



BOOK MARKETING SOCIETY

**WELCOME TO THE BMS MEETING!**

Thursday 18 September 2025



# 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



## Q3 JULY – SEPTEMBER 2025

- Submissions open: 1 October
- Submissions close: 24 October
- Awards announced: mid-end November



# AWARDS





# MULTI-TITLE CAMPAIGN Q2 HIGHLY COMMENDED



## ***How To Train Your Dragon*** Naomi Berwin & Nils Jones, Hachette Children's

*'This campaign had a number of tricky propositions to communicate, but a firm foundation of audience insight and segmentation held it in excellent stead, providing a framework for highly bespoke activity delivered for each group of readers. With a huge number of assets created and incredible work across retails, schools and libraries, this campaign was the very definition of no-stone-unturned.'*



# MULTI-TITLE CAMPAIGN Q2 WINNER



## Wayward TxF imprint launch

Sara Roberts, Transworld



*'Smart, dynamic and imaginative, this campaign proved the power of social media to energise readers and drive demand. The scale of the community engagement was striking, but equally impressive was converting that passion into retailer support, with multiple editions secured. A confident, original and highly effective strategy from start to finish.'*

# GUERRILLA CAMPAIGN Q2 HIGHLY COMMENDED



## *Fahrenheit-182*

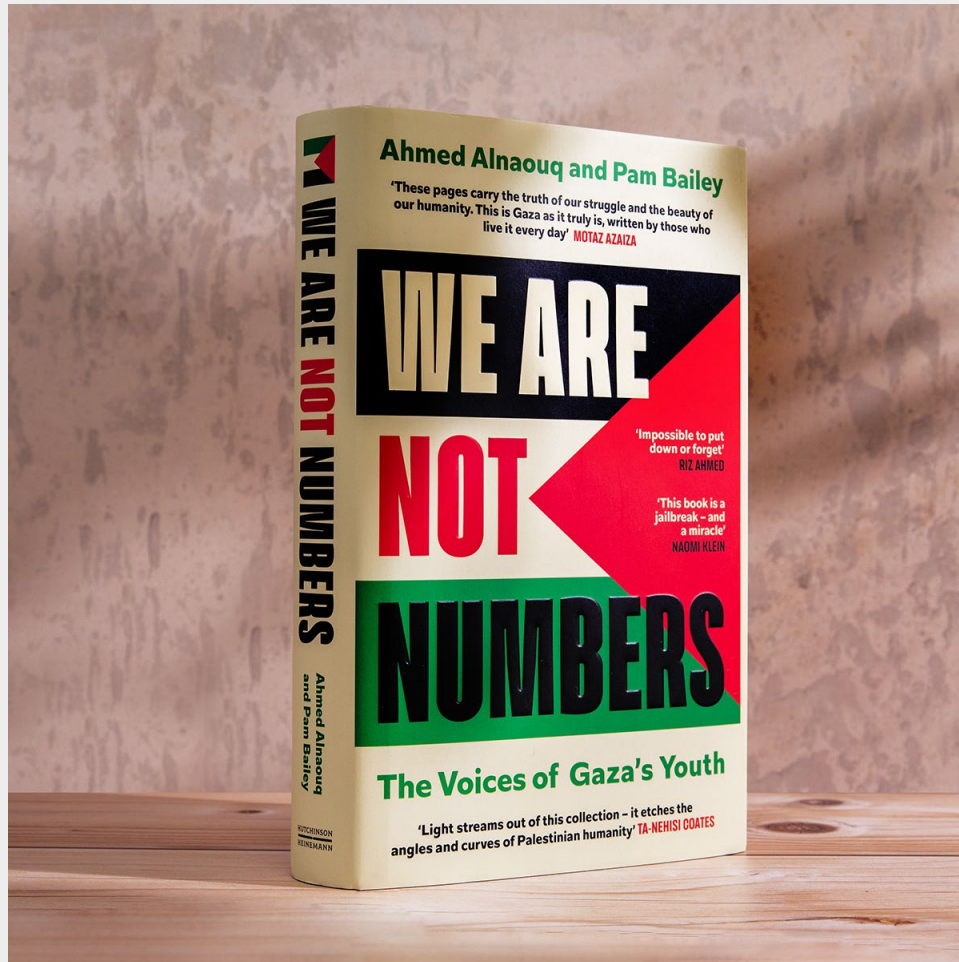
Aimee Kitson, Little Brown

*‘True fandom and some genuine grit and determination all shone through in this agile, hard-working and creative campaign. With limited resource, this marketer pin-pointed the audience, deployed tactical merch and displayed true pivoting prowess when fate handed her a curveball.’*





# GUERRILLA CAMPAIGN Q2 WINNER



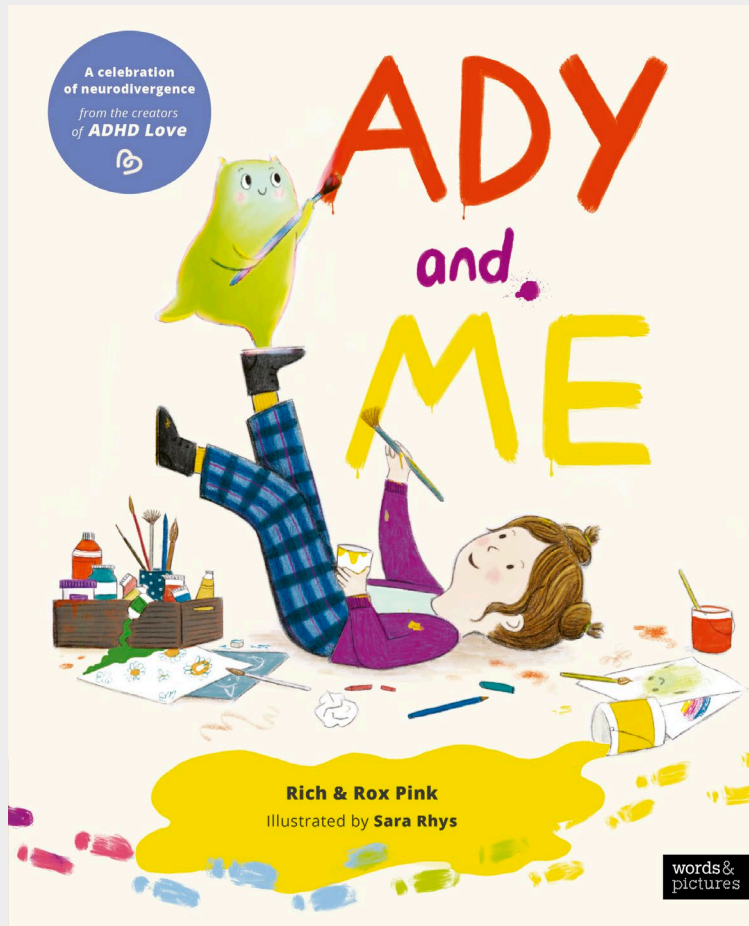
## ***We Are Not Numbers***

Mhari Nimmo,  
Cornerstone

*'The campaign took on new meaning with this title which took its inspiration from third sector work to reach audiences not just with the book, but with a message. Working closely with key partners, including an easy-to-use asset bank, in all messaging and drilling down into demographics made this team's work inspiring, impactful and truly effective.'*



# CHILDREN'S CAMPAIGN Q2 HIGHLY COMMENDED



## *Ady and Me*

Christopher Ransom, Megan Fowler & Lucy Lillystone, Quarto

*'The team used market research to connect with a carefully selected influencer list. The marketing tactics included Reddit, Meta and TikTok ads targeting the right community, driving substantial link clicks. This well-orchestrated activation, engaging the trade and education sector, included activity packs and teachers notes sent to Waterstones, indies, schools and libraries. From window painting to sold-out events, the team delivered a hugely targeted campaign.'*

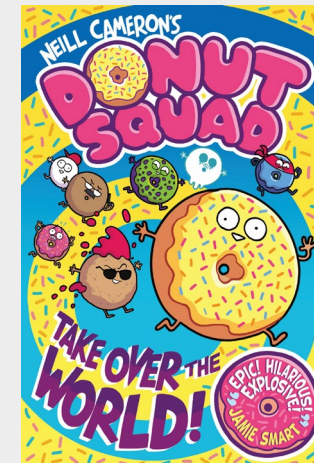
# CHILDREN'S CAMPAIGN Q2 WINNER



## ***The Donut Squad***

Fraser Hutchinson & Ruth Sanderson,  
David Fickling

*'Strategic, imaginative and deeply collaborative, this campaign showed real insight into how to activate the trade. By prioritising grassroots bookseller engagement – from bespoke events to inventive author-less packs – the team defied convention, placing retailer investment above consumer spend and delivering outstanding sales.'*



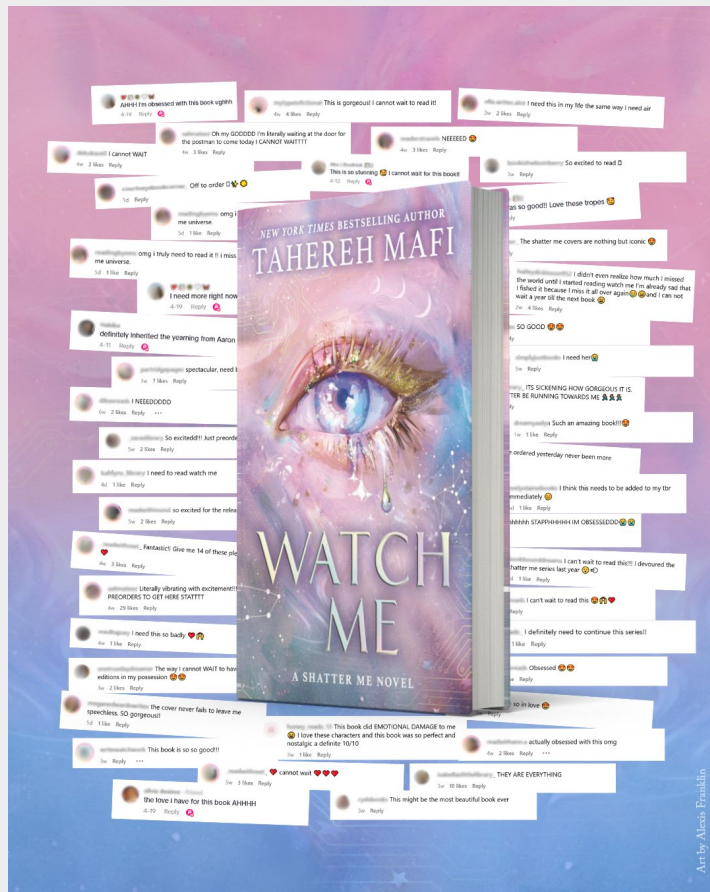
# YOUNG ADULT Q2 HIGHLY COMMENDED



## *Watch Me*

Olivia Carson, Sophie Porteous & Lorrie Rose, Farshore

*‘A global, impressive campaign featuring bespoke retail initiatives and a super smart use of audience data, alongside a huge amount of creative organic content – generated via a readathon and collaborations with content creators – and targeted ads, which overcome the challenges created by a content embargo and limited author’s reach in the UK. The judges were impressed by a 360-degree campaign and a team that never sat on their laurels!’*





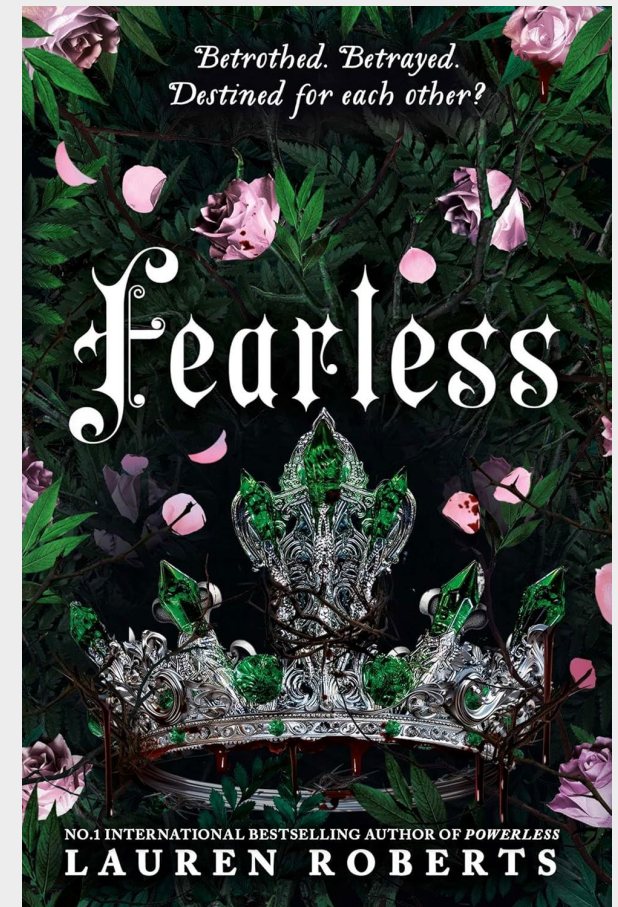
# YOUNG ADULT CAMPAIGN Q2 WINNER



## ***Fearless***

Alesha Bonser, Miya Elkerton  
& Simi Toor, S&S Children's

*'An exuberant, meticulously planned campaign that combined scale with imagination. With bold influencer outreach, creative themed events, inventive partnerships and cutting-edge digital tactics, this team built excitement at every turn. This was marketing at its most dynamic, translating creative energy into remarkable sales success.'*



# DEBUT CAMPAIGN Q2 HIGHLY COMMENDED



## *Silver Elite*

Sophie Shaw & Isabella Levin, Cornerstone



*'This team harnessed the hype and passion of early readers and turned it into a tsunami of content. A campaign with a really clear understanding of the audience, meticulous targeting and a team who just didn't give up in the face of disappointments.'*

# DEBUT CAMPAIGN Q2 WINNER



## ***Consider Yourself Kissed***

Sophie Shaw & Claire Bush,  
Cornerstone

*'The passion this team felt for the book was written for all to see in their submission. Their dedication and drive ensured a campaign that was unmissable with small touches wielded hyper-effectively, lovely outreach to book clubs and no stone left unturned in getting this book into the hands of readers.'*





# ADULT NF: NARRATIVE CAMPAIGN Q2 HIGHLY COMMENDED

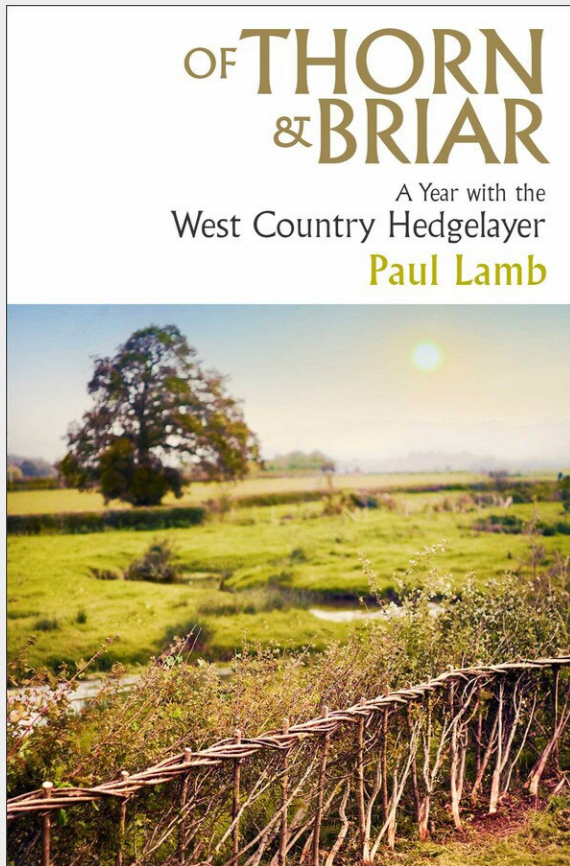


## ***The New Age of Sexism***

Hannah Paget, Sarah Jeffcoate &  
Kate Kaur, Simon & Schuster

*'This team took on this campaign knowing its potential impact on their own mental health, but with a sense of its wider importance. We were impressed with how they targeted new audiences for the book's important messages with piercing copy – and deftly navigated a viral moment with a sense of responsibility towards their author and the team itself.'*

# ADULT NF: NARRATIVE CAMPAIGN Q2 WINNER



## ***Of Thorn & Briar***

Rich Vlietstra, Simon & Schuster

*'A masterclass in how to get the best out of a nervous author, this highly focused campaign successfully took a niche title and made it relevant to a wider audience (and achieved a Top 10 Sunday Times bestseller). We loved how video storytelling was used to bring more people into the author's world and establish him as a nature expert, as well as create content for ads and the paperback. Rather than trying to squeeze everything out of the marketing budget, the team adopted a 'less is more' approach, focusing on the author's Insta, savvy pre-order retargeting (with a competition), relevant partnerships, and indie retailers.'*

# ADULT NF: LIFESTYLE CAMPAIGN Q2 HIGHLY COMMENDED



## ***Boustany***

Lara McLeod, Ebury

*'A thoughtful and authentic campaign. The team beautifully achieved their objectives by marketing this as much more than a cookbook – it's a cultural experience. The budget was used efficiently, with the team able to leverage Sami and his 170K followers as well as choice influencers in the political sphere and in the world of food. The Zaytoun partnership was spot on as was the audience targeting and the approach to retailers – giving them nice add-ons (like flower seeds) to support hardback sales.'*



# ADULT NF: LIFESTYLE CAMPAIGN Q2 WINNER



## ***Nettles & Petals*** Lewis Laney, Quarto

*'Marketers know that followers don't necessarily equate to sales, particularly for a hardback, but this campaign successfully took an 'ecological horticulturalist internet sensation', stretched the audience into the wellbeing space, achieved a Sunday Times Top 10 bestseller and set him up as the next big brand author in gardening. True to the subject matter, they took a local, personal approach with a strong focus on activations in the north.'*



# ADULT FICTION CAMPAIGN Q2 HIGHLY COMMENDED



## *Atmosphere*

Isabella Levin & Claire Bush, Cornerstone



*‘The team used this campaign to reposition its author, while understanding the needs of the audience – as well as the stunning creative, we were particularly impressed by the trade engagement and the focus on audio.’*

# ADULT FICTION CAMPAIGN Q2 WINNER



## ***Butter PB***

Liv Marsden,  
4<sup>th</sup> Estate

*‘This campaign was a masterclass in creativity with an advertising copy line that held more than a touch of genius.*

*Every element was well thought through – it would have been easy to over-egg this pudding but the ingredients were weighed and considered, and it was a complete stand out.’*







# SPOTLIGHT AWARDS



# AUDIENCE DEVELOPMENT Q2



## ***A Different Kind of Power***

Natasha Tulett, Pan Macmillan



*‘Meticulous analysis was the hallmark of this campaign, breaking down the category, author and channels to market all with the audience at the heart of their focus.’*

# INNOVATION Q2



## ***Caught Up***

Charlotte Gill, Quercus

*‘This book began life as a TikTok sensation, and the team did a great job of serving existing fans while reaching new audiences. The team trailed content from the book using a new tool of ManyChat for Instagram, with a huge response rate – and, most impressive, this was just one of many digital tools they used in this campaign.’*



# CREATIVITY Q2



## ***Is A River Alive?***

Sahina Bibi & Emily Cox, Penguin General

*‘The judges were impressed by this extremely creative and detailed campaign. From recruiting local artists to create their own interpretations of the cover artwork for window displays, to a map featuring the relationship between independent stores and rivers, plus branded partnerships and cross-promotional activities, the team went above and beyond to deliver fantastic indie support. And the final creative touch: the author used a stamp with ink crafted from the waters of 105 rivers. We loved it!’*

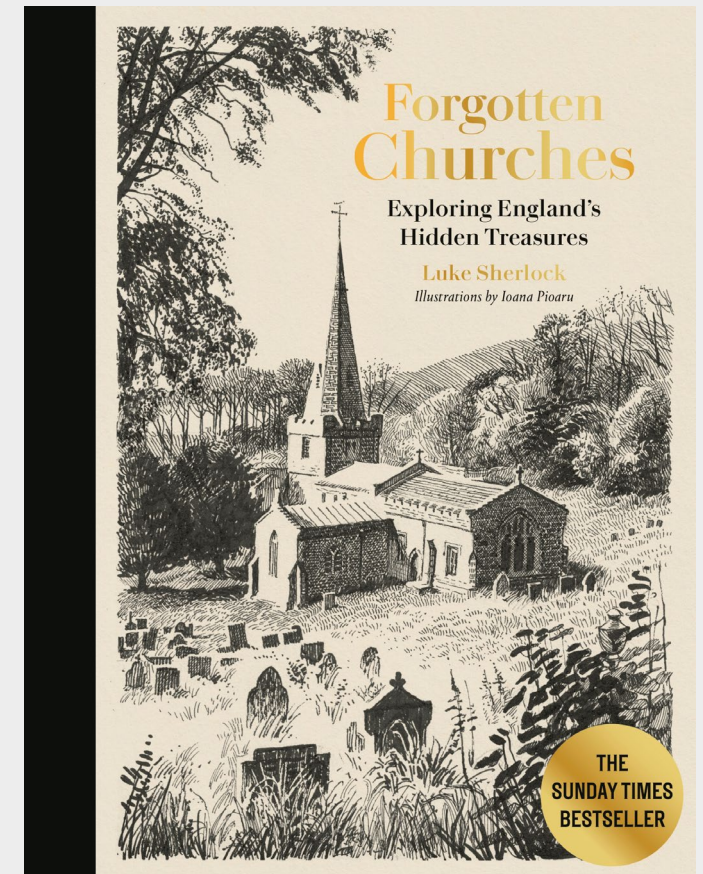


# GRAFT Q2



## ***Forgotten Churches*** Stephanie Lee, Quarto

*‘This felt like a real labour of love and we were impressed by how much the team achieved on their budget. Grassroots booksellers and the community for the author’s shop Sherlock & Pages were a key focus and the subsequent pre-sales led to an increase in print-run. A well-planned and executed digital, social and influencer campaign, which utilised the illustrator as well as author Luke Sherlock, resulted in the book outselling its competitor, from a known author, and making the Sunday Times bestseller list on publication.’*



# FORMAT Q2



## ***The Devils***

Lucy Cameron,  
Orion

*'A long-lead, outstanding campaign maximising the potential of the audio format, delivering fantastic audio results. From a selective pre-launch strategy to a number of post-campaign tactics extending the activity beyond pub date, the judges were impressed by the buzz the team managed to create online and at retail.'*

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