



BOOK MARKETING SOCIETY

WELCOME TO THE BMS MEETING!

Thursday 10 September 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



Q3 JULY – SEPTEMBER 2026

- Submissions open: 1 October
- Submissions close: 23 October
- Awards announced: mid-end November

LBF 2027



- Open Day – Thurs 17th September 2026
- BMS/PPC panel events – Weds 17th March 2027

Please email
admin@bookmarketingsociety.co.uk
if you're interested in either activity.





AWARDS



AWARDS: SEASONAL & SPOTLIGHT Q2 APRIL –JUNE 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 Q2 HIGHLY COMMENDED



Ultimate Football Heroes

Nassima Bouchenak, Bonnier



'Really solid campaign that delivered impressive results in a very competitive environment. We loved the partnerships, the competitions and the bountiful POS which helped to achieve their objective of reaching and engaging young readers.'

MULTI-TITLE CAMPAIGN Q2 WINNER



Terry Pratchett's Hat Parade

Julia Gaynor and Helena Sheffield, Transworld and PRH Audio

'A wonderfully well-executed activity which created a national, commercial brand moment around a core creative idea. Exactly what a multi-title campaign should be! The activation mobilised over 150 bookstores across the country as well as libraries, which – in conjunction with a targeted social media campaign – delivered tangible results.'



GUERRILLA CAMPAIGN Q2 HIGHLY COMMENDED



The Magical Matcha Teashop

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



‘This team understood the brief: to position this book within a zeitgeist moment and fight off competitive titles doing the same. Without much retailer backing they went straight to the TikTok shop, which was perfect positioning, and generated reviews. Lots of creative activity worked very well, with the confidence and heft of a much bigger budget.’

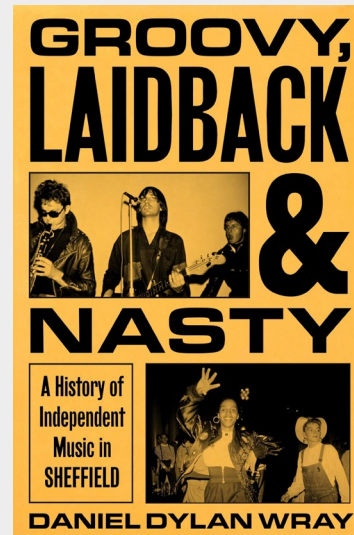
GUERRILLA CAMPAIGN Q2 WINNER



Groovy, Laidback & Nasty

Javerya Iqbal and Tom Noble,
White Rabbit (Orion Books)

'We rarely see campaigns which focus on a specific regional area, so it was uplifting to see how many local partners came on board with creative ways of celebrating this title. The successes included great sales (against budget), great engagement with readers, and a happy author.'



CHILDREN'S CAMPAIGN Q2 HIGHLY COMMENDED



The Ice Cream Crocodile

Emma Golay and Sarah Connell, Faber Children's



'This imaginative campaign has established its central duo as a distinctive brand, using a clear understanding of its target audience to shape creative retail activity, school engagement, partnerships and well-timed advertising.'

CHILDREN'S CAMPAIGN Q2 WINNER



Is This A Plum?

Hannah Sidorjak, PRH Children's

'An utterly delightful campaign: authentic, beautifully executed and perfectly attuned to its audience. Every element celebrated surprise, creativity and the joy of reading, while thoughtful partnerships and genuine collaboration with independent booksellers extended its reach. A refreshing campaign that felt human, heartfelt and completely distinctive.'



YOUNG ADULT Q2 HIGHLY COMMENDED



Release Me

Olivia Carson, Sophie Porteous and
Lorrie Rose,
Electric Monkey (Farshore)



‘This campaign put fans at its heart, allowing their enthusiasm to shape everything from content to special editions and retailer activity. The result was the author’s best performing sequel and outstanding chart success.’



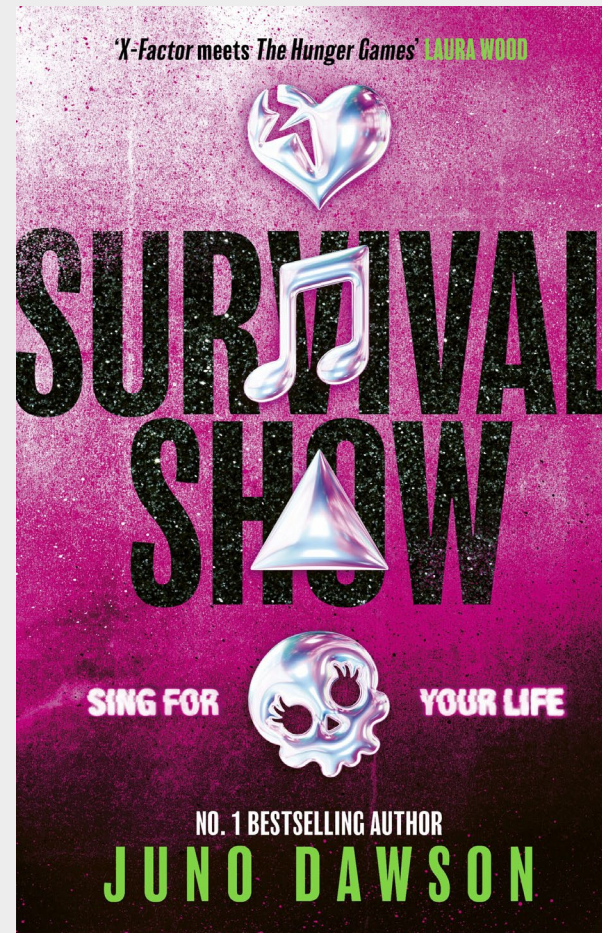
YOUNG ADULT CAMPAIGN Q2 WINNER



Survival Show

Alesha Bonser and Simi Toor,
Gallery YA (S&S Children's)

'An explosive campaign that combined smart-thinking and creativity to lift the book at every possible touch point, using inspiration from other industries.'



DEBUT CAMPAIGN Q2 HIGHLY COMMENDED



Dissection of a Murder

Claire Bush, Pan Macmillan

'The targeting was great here – going for regional, grassroots, and industry-specific audiences. Their budget was spent creatively, and targeting audiences we don't always hear about.'

DEBUT CAMPAIGN Q2 WINNER



Yesteryear

Liv Marsden and Ellen Woodley,
4th Estate

'A brilliantly agile, long tail campaign that capitalised on every opportunity to keep the conversation going about this wildfire book. The team here was so committed, with influencer engagement that didn't quit, excellent use of the author and some truly standout creative flourishes, all resulting in staggering sales.'

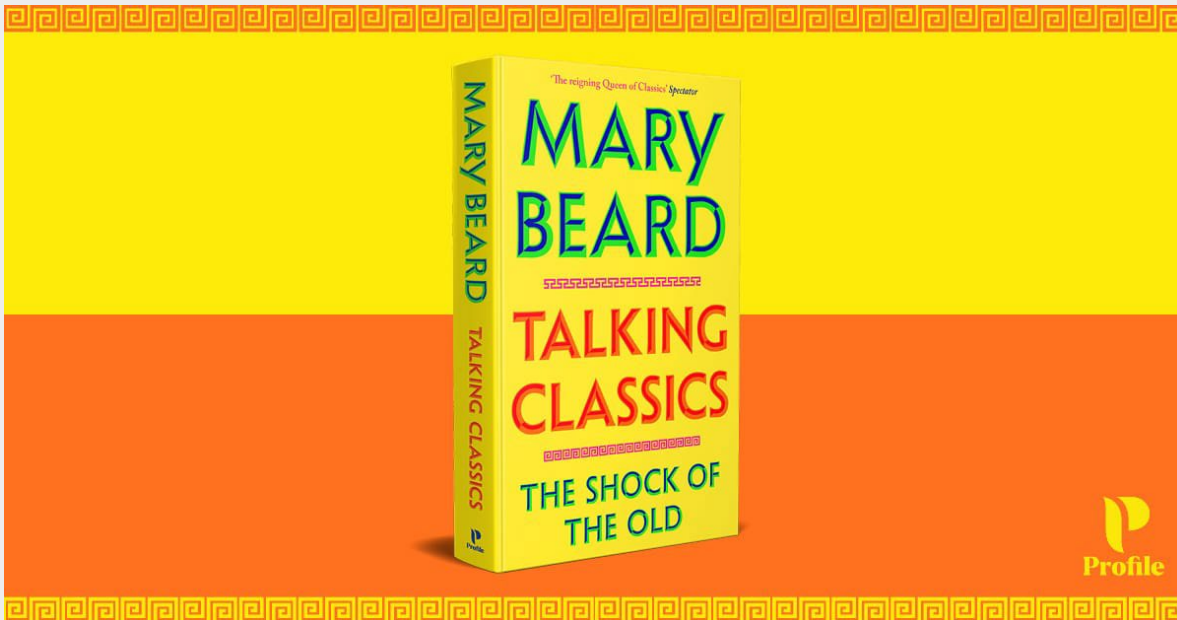


ADULT NF: NARRATIVE CAMPAIGN Q2 HIGHLY COMMENDED



Talking Classics

Rosie Parnham and Dahmicca Wright, Profile



'This campaign was brimming with ingenuity, from bespoke, next-level retailer engagement to a highly clever pivot when sticking to budget, all topped with truly stand-out displays, tactical partnerships and immaculate copy lines.'

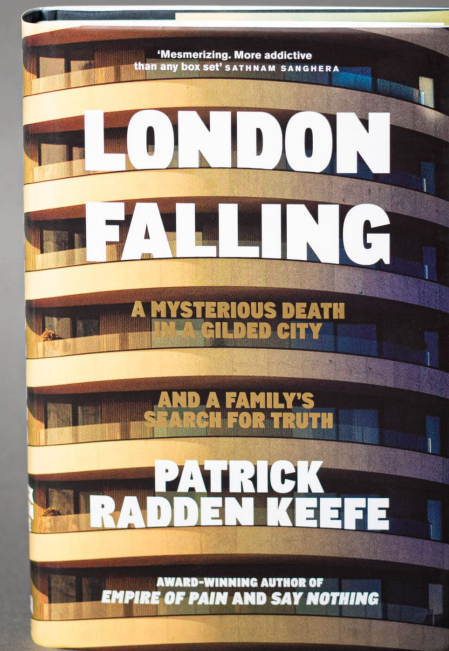
ADULT NF: NARRATIVE CAMPAIGN Q2 WINNER



London Falling

El Gibbons and Alice Smith,
Pan Macmillan

‘This team has upped the ante for non-fiction, deploying their author with savvy and care to engage a wide audience. Long-form content, smart influencer and retailer connections, strong audio marketing and an eye-watering ROI defined this important and hard-working campaign.’



ADULT NF: LIFESTYLE CAMPAIGN Q2 HIGHLY COMMENDED



The Book of Birds

Yazmeen Akhtar, Sahina Bibi and Emily Cox,
Penguin General

‘A refreshingly positive campaign for our often dark, tech-driven times. This managed to be strong on creativity and local community activism while delivering impressive digital results and a bestseller ranking.’

ADULT NF: LIFESTYLE CAMPAIGN Q2 WINNER

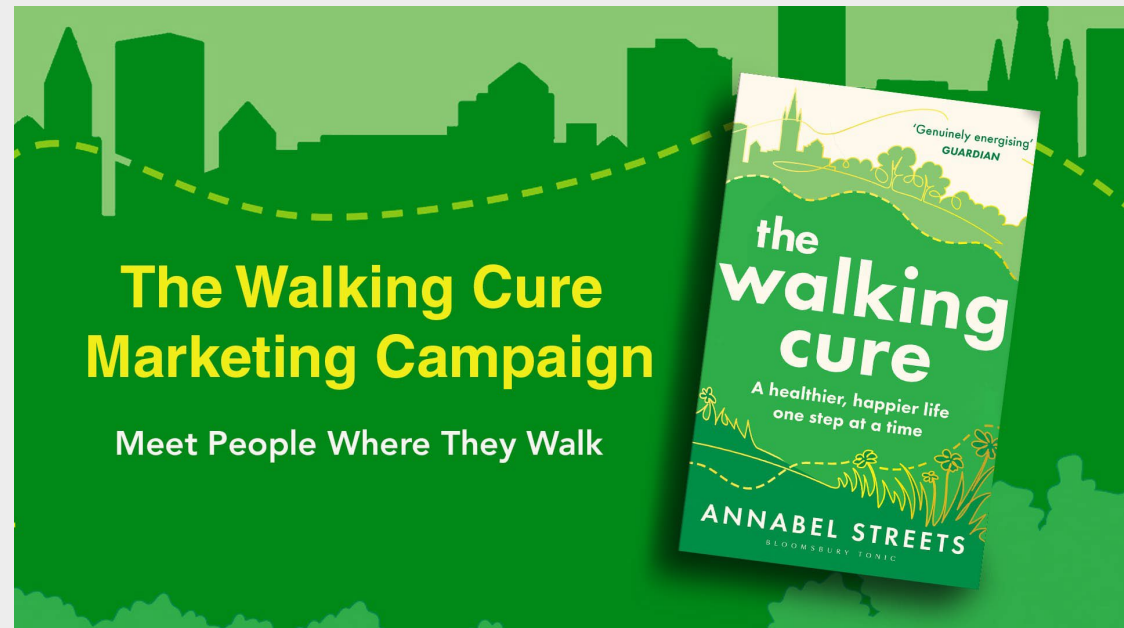


The Walking Cure

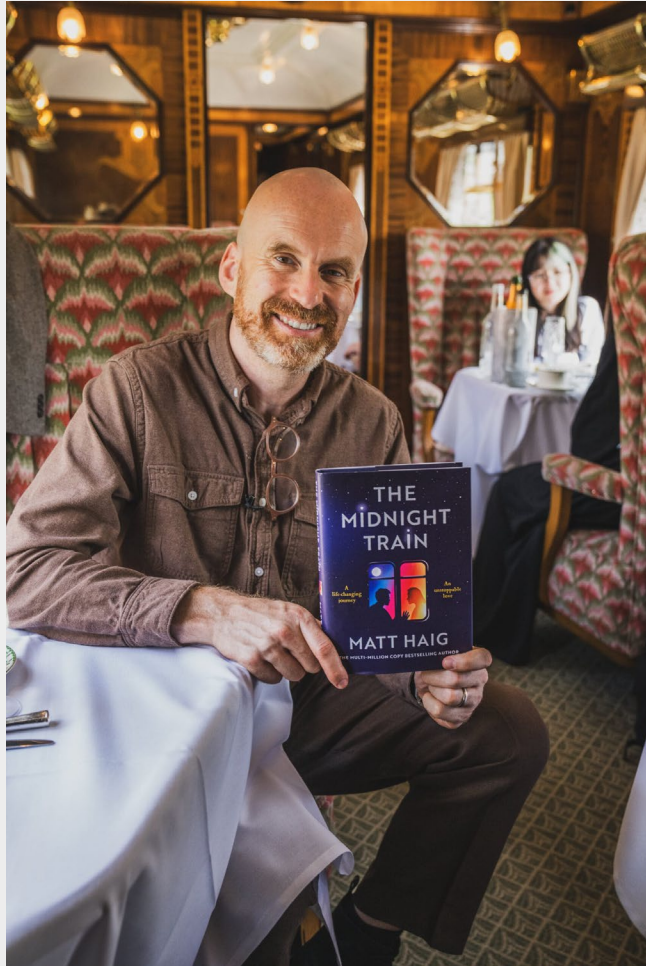
Darcie O'Meara, Bloomsbury

'Standout paperback campaign that had audience interests – rather than reading habits – at its heart.'

Interesting partnerships built on the essence of the book, and a flexible and creative approach allowed the team to pivot to a retail focus when opportunity came knocking.'



ADULT FICTION CAMPAIGN Q2 HIGHLY COMMENDED



The Midnight Train

Alice Shortland and Emily Cox, Canongate



'A masterclass in author brand management, with a carefully orchestrated campaign spanning from cover reveal, fan proofs, audiobook narrator announcement and international collaborations with global publishing partners. The judges were particularly impressed by the bespoke brand partnerships, which created exclusive experiences for fans, alongside tailored retail activations and an always-on paid media strategy that delivered outstanding results.'

ADULT FICTION CAMPAIGN Q2 WINNER



Land

Lucy Howkins and Phoebe Khalid, Headline

'This campaign truly delivered on its ambition to create a major publishing event. It began early, with beautiful proofs, a high-impact cover reveal and a carefully targeted influencer event, then built momentum through bold digital advertising, extensive bookshop POS and sustained author activity. The team showed, at every stage, a clear understanding of the core audience while seizing every opportunity to grow the author's readership. And they were rewarded with outstanding sales across all formats and an exceptional return on investment.'





SPOTLIGHT AWARDS



AUDIENCE DEVELOPMENT Q2



Brave New Summer

Sophie Rosewell, HQ

‘This campaign flipped what could have been a negative on its head and turned clever audience research into insight, as well as a talking point to launch their out of season campaign.’

INNOVATION Q2



Literally x Unapologetic Love Story

Alexandra Watkins and Meg Donnelly, Pan Macmillan

'An innovative, cross-imprint activation centred around a key awareness day. The judges praised the audience-first approach, the highly relevant brand partnership, the authentic own-voice creator event and the exclusive audio content, which together created a cohesive and impactful campaign.'



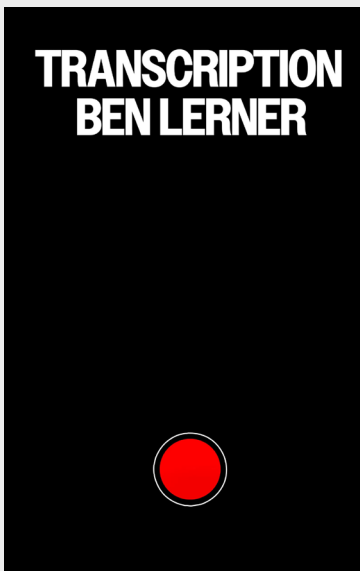
CREATIVITY Q2



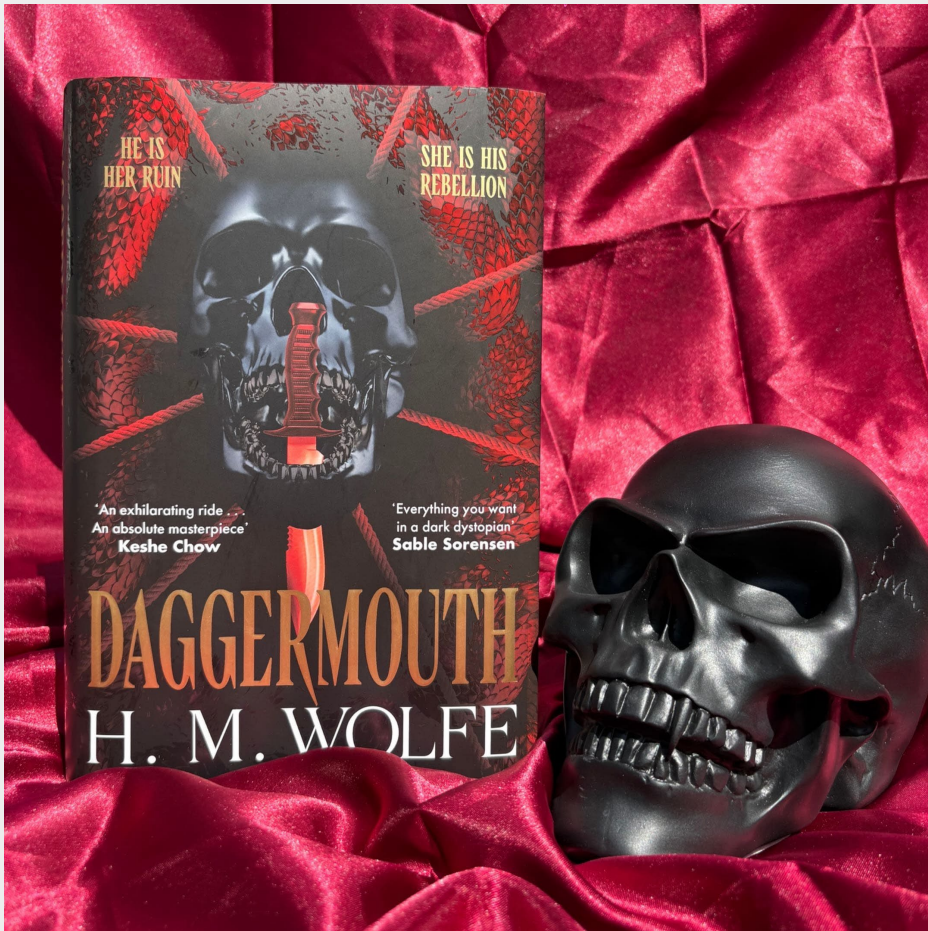
Transcription

Simon Heafield, Granta

'The attention to detail was second to none in this wildly creative and playful campaign, with stunning minimalist proofs, genuinely delightful and covetable merch and an installation to call home about.'



GRAFT Q2



Daggermouth

Meg Donnelly and Becky Lushey,
Pan Macmillan

'With little time to do so, this campaign converted self-published fans into devoted customers, with a priority on, and respect for, content creators who could connect perfectly with the target audience. Add in some highly tactical retail engagement and a clever influencer hook and this team's hard work paid off brilliantly.'

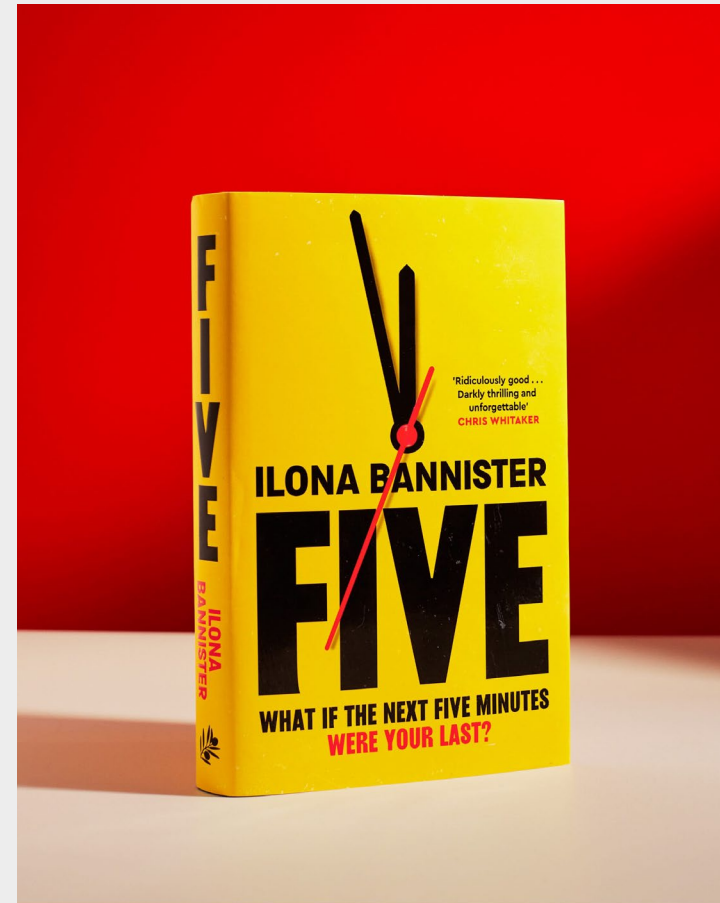
FORMAT Q2



Five

Vicki Watson, Caroline Oestergaard
and Adam Humphrey,
Juniper (HQ)

'A strong narrative thread ran throughout this entire campaign for an author who hadn't quite found her audience yet – leading to a pitch-perfect audio strand, top-of-class audio ads and excellent sales as a result.'



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CONGRATULATIONS ALL!