



BOOK MARKETING SOCIETY

**WELCOME TO THE BMS MEETING!**

Wednesday 21 January 2026



# 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



## Q1 JANUARY – MARCH 2026

- Submissions open: **Now**
- Submissions close: **Friday 24 April, 6pm**
- Awards announced: **mid-end May**



# AWARDS



# MULTI-TITLE CAMPAIGN Q4 HIGHLY COMMENDED



## The Year of Reacher

Jen Porter & Lucy Upton,  
Transworld

*'This team were indefatigable, always on (in many senses) and creating so many campaign strands that managed to cohere around a central theme and call to action. From experiential to outdoor to digital, this campaign secured bestseller slots across the board, all with a view to the future longevity of a much-beloved brand.'*





# MULTI-TITLE CAMPAIGN Q4 WINNER



## ***Little Miss Marple and Mr. Poirot***

Chris Wells & Lila Nicholson,  
Farshore

*'This campaign was a daring tale of suspense, taking a huge risk that massively paid off. With canny audience targeting, exceptional stakeholder management, and creativity the team honoured both the core titles and their new iterations with triumphant results. This submission was a joy to read.'*

# GUERRILLA CAMPAIGN Q4 HIGHLY COMMENDED



## ***12 Ways to Kill Your Family At Christmas***

Chloe Cummings, Grace Edwards &  
Katie Sadler, One More Chapter

*‘Clever positioning of this book in the seasonal space meant a campaign that just kept giving. The team were agile when challenges loomed, creative and playful with outreach and, frankly, the ROI speaks for itself.’*





# GUERRILLA CAMPAIGN Q4 WINNER



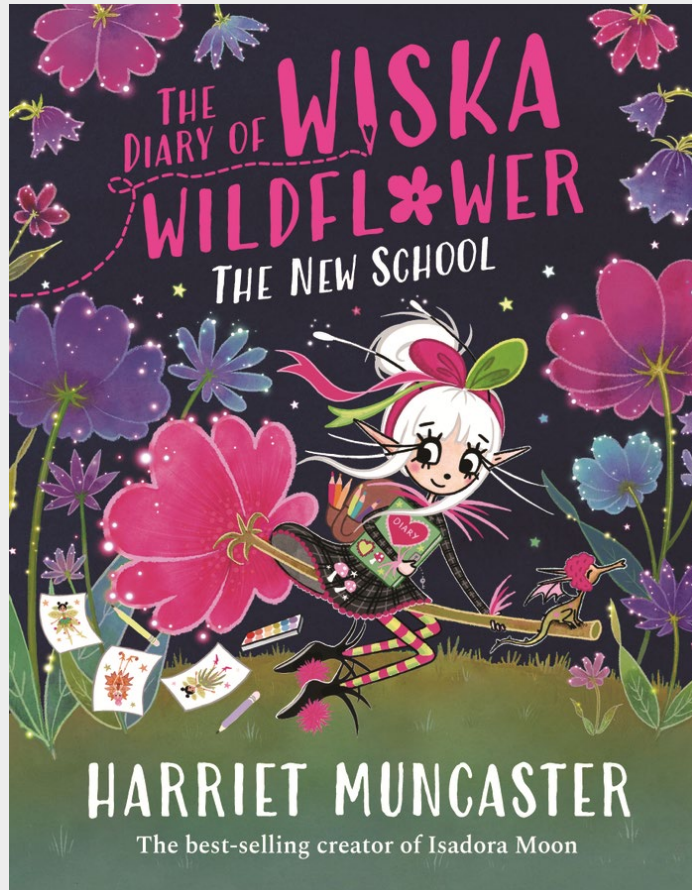
## *Eleanor*

Charlotte Dixon,  
Pan Macmillan

*'This was a fantastic multi-channel campaign on a small budget. The team were able to pivot to take advantage of market insight, harness the power of signed copies and work to translate a sizeable social audience into sizeable sales.'*



# CHILDREN'S CAMPAIGN Q4 HIGHLY COMMENDED



## ***The Diary of Wiska Wildflower: The New School***

Aleena Waseem, OUP

*'A hardworking, multi-layered campaign that achieved strong sales in a challenging category. From literacy partners and schools to bold retail moments and a packed events programme, this launch showed real belief in the author and a clear commitment to building a series for the long term.'*

# CHILDREN'S CAMPAIGN Q4 WINNER



## *Diary of a Wimpy Kid: Partypoooper*

Lottie Halstead, PRH Children's

*'A masterclass in scale, consistency and precision, this campaign activated readers wherever they were, from bookshops and schools to screens, stations and family venues. Seamlessly combining retail, digital, experiential and broadcast activity, the team delivered extraordinary engagement and commercial results, cementing this author as a dominant force in the children's market.'*





# YOUNG ADULT Q4 HIGHLY COMMENDED



## ***Seven Deadly Thorns***

Tim Hardy,  
Bloomsbury

*'From leveraging owned channels and creator relationships to fostering reviews from the core audience and beyond, the team managed to deliver an impressive, reader-centric campaign in a saturated market. The campaign featured super strong pre-order activity and bespoke retail activations creating buzz and excitement around the exclusive editions.'*



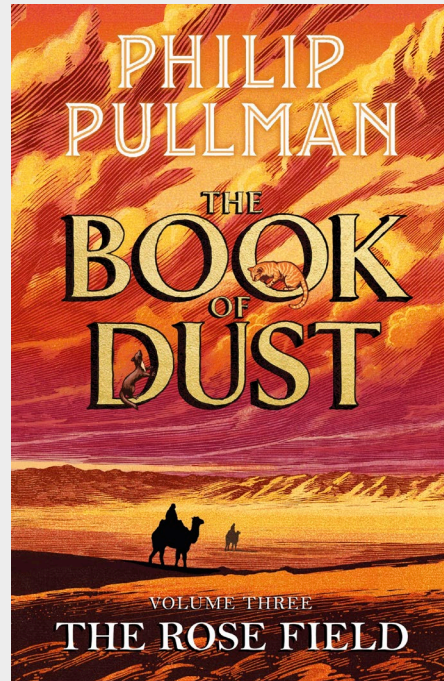
# YOUNG ADULT CAMPAIGN Q4 WINNER



## ***The Book of Dust Vol 3: The Rose Field***

Michael Bedo, PRH Children's

*'A 360°, significant campaign featuring an exciting teaser moment, POS timed with the announcement and pre-order phase, event packs for midnight launches, creative and extensive OOH and strategic investment in targeted digital advertising delivering excellent results for a publishing landmark title.'*

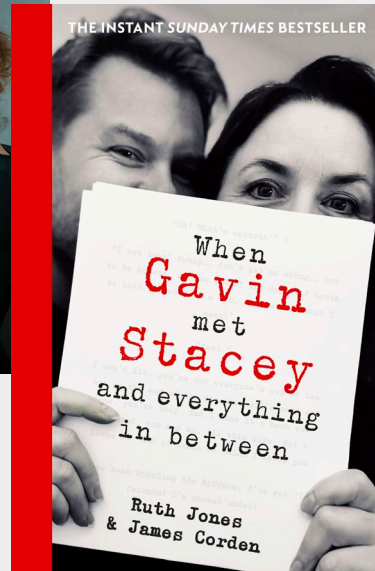


# ADULT NF: NARRATIVE CAMPAIGN Q4 HIGHLY COMMENDED



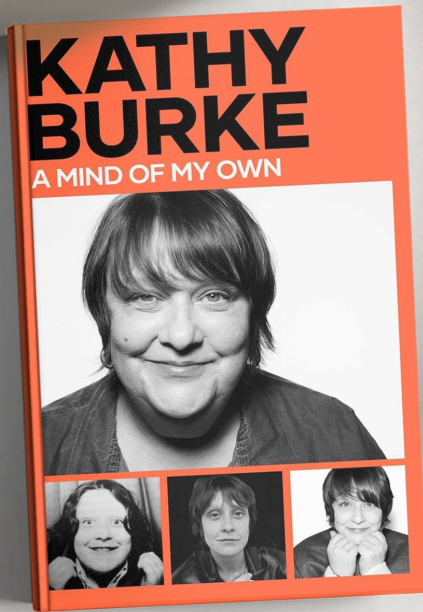
## *When Gavin Met Stacey*

Rosie Ainsworth, Sarah Ridley & Helena Sheffield, Transworld



*‘This hard-working, strategic campaign successfully harnessed the power of fans, location and beloved cultural touchpoints. As well as driving huge pre-orders, the campaign broke digital benchmarks with audiobook ads on Hearst's network and smartly placed YouTube ads. We loved how they maximised the limited time they had with the authors, creating tons of hardworking social content and even a film for creators which drove their highly effective influencer activity.’*

# ADULT NF: NARRATIVE CAMPAIGN Q4 WINNER



## ***A Mind of My Own***

Hayley McMullan, Richard Vlietstra,  
Simon & Schuster

*'A wonderful all-encompassing campaign befitting of the author's national treasure status. Judges were impressed by the strategic use of data and insight that drove huge engagement, conversion and super impressive ROI. The audience-focused approach and use of the author's archive was perfectly pitched, as was the full campaign.'*



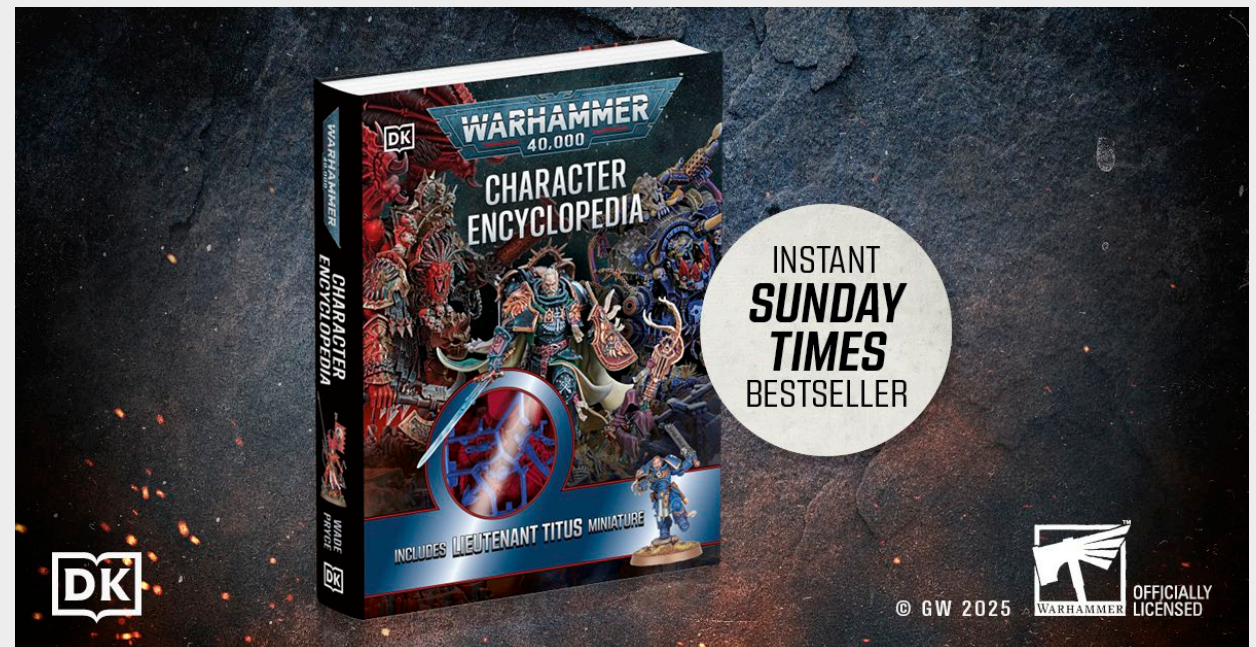
# ADULT NF: LIFESTYLE CAMPAIGN Q4 HIGHLY COMMENDED



## *Warhammer 40,000 Character Encyclopedia*

James Atkinson, Tilly Mummery & Savannah Macgowan, DK

*'A superb fan-centred campaign that achieved a first Sunday Times bestseller, the team astutely drip-fed news, teasing fans to drive massive pre-orders and rewarding and engaging them with YouTube release day content. They invested in booksellers, taking 40 on an immersion day. From the Meta campaign to the creative OOH this delivered across the board, even recruiting new and surprising retailers off the back of its success.'*



# ADULT NF: LIFESTYLE CAMPAIGN Q4 WINNER

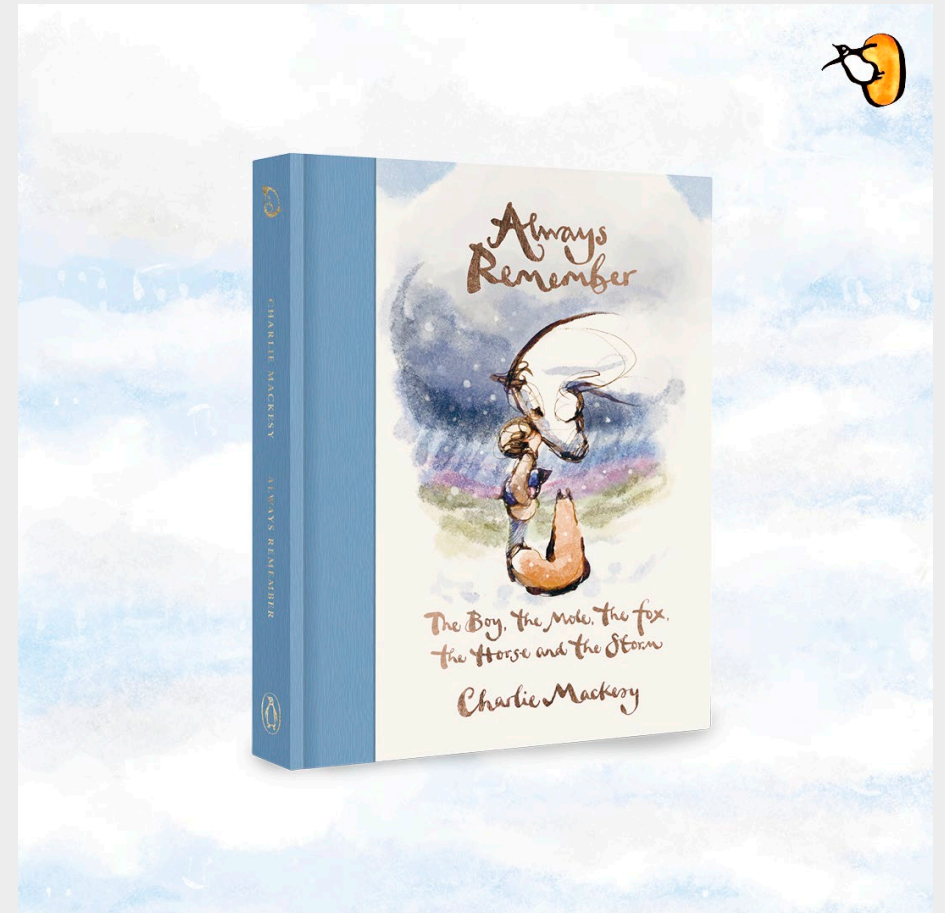


## ***Always Remember: The Boy, the Mole, the Fox, the Horse and the Storm***

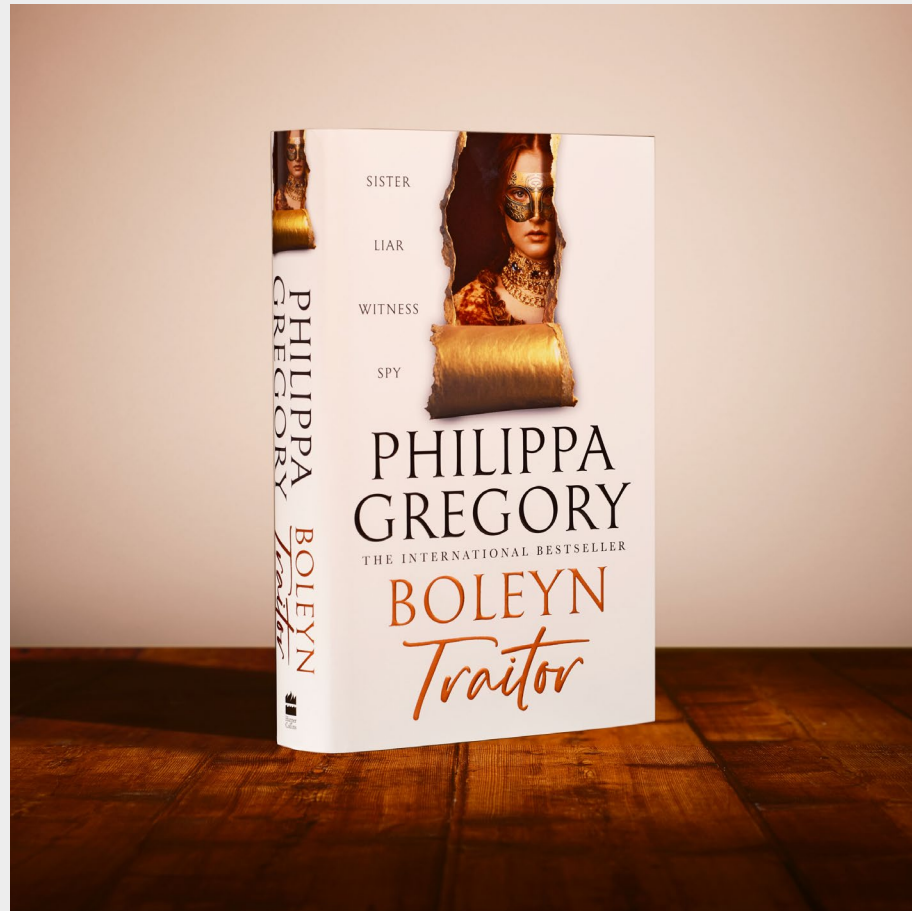
Abby Watson & Lara McLeod, Ebury

*'This team put their budget to work brilliantly, resulting not just in incredibly impressive sales but also positive impact.'*

*The campaign scored well across the board from digital agility to smart use of OOH and stunning POS and retailer activity. Creative spectacle (a wonderful in-store installation) was balanced by social impact, bringing the book to life beautifully and impactfully.'*



# ADULT FICTION CAMPAIGN Q4 HIGHLY COMMENDED



## ***Boleyn Traitor***

Sarah Shea, Lipfon Tang,  
Alexandra Sequeira & Vicky Watson,  
HarperFiction

*'This blockbuster campaign was packed full of ideas and insight, all targeted to build awareness, pre-orders and longevity. Judges loved the multiple touchpoints, bold creative and bespoke retailer engagement which took this bestselling author to a whole new level.'*



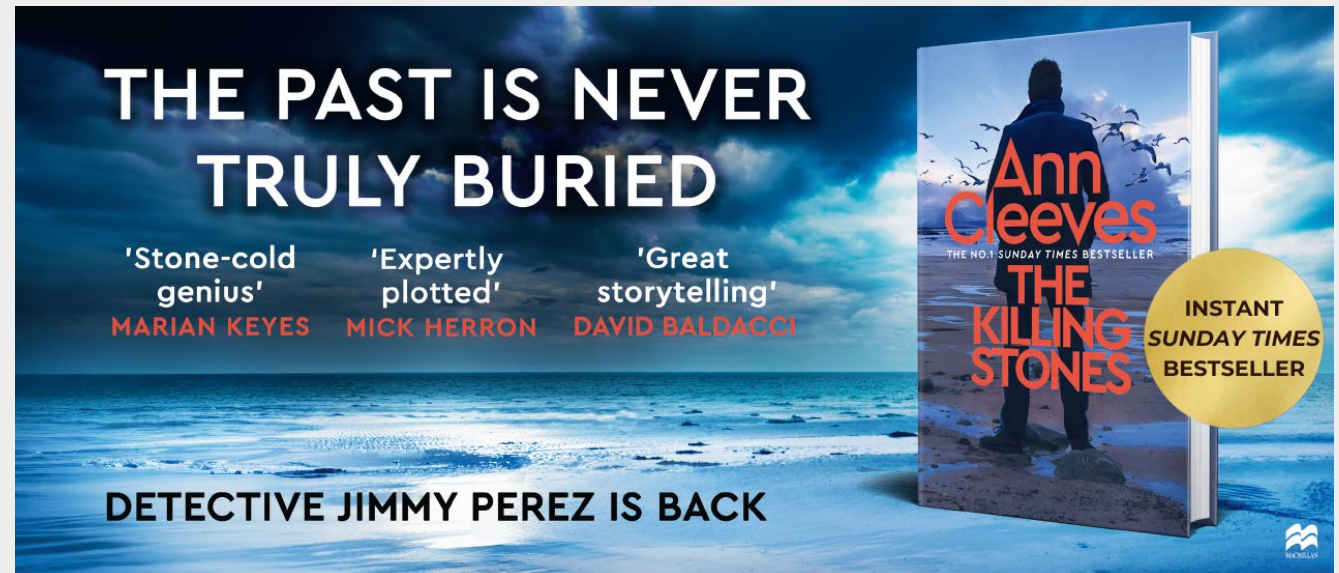
# ADULT FICTION CAMPAIGN Q4 WINNER



## *The Killing Stones*

Natasha Tulett, Pan Macmillan

*'This was a 360°, high-graft campaign for a long-standing brand author with a string of clever innovations and smart, tailored approach to retail. Whether it was targeted indie bookshop partnerships, savvy use of bespoke stories to drive data collection, or simply the alchemy used to deliver a whole lot of sales, this marketer pulled out all the stops, and it paid off.'*





# SPOTLIGHT AWARDS



# AUDIENCE DEVELOPMENT Q4



## *Jean Paul Gaultier Catwalk*

Curtis Garner, Thames & Hudson



*'This marketer could have looked to a narrow market for this title, but instead managed to develop a broader audience with creativity, collaboration and a bit of camp. Despite a high price point, the well-pitched industry opportunities went a long way in this highly clever campaign.'*



# INNOVATION Q4



## ***BBC Audiobooks x UK Literary Festivals***

Olivia Pither, PRH Audio

*'This team took their targeting to the next level with layer upon layer of actionable insight, executing their ads in a way we've not seen before. Their dynamic, insightful and savvy work combined both offline and online elements to maximum effect.'*



# CREATIVITY Q4



## ***The School of Night***

Katrina Northern,  
Vintage

*'This marketer proposed a bold new take on everything from copy to proofs to socials, and that boldness absolutely paid off. Creative, strategic and really quite brave, we were all impressed with this super smart campaign.'*

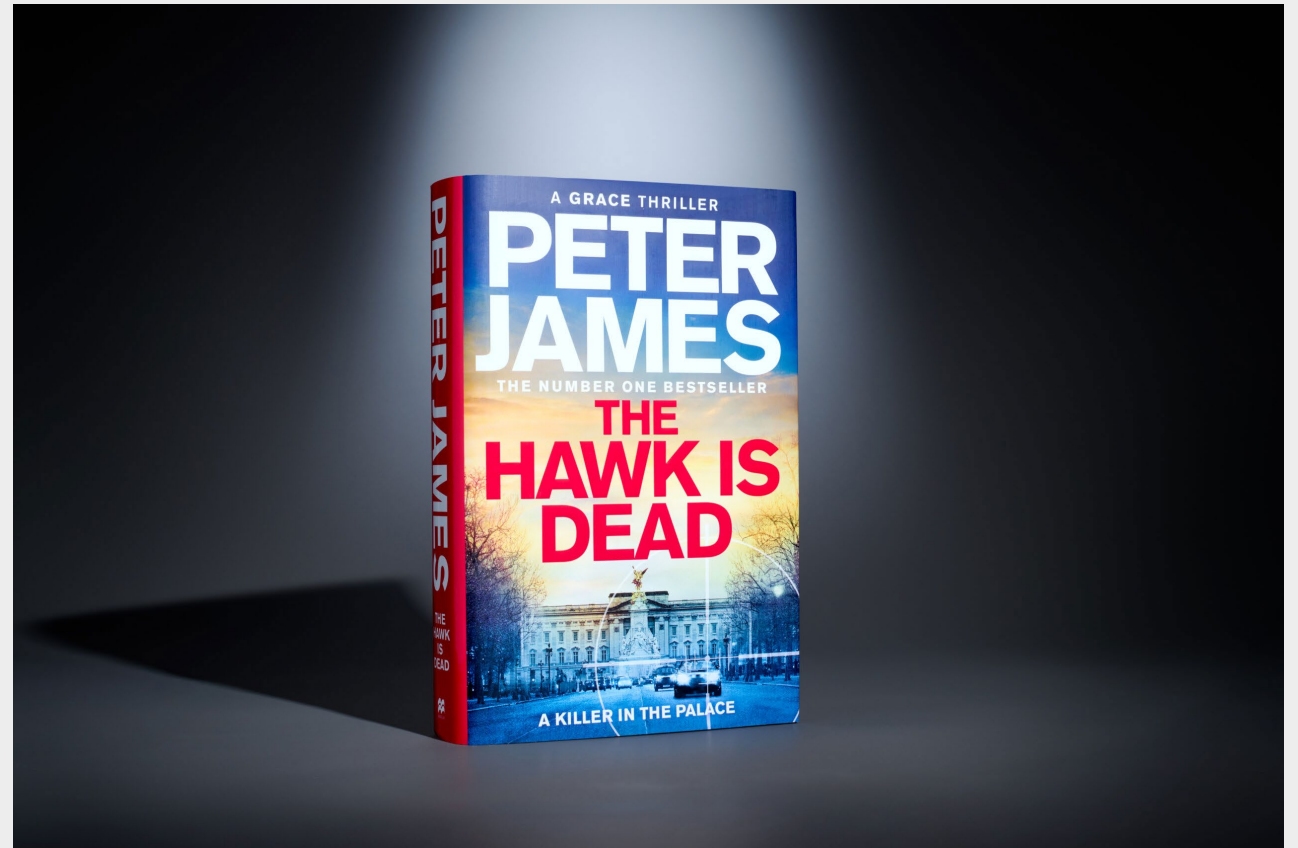
# GRAFT Q4



## ***The Hawk is Dead***

Claire Bush, Pan Macmillan

*'A brilliantly executed, multi-channel campaign that demonstrated real strategic confidence. Leaning into the storyline, the team seamlessly blended cinematic creatives, high-profile cultural moments and tightly targeted advertising, delivering exceptional reach and momentum and making an established series feel newly energised and relevant.'*





# FORMAT Q4



## ***The Wrath of the Fallen***

Hannah Whittaker,

Headline

*'This campaign demonstrated a hyper-focused approach, zeroing in on a very specific audience and channel with clear intent and precision, which clearly paid off in both ebook and audio sales.'*

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**CONGRATULATIONS ALL!**