



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Thursday 21 May 2026

NEXT AWARDS



Q2 APRIL – JUNE 2026

- Submissions open: 1 July
- Submissions close: 24 July
- Awards announced: mid-end August

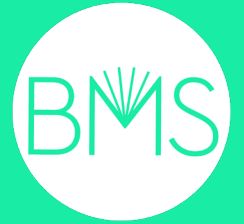
PRIMER DAY



- For new and recent starters
- Friday 12th June
- 9am – 5pm
- Total Media offices, London



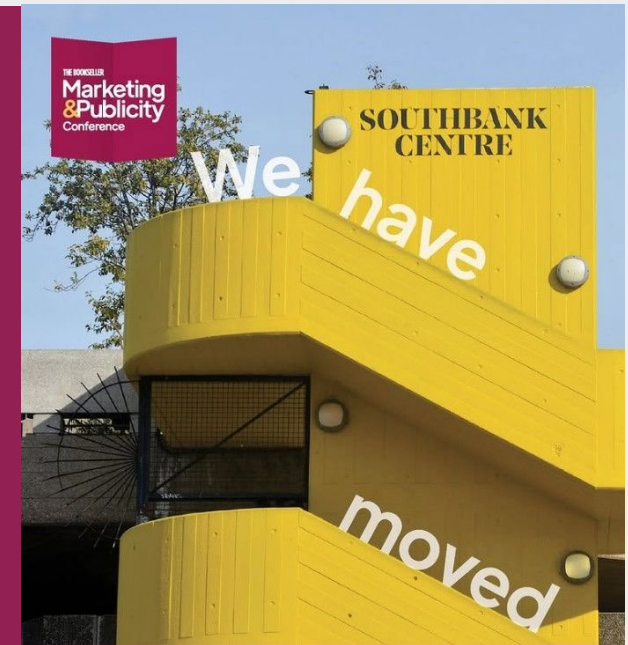
M&P CONFERENCE



📅 Mon Jun 29, 2026 ⌚ 09:00 - 17:00 📍 Southbank Centre, Waterloo

THE BOOKSELLER

Marketing & Publicity Conference



Monday 29th June
Southbank Centre

Sponsors
NielsenIQ BookData



Special offer
now available

<https://www.thebookseller.com/marketing-and-publicity-conference/marketing-and-publicity-conference-2026>



AWARDS



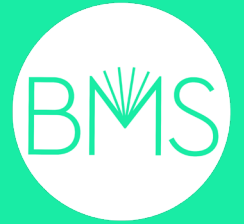
AWARDS: SEASONAL & SPOTLIGHT Q1 JANUARY – MARCH 2026



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 Q1 HIGHLY COMMENDED



Bloomsbury Cooks International Women's Day event

Mia Oakley, Bloomsbury

'We loved how this marketer used their previous sector experience to create a purposeful and impactful campaign. The results are ongoing and demonstrate the power of event marketing.'



MULTI-TITLE CAMPAIGN Q1 WINNER



Listen to the audiobook of Atomic Habits by James Clear



Listen to the audiobook of Wuthering Heights by Emily Brontë



Listen to the audiobook of The Secret History by Donna Tartt



Listen to the audiobook of The Trading Game by Gary Stevenson

Life Changes When You Listen

Jo Kite MacCalla and Carmen Byers,
PRH Audio

'This team addressed a specific sector issue with not only granular targeting and testing, but a stunning, well-rounded creative campaign that elevated the form itself.'

GUERRILLA CAMPAIGN Q1 HIGHLY COMMENDED



Between Two Fires

Holly Wilson,
Gollancz (Orion)

'This marketer made wise choices about where and how to spend budget based on audience understanding, putting the effort in with indie bookstores and Waterstones. And it paid off - the book hit the bestsellers chart a number of times, outperforming its predicted sales tenfold.'

GUERRILLA CAMPAIGN Q1 WINNER



And Now, Back to You

Charlotte Dixon and Carol-Anne Royer,
Pan Macmillan

'This team harnessed keen audience understanding, stellar partnerships and well-deployed digital to extend their author's reach. The result was a brand-enhancing, chart-topping success of epic proportions.'



CHILDREN'S CAMPAIGN Q1 HIGHLY COMMENDED



Gozzle

Jade Potter,
Macmillan Children's

'Excellent ROI, dazzling digital stats and some true innovation in media placement earned this campaign its accolades. Seasonal creative refreshes and imaginative partnerships helped keep the campaign fresh and relevant, while introducing the book to audiences beyond its core readership. Activity across the board was expertly considered, timed and executed.'

CHILDREN'S CAMPAIGN Q1 WINNER



Finn's Epic Fails

Emma Hardy-Quick,
Simon & Schuster Children's

'An impactful, strategic campaign that pulled off a challenging reposition within an already crowded space. Confidence in the humour and authentic child reader response, combined with exceptional retail visibility and a joined-up audience strategy, helped build momentum throughout. A truly hilarious and well-placed trailer, highly covetable proofs and excellent teacher engagement particularly impressed the judges.'



YOUNG ADULT Q1 HIGHLY COMMENDED



A Stage Set for Villains

Yasmin Anshoor,
Mayhem (Penguin Michael Joseph)

‘What stood out most was how cleverly the campaign turned limitations into opportunities and how everything felt immersive. They created script-style bind-ups of the opening chapters, alongside golden tickets to win full proofs. The targeted pre-awareness strategy smartly used scarcity to secure high-quality reviews, while the in-world assets and giveaway brought the book themes to life in a memorable way.’

YOUNG ADULT CAMPAIGN Q1 WINNER



Queen of Faces

Aisling O'Mahony, HarperFire

'By placing LGBTQ+ audiences at the heart of the strategy, from creators to partnerships with bookshops, charities, organisations, and university societies, the team managed to deliver a deeply integrated and community-driven campaign. The in-world mailings, bespoke proofs, standout social activations, and experiential outdoor campaign all worked together to create a highly immersive 360-degree launch.'



DEBUT CAMPAIGN Q1 HIGHLY COMMENDED



Esther is Now Following You

Jen Porter, Transworld



'A super creative, grassroots campaign leveraging UGC and creator activity, and generating buzz with an in-world activation. The pre-awareness social campaign also instilled confidence at retail and supported the sales team in securing several special editions and promotions. The judges loved the virtuous circle of online community activation turned into retail support.'

DEBUT CAMPAIGN Q1 WINNER



Motherfaker

Claire Bush & Zoe Coxon, Pan Macmillan

'What impressed us most was the creativity and cohesion of the campaign. From the Prime Video trailer, podcast, Meta and TikTok ads, and influencer activity, every touchpoint worked together to drive impressions and clicks to retail under a wonderfully executed umbrella campaign. The partnership and giveaways ahead of Mother's Day were particularly smart ways to extend the campaign beyond BookTok and Bookstagram.'



ADULT NF: NARRATIVE CAMPAIGN Q1 HIGHLY COMMENDED



Bimbo

Sophie Shaw, Cornerstone

'This campaign punched above its weight, both in budget and societal impact. Not only did they respectfully use their author's contributions and platforms with guidance and care, they included great partnerships with worthwhile organisations to guide a wider conversation.'

ADULT NF: NARRATIVE CAMPAIGN Q1 WINNER



A Hymn to Life

Annie Rose, Chloe Healy & Olivia Pither,
Vintage

'A brilliant example of how marketing can be so much more than sales. Sensitively executed and highly focused with clear and consistent messaging, resulting in an empowering cultural campaign that shifted considerable numbers of hardbacks and audiobooks.'

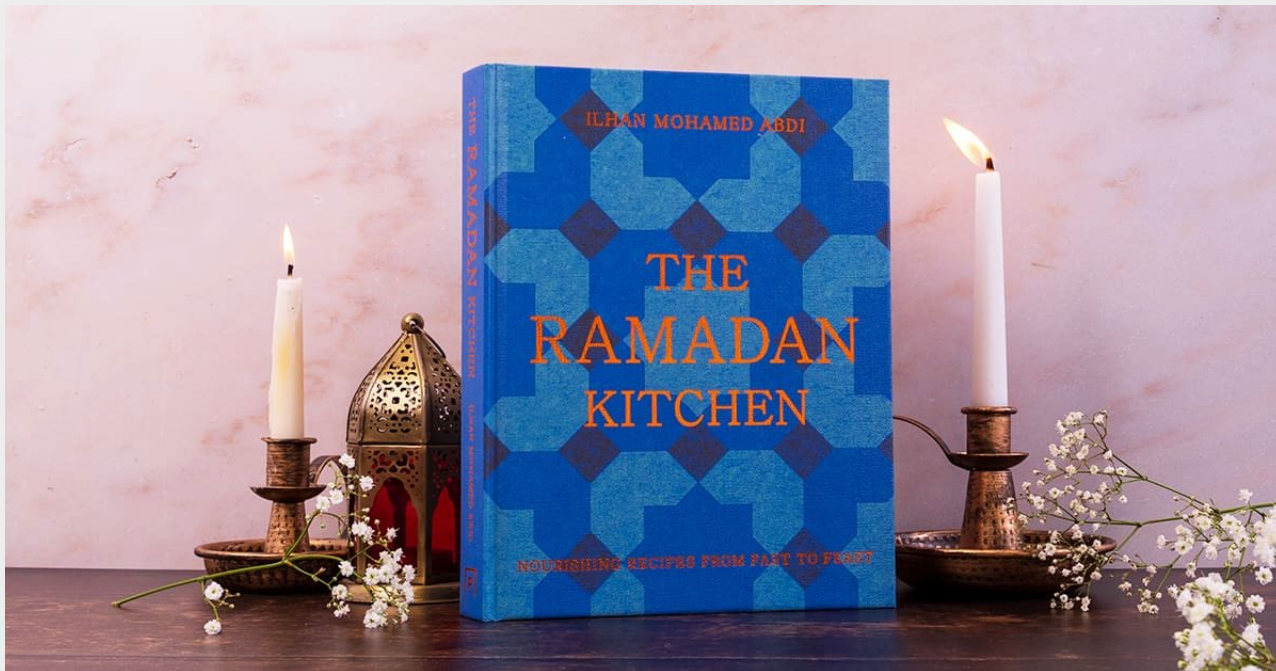


ADULT NF: LIFESTYLE CAMPAIGN Q1 HIGHLY COMMENDED



The Ramadan Kitchen

Vicki Watson & Caroline Oestergaard, Pavilion (HC)



‘Culturally respectful and innovative campaign that listened, learnt and acted. We loved how they experimented beyond traditional marketing platforms, as well as leveraging the author’s reach, resulting in a strong pre-order campaign and tasty sales.’

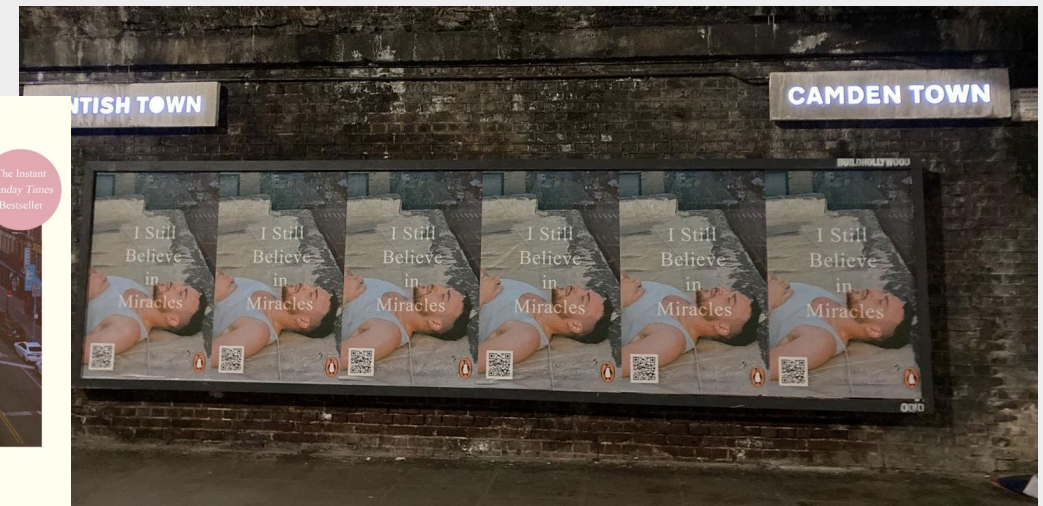
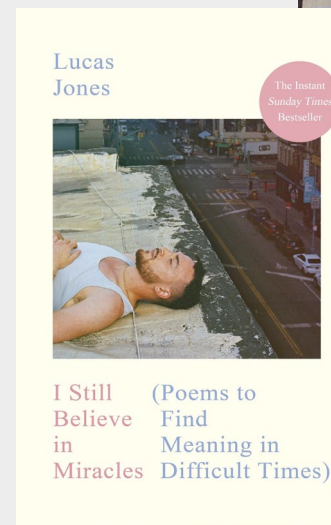
ADULT NF: LIFESTYLE CAMPAIGN Q1 WINNER



I Still Believe in Miracles

Margarida Mendes Ribeiro, Ebury

'We loved this team's creative positioning of their author, drawing on wider references across other cultural industries while allowing their author to express themselves and the book's important message.'



ADULT FICTION CAMPAIGN Q1 HIGHLY COMMENDED



My Friends

Amy Fulwood & Kate Kaur,
Simon & Schuster

'This team zeroed in on a brilliant idea to promote this book that acted as authentic content creation and consumer insight all in one. A winning strategy that paid off with a nice uplift in volume sales on the previous book.'

ADULT FICTION CAMPAIGN Q1 WINNER



Hooked

Liv Marsden & Ellen Woodley,
4th Estate

'This campaign left no stone unturned, and then some, with this 360 degree, always-on mega-effort for a title with no author, no signed copies and all the expectations. Immaculate POS, hyper-focused retail strategy, and an unflinching eye for detail made this team's work the category winner.'





SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q1



BOOK SQUAD
from HarperCollins Publishers

Friday Book Club with Jenny McLachlan

📅 Friday afternoons

🕒 2.00 -2.30pm

💻 Online

Sign up for 30 minutes of book-inspired fun with incredible author guests

plus weekly guest authors

A circular portrait of Jenny McLachlan, a woman with blonde hair, smiling, wearing a blue top and a necklace. The text 'plus weekly guest authors' is written in a curved path around the bottom of the circle.A row of seven book covers from the 'Dragon Riders' series by Jenny McLachlan. From left to right: 'The Land of Roar', 'Return to Roar', 'Battle of Roar', 'Dragon Riders', 'Lost Dragon Roar', 'Dead Good Detectives', and 'Fair vs. Bo'.

Friday Book Club

Rebecca Morrison & Sarah Sleath,
Collins

‘Super smart targeting to meet readers where they are provided increased engagement and lessons to take forward.’

INNOVATION Q1



Onyx Storm PB

Laura Vile & Katy Brigden,
Little Brown

'With a big budget, it is easy to do the same thing, but this team found new partners that pushed the boundaries and tested platforms, data, retailers and formats.'

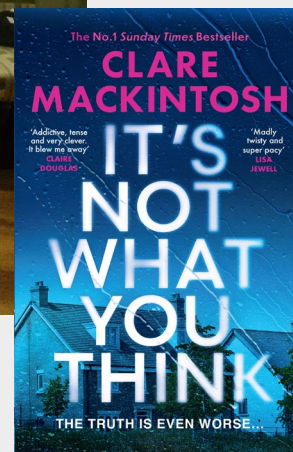


CREATIVITY Q1



It's Not What You Think

Adam Humphrey, Vicky Joss
& Alexandra Sequeira,
HarperFiction



'Working within constraints pushed this team to some truly creative work, from killer copy lines to proofs and out-of-home that played with readers' perceptions, for a truly outside-the-box campaign.'

GRAFT Q1



The Last Starborn Seer

Shannon Hewitt & Jo Liddiard,
Head of Zeus

‘Despite being the first foray into this genre for the team they were beyond determined to make it work and stayed the course, with endless rounds of beautiful proofs, events, tailored POS, freebies and a very happy author.’



FORMAT Q1



Careless People PB

Claire Bush, Pan Macmillan



'A brilliant example of how smart planning can turn a disadvantage into a commercial opportunity. We loved how the development of the audiobook fuelled the wider campaign, supporting sales across multiple formats.'

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INSTAGRAM



 @bookmarketingsociety



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CONGRATULATIONS ALL!