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CATEGORY

# Marketing Strategy of the Year

[thebookseller.com/british-book-awards](https://thebookseller.com/british-book-awards)  
*#BritishBookAwards*

## What are the judges looking for?

We want to find the marketing professionals who are showcasing their talents across individual books, lists, authors and brands with imaginative, innovative and effective campaigns.

## Who can submit?

Anyone working in marketing at a UK or Irish publisher, bookseller, book charity/organisation. Freelance marketers are welcome to enter this award. In-house marketers, please credit any freelancers who worked on the campaign.

All 2024 Book Marketing Society Season winners are automatically submitted for this award. There is no need to resubmit your entry. Please contact the BMS directly if you would like to make any amends to your previous entry.

## What to submit?

If not entering via the BMS, please submit, via the awards site, a zipped-file consisting of a single PDF of up to 2,500 words covering the requirements listed here. The PDF can include supporting graphics but should not exceed 10 pages in total.

Please include within this file:

- a hi-res photo of the marketer(s)
- relevant author shots and book jackets
- at least two high res campaign images

## Please include

### Business and sales success

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- Evidence of a well-planned and executed marketing campaign with clear objectives and tangible results, including any areas where you had to pivot
- Entrants should provide key data to support claims including marketing budget and sales (where third party data is not available, please provide internal statistics, and sales against revised budgets)
- External proof of success such as winning or being commended for any other awards
- Evidence of the ways in which entrants have worked across different media types and marketing disciplines
- Evidence for how the marketing contributed to readers discovering new books, or authors, given the pressures on the high street
- Evidence of collaborations or partnerships which extended reach or had a positive social impact

### Other guidance

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- BMS Season winners are automatically entered for this year's Marketing Strategy of the Year award
- Judging period: January to December 2024
- Work submitted by agencies on client's behalf must have client approval
- A marketing strategy in the context of this award can be a single campaign for a book; a campaign to support an event or initiative or the creation of a genre or imprint-specific marketing, or branding, initiative
- Our submission site works best with file sizes lower than 50MB. If you encounter any difficulties, please email [awards@thebookseller.com](mailto:awards@thebookseller.com).