



**PPC ANNUAL AWARDS ENTRY FORM**

**ENTRY INFORMATION**

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| **The deadline for the Annual awards is Friday 17th December 2021.** Please send completed forms and one PDF document with all media coverage to: publicitycircleawards@gmail.com Submissions and PDF packs of media coverage must be attached as a low-res / reduced-size PDF. Please do not include pictures of coverage in the media coverage list section on this form. For any queries please contact Joe: joe.thomas@harpercollins.co.uk GOOD LUCK! |

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| **IMPORTANT INFORMATION – PLEASE NOTE****Submission criteria:*** Entries must be typed – no handwritten submissions will be accepted.
* When submitting a campaign please make sure that all contributors are members beforehand. Contributors that are not PPC members will not be eligible to submit. Please contact publisherspublicitycircle@gmail.com for membership enquiries.
* If multiple publicists worked on the campaign, please state clearly what responsibilities/role each publicist had in the campaign.

**Categories:*** Definitions of each category and eligibility can be found [on the link here](https://publisherspublicitycircle.co.uk/ppc-award-category-definitions/).
* **Campaigns can only be submitted for one category with the exception of those entered for Newcomer**.

**Content notes:*** This form could be read by journalists, please do not include anything you do not want disclosed to a third party.
* PR and Marketing budget are essential to include. If you’re an agency / freelancer, please ensure that you’ve sourced this information from the book publisher as, due to the quantity of submissions, we won’t be able to chase this up individually.
* In your aims, please spell out what you hoped to achieve with the campaign. Detail on how you achieved this should be included in your campaign statement.

**Annual Awards:*** **All campaigns – apart from the quarterly winners – need to be resubmitted for the Annual Awards. They will not automatically go through if you have entered a quarterly and not won.**
* Each quarterly winner will automatically be shortlisted in the same category for the Annual Awards.
* The campaigns by the winners of the PPC Annual Awards will then be sent to the Bookseller who will make their own shortlist for the British Book Awards’ Publicity Campaign of the Year. They will then select a winner from that shortlist.
* Please keep a copy of your submission on file as you will be asked to re-submit your form if shortlisted for an annual award.
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**PUBLICIST DETAILS**

|  |  |
| --- | --- |
| NAME |  |
| JOB TITLE |  |
| PUBLISHER |  |
| CONTACT INFO | LANDLINE:EMAIL:  |
| DATE |  |

**CATEGORY** (Please mark in **bold**. Campaigns can only be submitted for one category with the exception of those also entered for Newcomer.)

|  |
| --- |
| HARDBACK NON-FICTION |
| HARDBACK FICTION  |
| CELEBRITY – 1st Edition, Fiction or Non-Fiction |
| DEBUT – Fiction, Non-Fiction or Poetry |
| CRIME AND THRILLER – hardback and paperback |
| LIFESTYLE/GIFT/HUMOUR – 1st Edition |
| PAPERBACK ORIGINAL – Fiction or Non-Fiction |
| ACADEMIC – 1st edition by a specialist, academic or education publisher |
| COOKERY |
| CHILDREN’S – under 12’s |
| YA – 12 and over |
| YA AND CHILDREN’S CELEBRITY – all formats |
| GENERIC |
| SPORT |
| NEWCOMER – 2 years or less publicity experience |

**BOOK INFORMATION**

|  |  |
| --- | --- |
| TITLE |  |
| AUTHOR |  |
| PUBLICATION DATE |  |
| BOOK BLURB |  |
| AUTHOR BIO |  |
| SALES FIGURES(Will remain confidential) | 1ST PRINT RUN |  |
| SUBSEQUENT RUNS |  |
| ALL TIME |  |
| Nielsen Bookscan Sales (lifetime sales for this edition) |  |

**CAMPAIGN DETAILS**

|  |  |
| --- | --- |
| AIM (300 words max.) |  |
| PR BUDGET |  |
| SERIAL(**Bold** Y/N as appropriate) | YES | NO |
| IF YES, TO WHOM:SOLD BY WHOM: |
| IMPACT (200 words max.): |
| MARKETING | BUDGET: |
| TOP LINE DETAIL (300 words max.): |

**AUTHOR BACKGROUND**

|  |  |  |
| --- | --- | --- |
| AVAILABLE FOR PR?(Mark in **bold**) | YES | NO |
| FIRST BOOK? | YES | NO |
| IF NO, TOP LINE DETAIL  |  |

**MEDIA COVERAGE** (Please provide links of all media coverage where possible and include the date each piece ran – this can help the judges understand the impact of coverage on the campaign on the whole.)

Please DO NOT include screenshots/images of your cuttings in this section.

**PRINT**

|  |  |
| --- | --- |
| NATIONAL | INTERVIEWS: |
| FEATURES: |
| REVIEWS: |
| WRITTEN PIECES: |
| OTHER (Diaries, columns etc): |
| REGIONAL |  |
| TRADE |  |

**BROADCAST**

|  |  |
| --- | --- |
| TV |  |
| RADIO |  |
| REGIONAL |  |

**ONLINE**

|  |  |
| --- | --- |
| SITES |  |
| PODCASTS |  |
| SOCIAL |  |

**IRISH COVERAGE**

|  |  |  |
| --- | --- | --- |
| WAS THERE ANY?(Mark in **bold**) | YES | NO |
| IF YES, WERE YOU RESPONSIBLE FOR IT? | YES | NOWHO WAS? |
| IN BOTH CASES, PLEASE LIST COVERAGE | PRINT: |
| BROADCAST: |
| ONLINE: |

**AUTHOR TOUR**

|  |  |
| --- | --- |
| FESTIVALS |  |
| BOOKSHOP/LIBRARY EVENTS |  |
| SIGNINGS |  |
| OTHER |  |

**CAMPAIGN STATEMENT** (Limit to 1000 words)

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