

PPC Awards Submission Form - Q1

Deadline: 5th July

Important Information - Please Note Before Completing the Form

Submission criteria

- 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 publisherpublicitycircle@gmail.com for membership enquiries.

Categories

- Definitions of each category and eligibility can be found [on the link here](#).
- Campaigns can only be submitted for one category with the exception of those entered for Newcomer.
- We reserve the right to move books into an alternative category that the shortlisting panel considers more suitable.

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.
- Please note the character limits for each section carefully. The Campaign Statement has been increased to 6,500 characters this year (equivalent to 1,000 words).

NEW - Coverage Highlights

- The Awards are now accepting one page of coverage highlights. This can be uploaded as a PDF at the end of the form. This PDF is in lieu of the printed cuttings we used to request. It's your personal choice whether you chose to highlight one key piece of press, or offer a collage of images such as press cuttings, sales graphs, social media or events. It must not be more than 1 A4 page and cannot include any text (except to label sales graphs).

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 may be asked to re-submit your form if shortlisted for an annual award.

If you have any queries please contact publicitycircleawards@gmail.com

Category *

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

Publicist Details

Please include the details of the publicists who worked on the campaign

Name and Job Title *

TEST

If more than one publicist on the campaign, outline areas of responsibility

Publisher *

TEST

Contact Details (email address and/or phone number) *

TEST

Book Information

Book Title *

TEST

Author/Illustrator Name *

TEST

Publication Date *

TEST

Book Blurb *

TEST

Author Bio *

TEST

Available for PR *

Yes

No

Other: _____

First Book? *

Yes

No

Other: _____

Please include top line details of previous books

Previous books

TEST

Book Sales and Print Run Info

Sales figures will remain confidential

Nielsen Bookscan Sales (lifetime sales for this edition) *

TEST

First Print Run *

TEST

Subsequent Runs

TEST

All Time Print Run *

TEST

Budgets

Please note this section is compulsory - all submissions must include budget to be considered for the awards

PR Budget *

TEST

Marketing Budget *

TEST

Marketing Activity (top line detail - 1000 character with spaces limit) *

TEST

Campaign Details

Aims (1000 character with spaces limit) *

TEST

Serial *

Yes

No

Serial

Sold to Whom: *

TEST

By Whom:

TEST

Impact (600 characters with spaces limit)

TEST

Campaign Statement (6,500 character with spaces limit)

****Please note the revised 6,500 character limit ****

Campaign Statement *

TEST

Media Coverage

Please provide a chronological list of the media coverage and include the date each piece ran when you can - this can help the judges understand the impact of coverage on the campaign as a whole.

Some top tips for submitting your coverage:

- Please **DO NOT** include screenshots/images of your cuttings in this section - there is an opportunity to upload a one-page highlights of images below.
- Please **DO NOT** include any narrative here - that should be included in the Campaign Statement - any narrative will be disregarded
- If a piece is syndicated please don't include every mention. 'PA Media – syndicated review to x number of outlets' will suffice.
- If the same piece ran online and in print, please just include it once.

List of media *

TEST

Author Events

Please include a list of author events in chronological order

- Please **DO NOT** include any narrative here - that should be included in the Campaign Statement - any narrative will be disregarded

List of events *

TEST

Irish coverage

Were you responsible for Irish coverage, and if not who was? *

TEST

Please provide a chronological list of the Irish media coverage and include the date each piece ran when you can - this can help the judges understand the impact of coverage on the campaign on the whole. *

Some top tips for submitting your coverage:

- Please **DO NOT** include screenshots/images of your cuttings in this section - there is an opportunity to upload a one-page highlights of images below.
- Please **DO NOT** include any narrative here - that should be included in the Campaign Statement - any narrative will be disregarded
- If a piece is syndicated please don't include every mention. 'PA Media – syndicated review to x number of outlets' will suffice.
- If the same piece ran online and in print, please just include it once.

TEST

Coverage Highlights

Please upload a one page PDF of your coverage highlights - this can include images of key coverage, sales graphs or events secured for the campaign. This should include images and cannot contain any text.

Please upload your coverage highlights here. **Please name your file in the following format 'Publicist; Book Title; Author Name; Quarter you are submitting in' - any files not saved in that format will be disregarded.** *



TEST - PPC Awar...



Add File

Thank you

For any queries please contact Milly: MReid1@penguinrandomhouse.co.uk
or Hannah: hannah.penny@harpercollins.co.uk. GOOD LUCK!

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