

BMS Meeting

Wednesday 15 August 2018

Welcome to PRH!

Today's Agenda

Wednesday 15 August 2018

5.15 - 5.23	Welcome
5.23 - 5.25	30 Second Pitch: Daisy Jones and the Six
5.25 - 5.45	Sandra Taylor, Waterstones
5.45 - 6.05	Daniel Collins, The Big Shot
6.05 - 6.10	Jaclyn Swope, Nielsen
6.10 - 6.20	How they did it, Jannine Saunders PRH Children's CASE STUDY: <i>The Book of Dust</i> by Philip Pullman
6.20 - 6.30	#BMSShoutOuts and Notices
6.30	Drinks

30-SECOND PITCH

Daisy Jones and the Six

Taylor Jenkins Reid

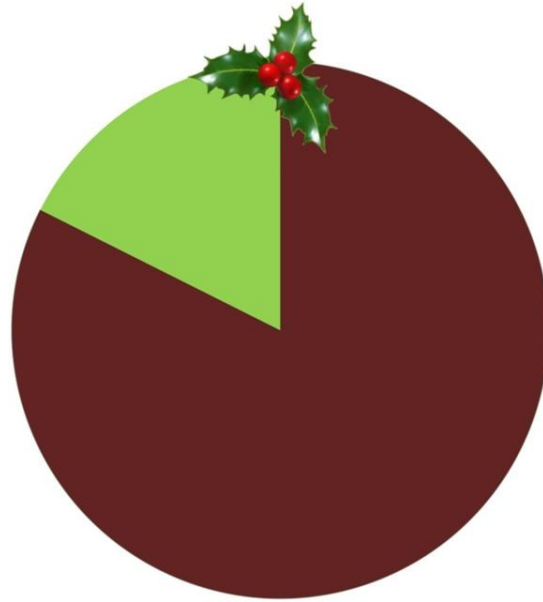
Pitched by Celeste Ward-Best

WATERSTONES

Sandra Taylor

sandra.taylor@waterstones.com

Waterstones



Profit

- December
- Rest of year







YOUR WATERSTONES CARD IS CHANGING, INTRODUCING *Waterstones plus*

[TELL ME MORE](#)



Searching For the Very Best Christmas Gift Ideas

Step inside our Waterstones Christmas Market! Our special online Christmas gift guide is brimming with the finest books of 2017 and features carefully chosen toys, gifts and games for the entire family. With stocking fillers and fabulous Christmas books for children too, it's all the Christmas inspiration you need.

[SHOP NOW](#)

Waterstones

FICTION

CHILDREN'S
GROTTO

GIFTS,
CARDS
& WRAP

W
WATERSTONES
BOOK
OF THE YEAR

STOCKING
FILLERS

ANNUALS

LITTLE BUT
LOVELY

SPECIAL

EDITIONS

BEST
OF
2017

BEAUTIFUL
BOOKS







CLICK & COLLECT *for free* IN AS LITTLE AS 2 HOURS*

Waterstones WEEKLY

FICTION | NON-FICTION | CHILDREN'S | SIGNED | GIFTS

Dear Reader,

Complex, gifted, provocative: V.S. Naipaul was an author of many faces, a Nobel laureate who shifted from the dark comedies of his early works (most notably *A House For Mr Biswas*) toward the increasingly bleak, unforgiving worlds of his Booker Prize-winning *In a Free State*. His passing this weekend however also reopens the wounds to his reputation, Naipaul famously unrepentant toward his sometimes challenging personal affairs and outspoken worldview. 'Everything of value about me is in my books,' he claimed, 'whatever extra there is in me at any given moment isn't fully formed. I am hardly aware of it; it awaits the next book.'

New & Reviewed



Jamie Cooks Italy

JAMIE OLIVER

The official accompaniment to Jamie's new television series - which starts tonight and reunites Jamie with his friend and mentor, legendary chef Gennaro Contaldo - *Jamie Cooks Italy* brings Britain's favourite chef back to his roots in classic Italian cuisine. From comfort food to crowd-pleasers and simple family suppers, the collection features 140 accessible recipes, each bursting with Jamie's passion for great Italian food.

[FIND OUT MORE](#)

Waterstones

FICTION | NON-FICTION | CHILDREN'S | SIGNED | GIFTS

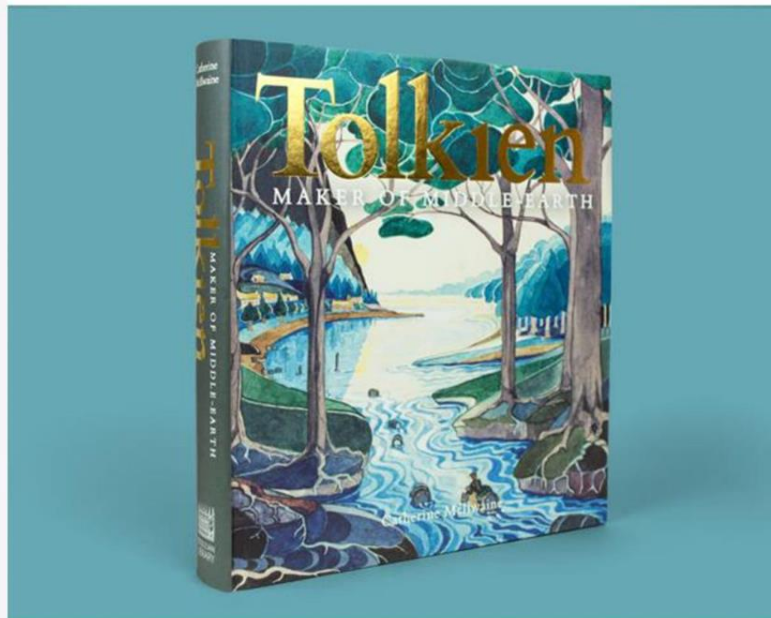


As booksellers, we relish nothing more than talking about the books we love. Today, however, we present *The Colour of Time*, a volume that simply speaks for itself.

PRE-ORDER

Waterstones

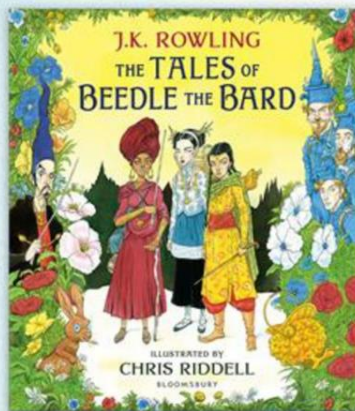
FICTION | NON-FICTION | CHILDREN'S | SIGNED | GIFTS



The official companion to the [Bodleian's once-in-a-generation Tolkien exhibition](#) running until October 2018 at the Bodleian Libraries, *Tolkien: Maker of Middle-Earth* takes readers step by step through the creation of [Tolkien's](#) world.

Waterstones

FICTION | NON-FICTION | CHILDREN'S | SIGNED | GIFTS



Five magical fairy tales from the Wizarding World.

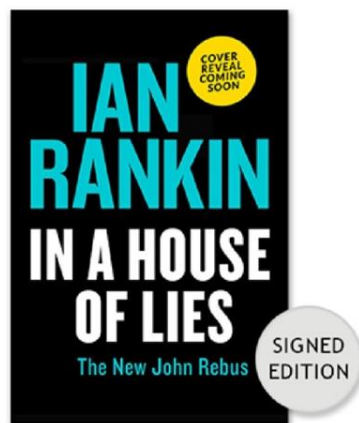
One extraordinary new collaboration.

Bringing together the creative brilliance of former Waterstones Children's Laureate Chris Riddell with the storytelling power of J. K. Rowling, this unique edition of The Tales of Beedle the Bard brings magic to life like never before.

Published on 2 October 2018 and containing all five fables from the original collection - illustrated in full colour by Chris Riddell - this collectable edition of The Tales of Beedle the Bard is perfect bedtime reading for any burgeoning witch or wizard and an essential addition to every Harry Potter fan's library.

Waterstones

FICTION | NON-FICTION | CHILDREN'S | SIGNED | GIFTS



In a house of lies, who can ever know the truth?

Thursday 18 October sees the return of [Ian Rankin](#) and the iconic former Detective Inspector John Rebus in the year's most anticipated crime novel, *[In a House of Lies](#)*.



Geraint Thomas

@GeraintThomas86

Follow

What an incredible day it was yesterday -
Diolch Cymru!! I'm excited to share that my
brand new book, The Tour According to G,
will be released with @quercusbooks in
November! the first 3,351 pre-orders from
@waterstones will get this special edition:
[waterstones.com/book/tour-acco](https://www.waterstones.com/book/tour-acco) ...



1:20 AM - 10 Aug 2018

328 Retweets 4,162 Likes



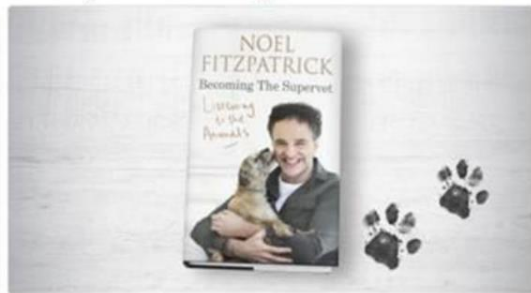


Noel Fitzpatrick

@ProfNoelFitz

Follow

The big reveal - the cover of my autobiography, Listening to the Animals. I've also signed a limited number of copies for Waterstones, which you can pre-order at bit.ly/ListeningSigned
Thanks for all the support, can't wait to share it with you x [#ListeningToTheAnimals](#)



7:30 AM - 30 Jul 2018

123 Retweets 1,060 Likes



102 123 1.1K



Any questions?

THE BIG SHOT

Daniel Collins



Online Consumer Behaviour

Penguin
Random
House

Who Am I?



Account Director

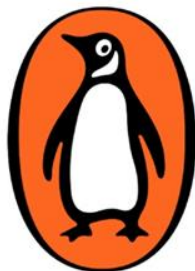
daniel.collins@thebigshot.co.uk



VINTAGE



CORNERSTONE



Andersen Press



What do we do?

CREATIVE
MARKETING

CONTENT
MARKETING

INFLUENCER
MARKETING

Christmas:

Online Consumer Behaviour

“It’s not about doing ‘digital marketing’ it is about marketing effectively in a digital world”

— **Ivan Mendes** from **Diageo**



At a glance: Predictions for Christmas 2018

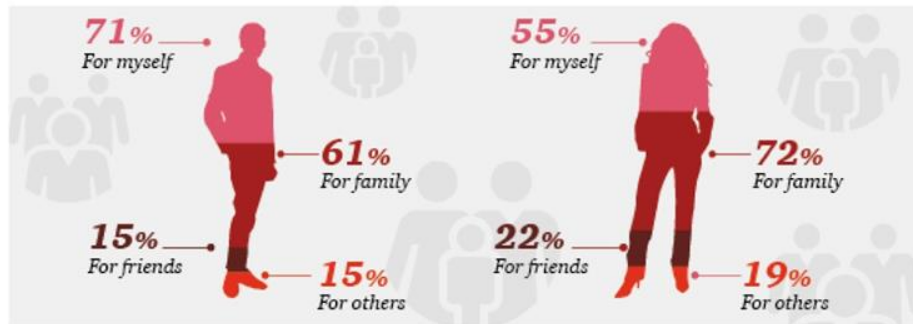


PwC 2018 research shows we are a nation of self-gifters and are motivated by experiences rather than the 'cold sell'.

Shoppers are increasingly spending more on treating themselves through experiences or products. This Christmas is important to build consumer confidence levels through engagement.



Who do you intend to buy for over the Black Friday period?



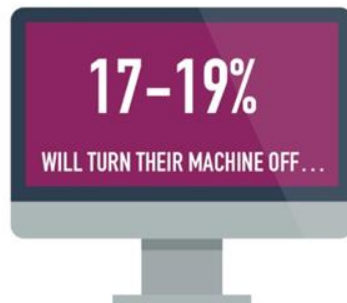
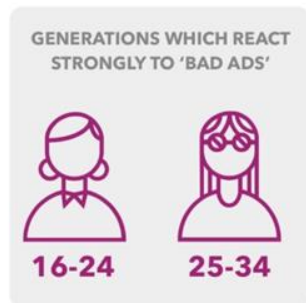
Source: PwC Consumer Survey, November 2017



At a glance: Predictions for Christmas 2018

From our **Content State of Mind Research** commissioned just after Christmas 2017. Young, old, male & female all have the same intolerance to ads that hard sold to them products.

When asked how many the figure varies between
3.9 - 4.4 (out of 5 of annoyance)



It is important to create a wider journey that engages rather than sells.





JOINING UP THE JOURNEY

Joining Up The Journey: Traditional

Every single book that will come out could potentially be the 'perfect gift for Christmas'

With The Telegraph, Times and Guardian all having 'Best Books of the Year'

Cut-through the noise and create a journey up to purchase with your consumer engaging them all all platforms.

Make sure you create a journey from Traditional to Online.



Joining Up The Journey: Where to focus this Christmas?

Facebook is by far the **most popular** channel for seeing **positive content**, which is **highly recalled** among audiences

70%



54%



35%

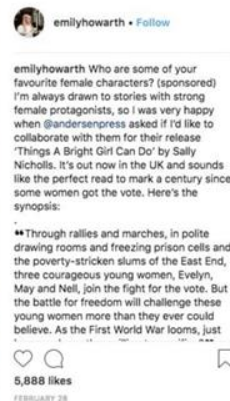


16%



Joining Up the Journey:

Things A Bright Girl Can Do - Experiences

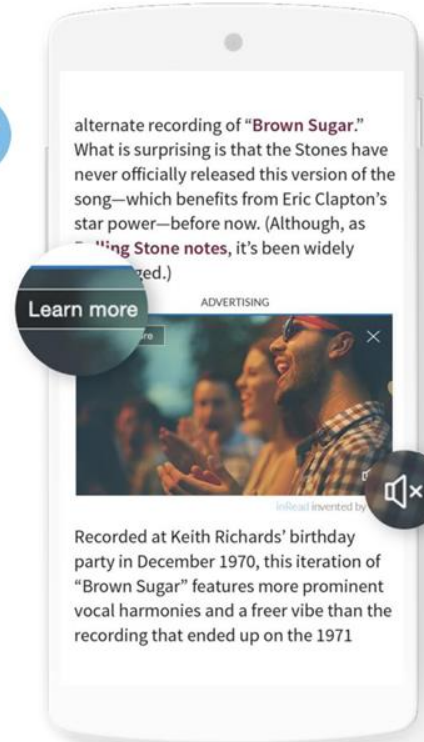


Joining Up the Journey:

New Channels to Consider This Christmas



Teads.tv



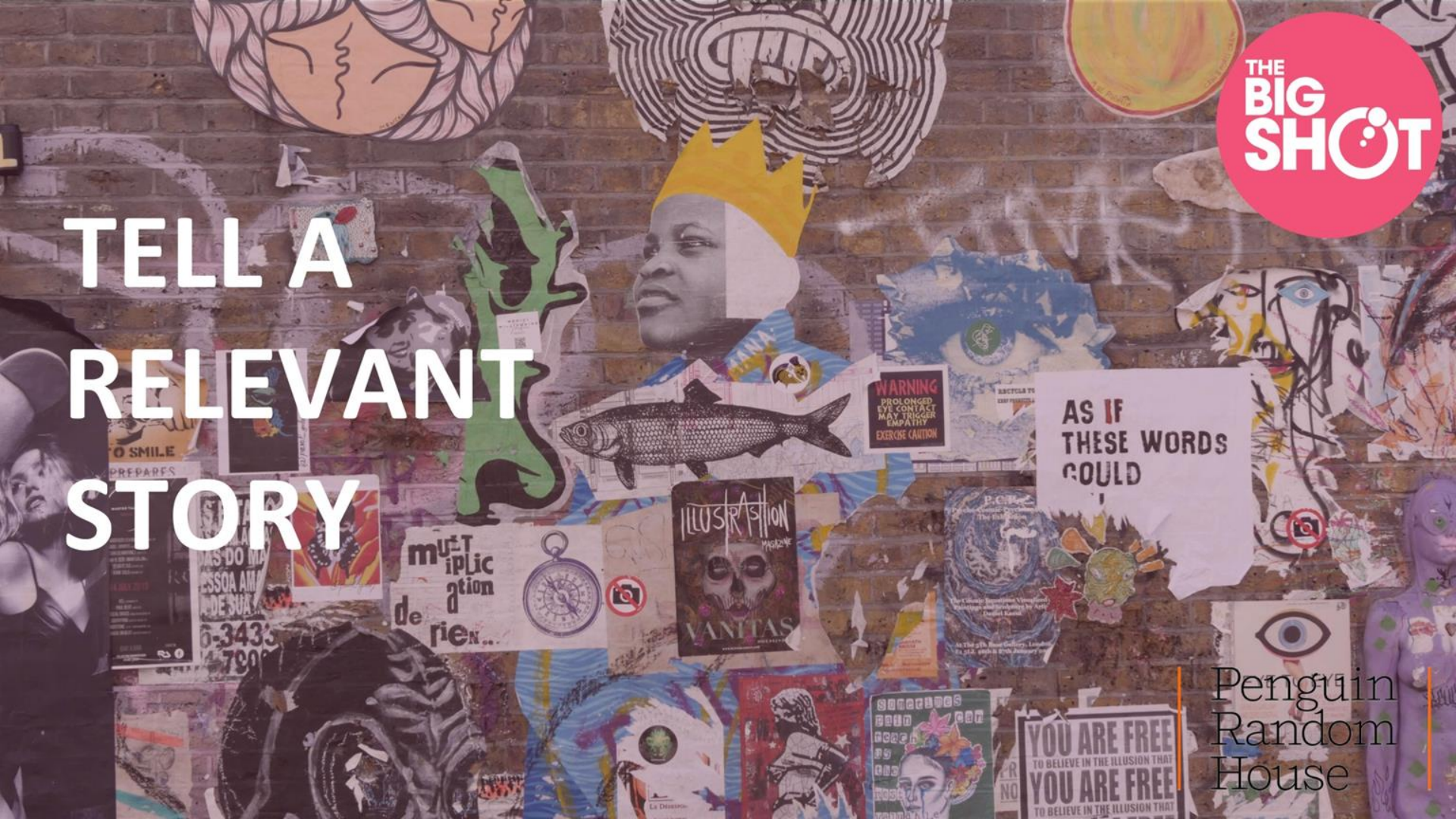
Joining Up the Journey:

Tracking attribution through Amazon Affiliate links
Christmas 2017 Campaigns

**DESKTOP
HIGHER
CONVERSION
RATE %**

VS

**MOBILE
HIGHER
CTR%**



TELL A RELEVANT STORY

AS IF
THESE WORDS
COULD

WARNING
PROLONGED
EYE CONTACT
MAY TRIGGER
EMPATHY
EXERCISE CAUTION



YOU ARE FREE
TO BELIEVE IN THE ILLUSION THAT
YOU ARE FREE
TO BELIEVE IN THE ILLUSION THAT

Penguin
Random
House



Tell a Relevant Story

In such a busy Christmas period it is key that you have relevancy. With social platforms, you are able to match your personas (Heatseekers), interest target, day of week, retarget, look-a-like and more!

Use this targeting to your advantage in creating campaigns that can tell a story.

Audience Name Cameron Post_Teenager audience

Saved Audience Location: United Kingdom

Details Age: 13-17

People who match: Interests: Sense8, Jane the Virgin, Suzanne Collins, None of the above, Chloë Grace Moretz, The Vampire Diaries, Jay Asher, 90210, RuPaul's Drag Race, Riverdale, Young-adult fiction, Thirteen Reasons Why, John Green (author), 500 Days of Summer, Brighton Pride, Pretty Little Liars (book), Switched at Birth (TV series), Young Adult Books, Queer Eye, Pretty Little Liars (TV series), The Perks of Being a Wallflower, LGBT culture, The Perks of Being a Wallflower (film), LGBT community, Stephen Chbosky, Gossip Girl (novel series), Brokeback Mountain, Patrick Ness, Brighton & Hove Pride - Official Page, Teen Wolf (2011 TV series), Pantomime, Will Grayson, Will Grayson, Misfits (TV series), Gossip Girl, 90210 (TV series), Fan art, David Levithan, The Originals, LGBTQ Nation, LGBT social movements, Gayle Forman, Cruel Intentions, The Fault in Our Stars, Awkward (TV series), Orange Is the New Black, Beauty & the Beast (2012 TV series), Tyler Oakley, The Fault in Our Stars (film), Rainbow Rowell, Connor Franta or Todrick Hall

Interest expansion: Off



Tell a Relevant Story: Targeting



VEGAN &
LGBTQ+

VS

COMEDY
FANS





Tell a Relevant Story: Christmas Retargeting


PARENT
GAME
TARGETING



RETARGETING


 **Puffin Books**
Sponsored · 




Play the new Ali-A game, based on his new book GAME ON. Can you defeat the evil Tyrantors?





ALi-A - GAME ON!
LEVEL 1 - OUTER SPACE
0/1000 THALLS SAVED
TIME LEFT 1:33
0/1000 THALLS CAPTURED


Create your own Ali-A Adventure! [Learn More](#)

 Henry Abejo, Susan Gomersall and Joanne Damms 1 Share 11K Views





 Like  Comment  Share

 **Puffin Books**
Sponsored · 

Ali-A Adventures: Game On is a great stocking filler for gamers! Order now to have it wrapped and under the tree in time for Christmas.



Amazon.co.uk
Available now [SHOP NOW](#)

    64 21 comments 8 shares

 Like  Comment  Share

THE
BIG
SHOT



POWER OF INFLUENCE

Penguin
Random
House

Power of Influence

Recommendations are one of the best trusted pieces of marketing that pushes purchase. Whether that's reviews on Good Reads to Amazon.

However, we see social influencers as a fantastic way to create authentic content around Christmas and increase purchase consideration from 'peer-to-peer' marketing and harness recommendations on a mass scale.



Power of Influence: Social Influencers

An amazing **20% of 25-34-year olds** will trust **social influencers** even when they know they're being **paid**.



16-24's also believe, with **15%** trusting **paid influencers**.



Even **35-44** year-olds get it, with **11%** happy to pay for a product via a **paid influencer**.



Also **Londoners**, despite their reputation for **cynicism**, relate to these paid influencers, again, **twice as much** as **East Midlands**

A close-up of a green Christmas tree with warm white lights, positioned on the left side of the image against a pink background.

Thank You!

Penguin
Random
House

NIELSEN

Jaclyn Swope



Books as Christmas Gifts

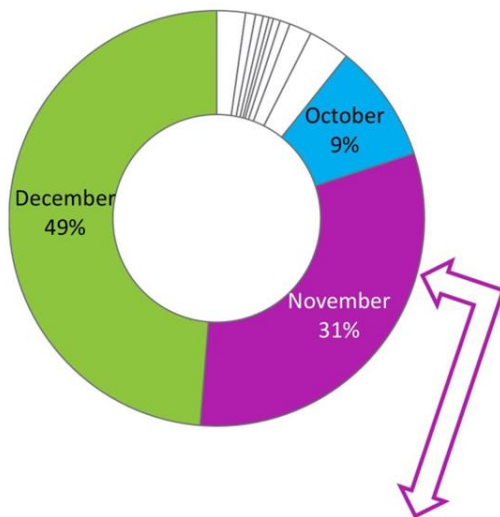


As reported in the Nielsen Books & Consumers survey

In 2017...

26.6m
books bought as
Christmas gifts

13.0m
in December



November Christmas
purchases grew **16%**
compared to 2016

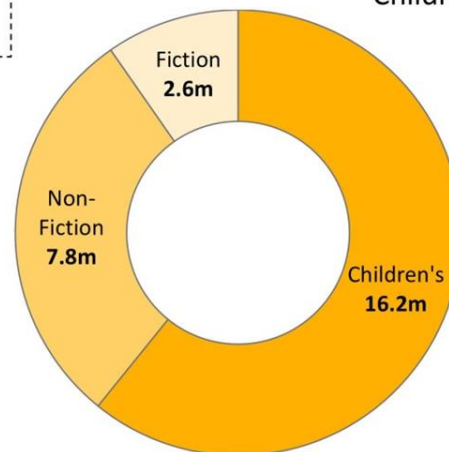
10%
of the print
book market

16%
of Children's
purchases

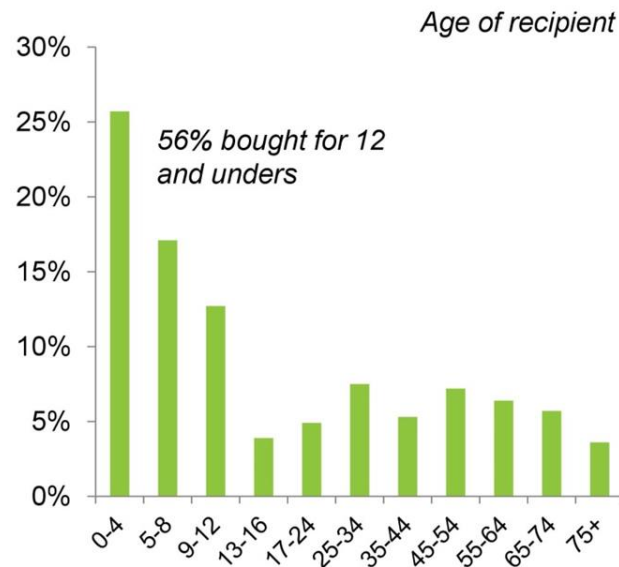
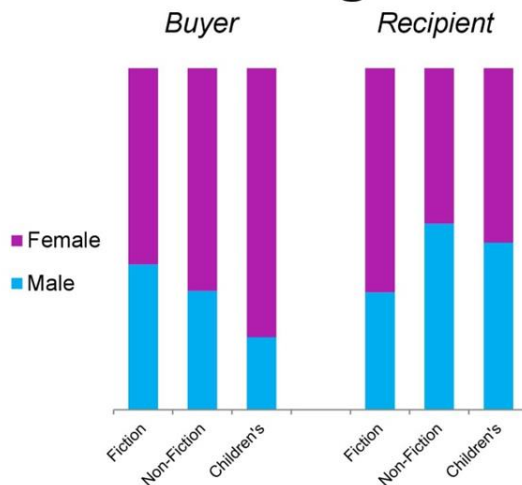
Christmas gifting
declined

7%
but Children's
gifting grew
3%

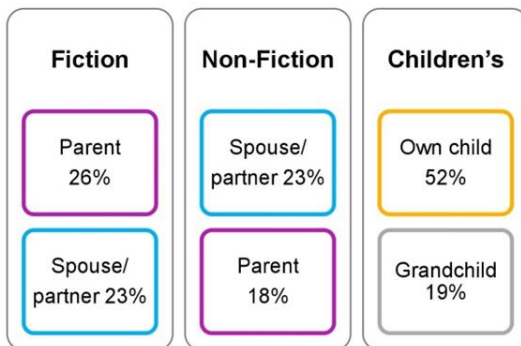
60% of books bought as
Christmas gifts were
Children's.



Who is buying & receiving books as Christmas gifts?



Relationship with recipient



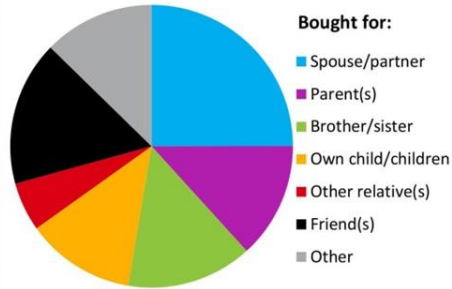
Females 0-24 are bought more books than their male counterparts,

but males take a higher share of books bought for 25-44s & 55-74s.

Key gifting categories in Non-Fiction

Humour

Leading category for gifts for 17-24s



38% Amazon
18% Waterstones



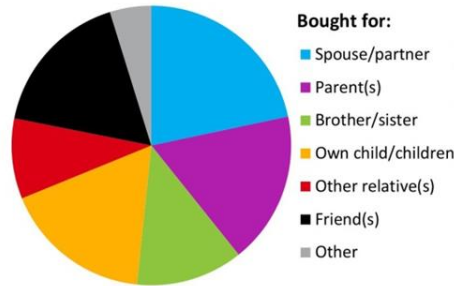
Impulse buys

DISCOVERY & INFLUENCES

- Shop window
- Front cover
- Extract/look inside
- Description
- Low price/offer

Cookery

Leading category for gifts for 25-44s



38% Amazon
14% Waterstones



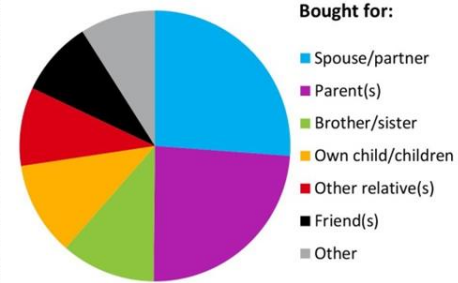
Planned buys

DISCOVERY & INFLUENCES

- Recipient request
- TV/film adaptation
- Low price/offer
- Description
- Subject

Auto/biographies

Leading category for gifts for 45+



45% Amazon
19% Waterstones

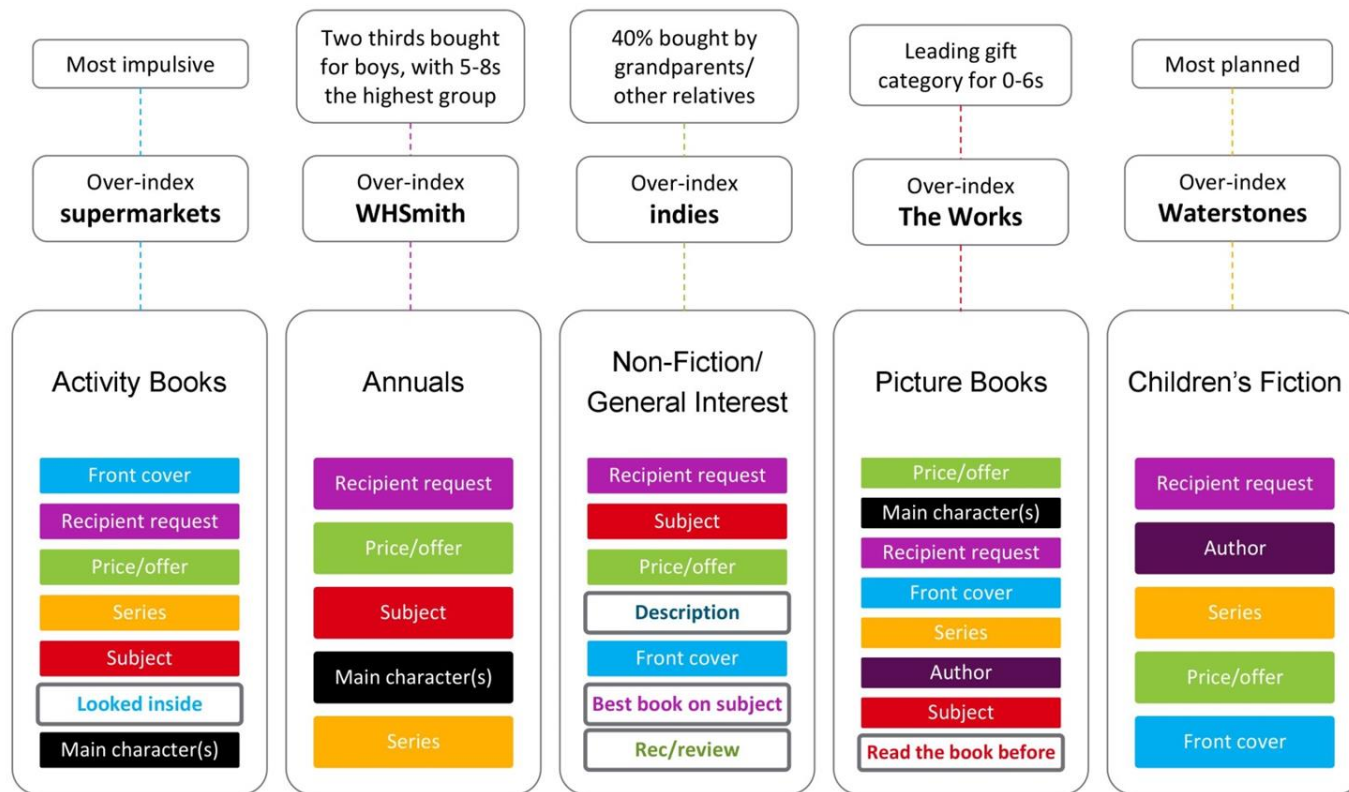


Planned buys

DISCOVERY & INFLUENCES

- Recipient request
- Author interview/event
- Author
- Subject

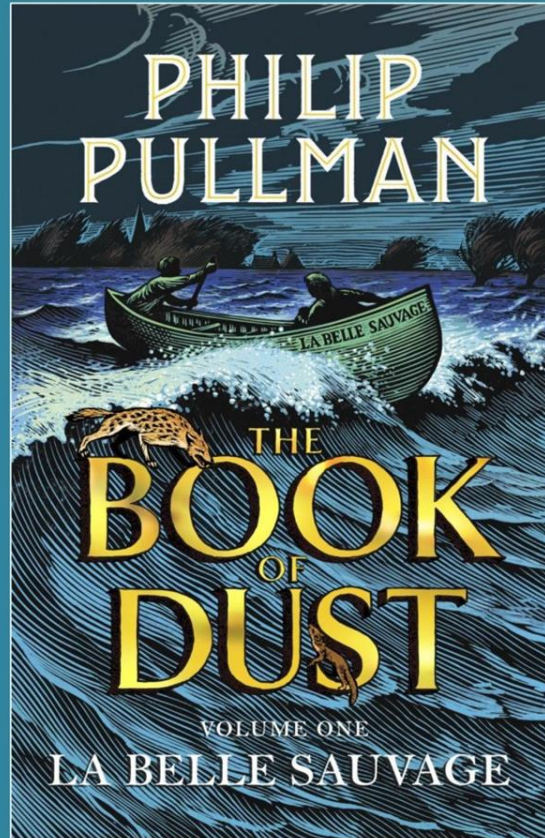
Key gifting categories in Children's





‘How they did it’

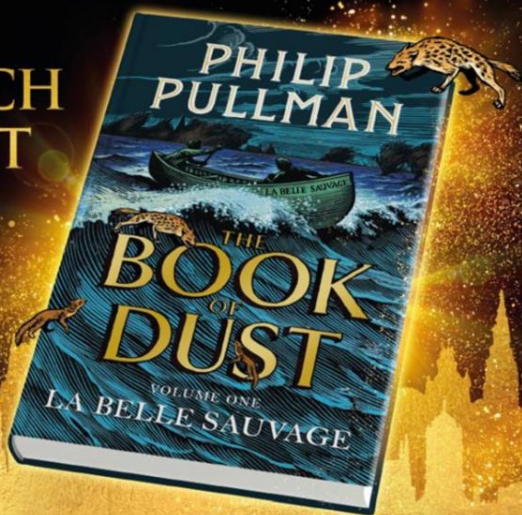
CASE STUDY: The Book of Dust



#1 THINK CLEARLY

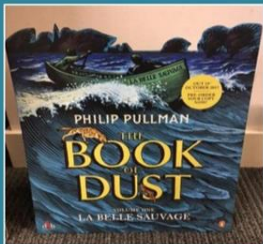
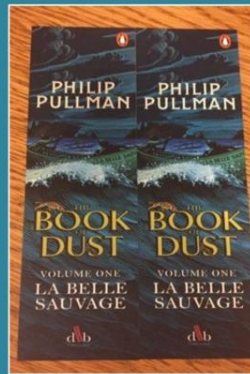
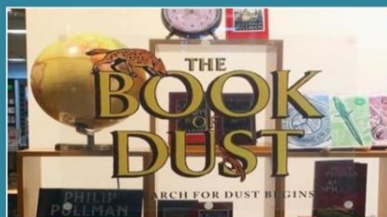
- Think big. Think scalability. Think flexible.
 - ✓ #1 Chart Position
 - ✓ One of the biggest books of the year
 - ✓ A cultural phenomenon
- Be aware of the ‘publishing bubble’.
 - Is this reaching a mainstream consumer?
- Know your audience and how to *really* reach them
 - Our strategy was to use retailer’s stores as our main advertising instead of outdoor.

THE SEARCH
FOR DUST
BEGINS...



IN
OXFORD
19 OCTOBER





#2 EXCITEMENT IS CONTAGIOUS

- We wanted to harness three key audiences excitement to drive buzz pre-publication:
 - ✓ Retailers & Booksellers
 - ✓ Media
 - ✓ Pullman Fans
- Deadlines can be your friend!
 - Cover & POS deadlines driving momentum



#3 SHOW WHAT YOU GOT

- CONTENT REVEALS
 - Title Reveal
 - Extract on the Guardian
 - Cover reveal
 - Audio Book narrator
- BUT KEEP SOMETHING BACK!
 - Don't spoil it for the fans

Pullman announces his first among 'equels'

Pullman plans an 'equal' to revisit the world of 'His Dark Materials'

Follow-up book after 17 years

News

Philip Pullman announces new Book of Dust trilogy as follow-up to His Dark Materials

Pullman gives fans a glimpse of new novel

Author calls long-awaited new series an 'equal' to His Dark Materials trilogy



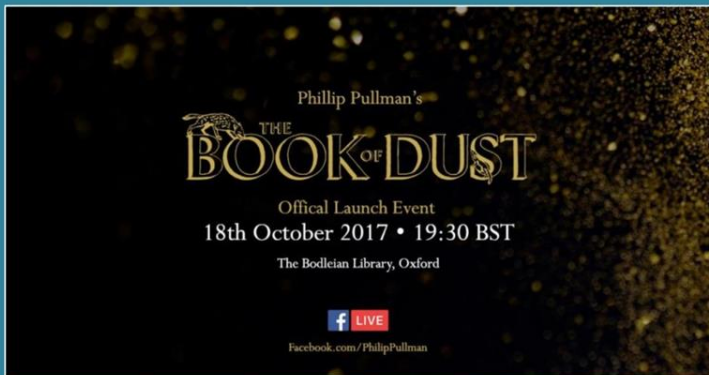
The Book of Dust: His Dark Materials new book trilogy announced by author Philip Pullman

Philip Pullman announces His Dark Materials follow-ups

New "His Dark Materials" trilogy revealed

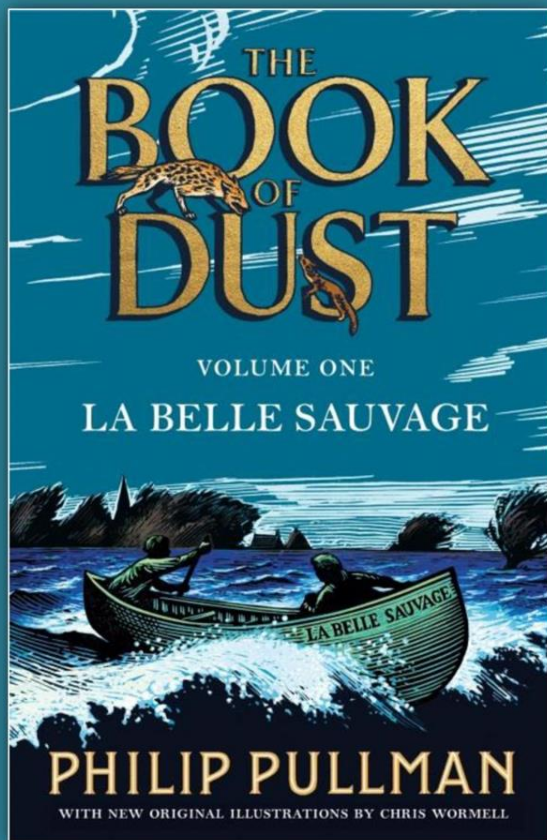
#4 MAXIMISE YOUR ACTIVITY

- Partnership with Experience Oxfordshire to create a Philip Pullman Tour of Oxford
 - PR Trip prior to publication to bring the book to life
- Launch event in the Bodleian
 - Facebook Live Streamed to thousands of fans
 - Used footage for digital campaigns



#5 FEED THE FUTURE

- *La Belle Sauvage* is only book one of three in The Book of Dust Series.
 - ✓ Grow the Pullman Facebook Page
 - ✓ Create and grow a Pullman Newsletter
 - ✓ Introduce a new generation into the world of Pullman through the middle grade titles



ANY QUESTIONS?

Jannine Saunders

Marketing Manager

Penguin Random House Children's

@NeenSaunders

PAPERBACK

6th SEPTEMBER 2018

BMS
shout
out

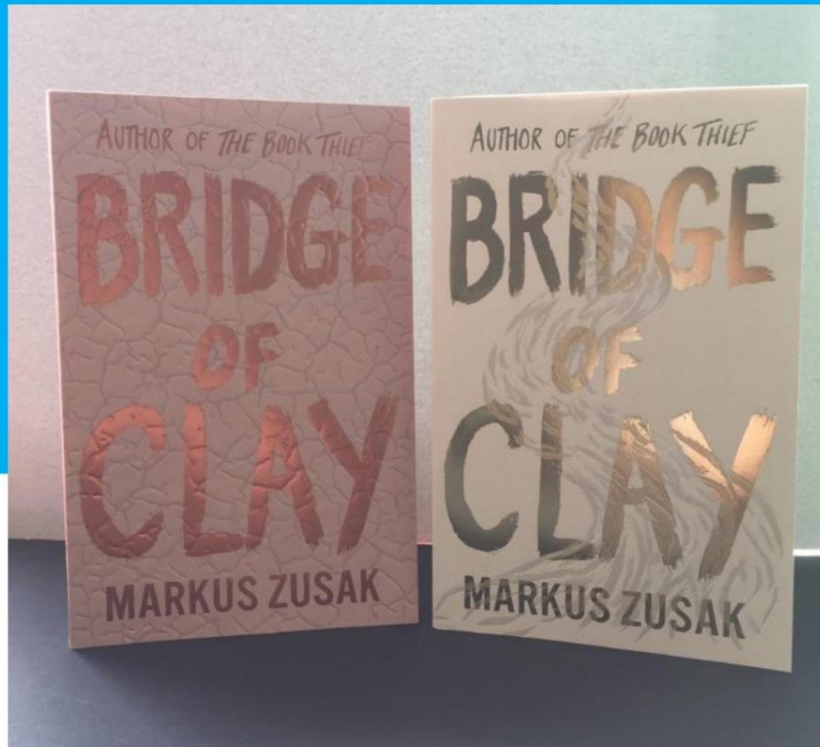


#



Normal People by Sally Rooney
Limited edition screen print preorder competition

BMS
shout
out #



Bridge of Clay
Proofs



My Absolute Darling
LU 12 sheet poster



Early Riser by Jasper Fforde
Foyles Window

Next Meeting

Wednesday 31 October, 5.00pm

including

How They Did It: Jan-Apr winners

BMS Awards: May-Aug

Next Awards

May-August 2018

Submissions open:	Tuesday 4 September
Submissions close:	Monday 1 October
Winners announced:	Wednesday 31 October

Coming up

Digital Community Workshop: Thursday 13 September AM

BMS Primer Day: Thursday 27 September

Agenda-setting breakfast: Tuesday 9 October tbc

Copywriting Workshop: Wednesday 10 October AM

Campaign Masterclass (w/James Spackman): Thursday 15 November AM

Member meetings:

Wednesday 31 October, 5.00pm

Wednesday 5 December, 5.00pm

We want to hear from you!

Tell us what you'd like to see more (or less) of



LUCY UPTON

lucy.upton@hachettechildrens.co.uk

REBECCA IKIN

rikin@penguinrandomhouse.co.uk



CHLOE HEALY

chealy@penguinrandomhouse.co.uk

