

Publishing  
Success



The  
British  
Book  
Awards  
2018

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# Marketing Strategy

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## What the judges are looking for

We want to find the marketeers that are showcasing their talents across individual product lines and lists with imaginative, innovative and effective campaigns.

## Who can enter

Anyone working in marketing at a UK or Irish publisher, bookseller, book charity/organisation.

## What to submit

Please submit a single PDF of up to 2,000 words covering the requirements below. Any supporting visuals should be included in the PDF, which should not exceed 10 pages in total.

- **Evidence of well-planned and executed marketing campaigns with clear objectives and tangible results. Entrants should provide key data to support claims including marketing budget and sales**
- **External proof of success such as winning or being commended in the Book Marketing Society's awards scheme**
- **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**

## OTHER GUIDANCE

- **Judging period: January to December 2017**
- **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 advertising 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**



# Independent Publisher

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## What the judges are looking for

We want to find the independent publisher that had the best year in 2017, either from sales or award success, or simply by publishing well across all of their list maximising rewards for their authors.

## Who can enter

Any independent publisher (sales of less than £20m) based in the UK or Ireland.

## What to submit

Please submit a single PDF containing your written submission of up to 2,000 words addressing the requirements below. Any supplementary material should be included in the single PDF file. Your PDF should not exceed 10 pages in total.

**Include a high-res image of current company logo as a separate attachment.**

### Business and sales success

- Evidence of the commercial success of the publishing programme in 2017 supported by certified/audited revenue and profit figures
- Evidence of sales success as evidenced by Nielsen 2017 TCM data, market share figures and internally-certified figures for ebook, audio and overseas/rights sales

### Author development

- Details of the discovery of creative and commercially significant debut authors
- Evidence of author retention and investment in back list development
- Evidence, such as testimonials, of author satisfaction

### Marketing, publicity and design

- Book prizes/awards won or for which your books have been shortlisted
- Evidence of innovation in the promotion, design and marketing of books in all formats, including digital
- Evidence of how the publisher has contributed to initiatives to grow the market, encourage reading and improve literacy levels

### Inclusivity and diversity

- Evidence of tangible efforts to encourage inclusivity and diversity and their results

## OTHER GUIDANCE

- Judging period: January to December 2017
- Indexed financial figures permissible where actuals are not legally permissible



## What the judges are looking for

We want to find the imprints that had the best all round success in 2017, judged by list development, author management, and sales or awards success.

## Who can enter

Any imprint of a UK or Irish publishing company.

## What to submit

Please submit a single PDF containing your written submission of up to 1,500 words addressing the requirements below. Any supplementary material should be included in the single PDF file. Your PDF should not exceed 10 pages in total.

**Include a high-res image of current company logo as a separate attachment.**

### Sales success

- Evidence of year-on-year sales success across the list as evidenced by Nielsen 2017 TCM data and internally-certified figures for ebook, audio and overseas/rights sales
- Evidence of year-on-year sales success on individual titles as evidenced by Nielsen 2017 TCM data and internally-certified figures for ebook, audio and overseas/rights sales

### Author development

- Evidence of author management and support - particularly new and existing authors being developed creatively and/or commercially
- Evidence of the building and curation of a successful, coherent and consistent list

### Marketing, publicity and design

- Evidence of how you have created or developed a clear imprint brand identity that communicates effectively to agents, authors, retailers and readers online and in print
- Evidence of innovation in the promotion, design and marketing of books in all formats, including digital
- Evidence of awards success across the list and on individual titles and writers

## OTHER GUIDANCE

- Judging period: January to December 2017
- Indexed financial figures permissible where actuals are not legally permissible



# Children's Publisher

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## What the judges are looking for

We want to find the children's publisher that had the best year in 2017, either from sales or award success, or simply by publishing well across all of their lists maximising rewards for their authors.

## Who can enter

Any children's publisher in the UK.

## What to submit

Please submit a single PDF containing your written submission of up to 1,500 words addressing the requirements below. Any supplementary material should be included in the single PDF file. Your PDF should not exceed 10 pages in total.

**Include a high-res image of current company logo as a separate attachment.**

### Business and sales success

- Evidence of the commercial success of the publishing programme in 2017 supported by certified/audited revenue and profit figures
- Evidence of sales success as evidenced by Nielsen 2017 TCM data, market share figures and internally-certified figures for ebook, audio and overseas/rights sales

### Author development

- Details of the discovery of creative and commercially significant debut authors and illustrators
- Evidence of author and illustrator retention and investment in back list development
- Evidence, such as testimonials, of author satisfaction

### Marketing, publicity and design

- Evidence of how you have created or developed a clear imprint brand identity that communicates effectively to agents, authors, retailers and readers online and in print
- Evidence of innovation in the promotion, design and marketing of books in all formats, including digital
- Evidence of awards success across the list and on individual titles and writers

### Inclusivity and diversity

- Evidence of tangible efforts to encourage inclusivity and diversity and their results

## OTHER GUIDANCE

- Judging period: January to December 2017
- Indexed financial figures permissible where actuals are not legally permissible



# Academic, Educational and Professional Publisher

INCLUDING INDEPENDENT PUBLISHERS

## What the judges are looking for

Irrespective of size, we want to find the academic, educational and professional publisher that had the best year in 2017, either from sales or award success, or simply by publishing well across all of their list in the areas where they focus.

## Who can enter

Any UK publisher operating in the academic, education and professional sectors, including large groups and small independent presses.

## What to submit

Please submit a single PDF containing your written submission of up to 1,500 words addressing the requirements below. Any supplementary material should be included in the single PDF file. Your PDF should not exceed 10 pages in total.

**Include a high-res image of current company logo as a separate attachment.**

### Business and sales success

- Evidence of the commercial success of the publishing programme in 2017 supported by certified/audited revenue and profit figures
- Evidence of sales success, such as overall sales data, market share figures and internally-certified figures for overseas/rights sales

### Marketing, publicity and design

- Evidence of innovation in the marketing of books in all formats, including digital
- Examples of innovation in the publishing programming, particularly with digital (including e-book and journal platforms, Virtual Learning Environments and internal digital workflow) and new ways to engage with learners.
- Evidence, such as testimonials, of excellent relations and engagement with institutions, staff, faculty, teachers, professional organisations, learned societies and/or students

### Inclusivity and diversity

- Evidence of tangible efforts to encourage inclusivity and diversity and their results

## OTHER GUIDANCE

- Judging period: January to December 2017
- Indexed financial figures permissible where actuals are not legally permissible



## What the judges are looking for

We want to find the general trade publisher that had the best year in 2017, either from sales or award success, or simply by publishing well across all of their lists and maximising rewards for their authors.

## Who can enter

Any UK or Irish publisher or publishing group with sales over £20 million.

## What to submit

Please submit a single PDF containing your written submission of up to 2,500 words addressing the requirements below. Any supplementary material should be included in the single PDF file. Your PDF should not exceed 15 pages in total.

**Include a high-res image of current company logo as a separate attachment.**

### Sales success

- Evidence of the commercial success of the publishing programme in 2017 supported by certified/audited revenue and profit figures
- Evidence of sales success as evidenced by Nielsen 2017 TCM data, market share figures and internally-certified figures for ebook, audio and overseas/rights sales

### Author development

- Details of the discovery of creative and commercially significant debut authors
- Evidence of author retention and investment in back list development
- Evidence, such as testimonials, of author satisfaction

### Marketing, publicity and design

- Book prizes/awards won or for which your books have been shortlisted
- Evidence of innovation in the promotion, design and marketing of books in all formats, including digital
- Evidence of how the publisher has contributed to initiatives to grow the market, encourage reading and improve literacy levels

### Inclusivity and diversity

- Evidence of tangible efforts to encourage inclusivity and diversity and their results

## OTHER GUIDANCE

- Judging period: January to December 2017
- Publishers with revenues of below £20m should enter independent publisher of the year
- Indexed financial figures permissible where actuals are not legally permissible



# Publicity Campaign

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Once again, The Bookseller is delighted to support the Publishers' Publicity Circle, and the work of publicists, by presenting the 'best of the best' from the PPC's own awards scheme.

## **Nominations not required**

Campaigns by the winners of the annual PPC Awards will be sent to The Bookseller which will make its own shortlist for the Publicity Campaign of the Year.

