerya Iqbal, Orion

'This was an incredibly impressive campaign for an unknown debut in a niche genre, and a perfect example of how threading a consistent creative strand throughout can have excellent results. No resource was wasted (and in fact resource was gained!) in this sharp and elegant campaign which shone a light on a first-time author.'

DEBUT CAMPAIGN Q1 WINNER



The Artist

Kate Baguley, John Murray Press

'Attention to audience segmentation really made this campaign stand out. The team carefully considered their potential readers and tailored accordingly with retailer activity, particularly clever POS, targeted influencer engagements and spot-on partnerships, all of which made a small budget go an impressively long way.'



ADULT NF: NARRATIVE CAMPAIGN Q1 HIGHLY COMMENDED



Careless People

Katie Roden & Andy Joannou,
Pan Macmillan

'We were blown away by the nimbleness and grit that this team exhibited. They had a focus on their objectives the whole way through, met the cancellation of their campaign with a lightning-fast pivot, and delivered exceptional results that had real impact.'

ADULT NF: NARRATIVE CAMPAIGN Q1 WINNER



The Trading Game

Rosie Brown & Ingrid Matts,
Penguin Press

'A masterclass in repositioning following a successful hardback campaign. The team leant into Gary's newfound fame and made him central to the campaign creating a relatable brand that fans and retailers could champion. Driven by clever storytelling which broached the political divide, we were impressed by the return on investment, particularly the strong audio sales.'



ADULT NF: LIFESTYLE CAMPAIGN Q1 HIGHLY COMMENDED



The DOSE Effect

Rachel Quin, Dawn Burnett,
Jo Rose & Lauren Gardiner,
HQ

‘Through a combination of hard graft and creativity, this well-planned campaign broke a debut author – an unknown neuroscientist – out of the saturated wellbeing category into the mainstream. We particularly loved how the book came to life in the launch day stunts and powered further opportunities with Waterstones and audio and digital channels.’

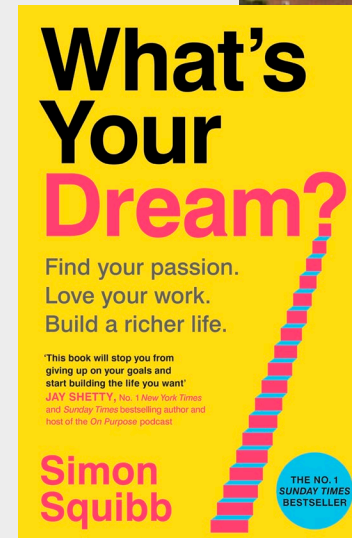


ADULT NF: LIFESTYLE CAMPAIGN Q1 WINNER



What's Your Dream? Lucy Hall, Cornerstone

'Jumping on opportunity at every turn, this data-driven, agile campaign stayed true to the entrepreneurial spirit of TikTok business guru, Simon himself. Sitting at the heart of the work, he engaged consistently and passionately with fans across launch, pre-order and publication, driving an equally impressive number of audio and hardback sales.'



ADULT FICTION CAMPAIGN Q1 HIGHLY COMMENDED



Broken Country

Alice Graham, Ellie Bailey, Sarah Arratoon,
Kate Baguley & Hannah Whittaker,
John Murray Press

'Straddling different genre categories, this title wasn't an easy sell! The marketing campaign maximised all opportunities with an extensive influencer outreach, grassroots bookseller activation, ITVX and Amazon Prime advertising (perfect fit for this title!), presence at Tandem Wellbeing Weekender, with an in-real-life, two-day creator activity. Their work with influencers and readers was fundamental in attracting the attention of larger platforms such as Fearne Cotton's Happy Place. Impressive all round – the team worked extremely hard and turned the title into an instant Sunday Times bestseller.'

ADULT FICTION CAMPAIGN Q1 WINNER



Onyx Storm

Laura Vile & Katy Brigden,
Little Brown

'Phenomenal sales were the results of a campaign that clearly invested in its audiences. There was no stone unturned in a playful creative execution that played to the fandom and the book's strengths. Comprehensive, impactful, agile and deeply impressive.'





SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q1



John & Paul: A Love Story in Songs

Hannah Marshall, Faber



‘The challenge was to find a market for another Beatles book. The team responded by tapping into an emerging narrative around John and Paul, unlocking a new audience as a result. From #mclennon love story theorists to ardent fans, they adapted messaging, tailored platform choice and sought out relevant partnerships to build resonance and drive sales.’

INNOVATION Q1



Blue Sisters PB

Matt Clacher, 4th Estate

‘This team put readers and ambassadors at the heart of their campaign, not simply through adding reviews to the copy but making it the very core of their proposition. It flipped the camera back to the audience in an authentic and innovative way.’



CREATIVITY Q1



A Language of Dragons

Laura Hutchison, HC Children's

'This impressive campaign put creativity and pre-orders at its heart and boy did it pay off. By onboarding social media champions and bookseller ambassadors early on and arming them with beautiful POS and eye-catching graphics, this team sustained excitement from first announcement, right the way through to publication and beyond.'

GRAFT Q1



The Favourites

Katrina Northern & Maireád Zielinski,
Vintage

'Ambitious, impactful and oh so creative, this campaign took their multi-faceted title to a multi-faceted audience, with partnerships, events and collateral which truly brought the book to life. Multiple editions, zeitgeisty mailings and cleverly timed promotions covered all the bases for this book and then some.'



FORMAT Q1



The Baby Dragon Café

Emily Hall & Jessica Whitehead, Avon

THE BABY DRAGON CAFE

How we created a 'reader first' marketing campaign for Avon's FIRST fantasy romance book (which started as a book with NO budget and as a small trend-led IP project!)

Can we tempt you to an overview...

- Waterstones top 10 paperback bestseller
- #1 requested title on NetGalley
- Avon's best EVER engagement and uptake from booksellers, especially for POS
- Maintained a 5-6% CTR on META ads for over 4 months
- Six GPP deals agreed within a week of Frankfurt book fair
- Kindle top 20 bestseller
- Gained 650 IG followers from posts about the book
- Avon's first Locked Library Forbidden Wing special edition
- 694,000 views for #TheBabyDragonCafe on TikTok
- 35,000 views for #TheBabyDragonClub on TikTok
- Avon's bestselling title on the HarperCollins TikTok Shop
- Incredible Waterstones support
- Over 22,000 paperbacks sold!
- Over 9,000 eBooks!

ROI of 1,761% / £0.05p money spent per book sold (across all formats)

The book cover for 'The Baby Dragon Café' by A.T. Qureshi features a whimsical illustration of a small, red dragon with a yellow belly and a green hat, standing in front of a cozy, orange-lit café. The café has a sign that says 'The BABY DRAGON CAFE' and a small 'OPEN' sign in the window. The background is a dark, starry night sky. The author's name 'A. T. QURESHI' is at the bottom.

avon.

‘Branching into a new genre segment, the team took a ‘reader-first’ approach, creating genuine appetite for the book. From a TikTok video, they generated a newsletter of over 1K with an astonishing 87% open rate. They stayed nimble and kept increasing budgets for online ads – specifically TikTok – in response to reader demand and growing hype. The campaign managed to secure the biggest Waterstones sub of all time for the publisher.’

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CONGRATULATIONS ALL!