

Fiction uncovered

GREAT WRITING TO DISCOVER



INFORMATION FOR PUBLISHERS

Promotional Activity for Fiction Uncovered 2011 and 2012

*“Fiction Uncovered is one of the best run competitions I’ve served on.
It is also, I think, uniquely well conceived.”*

John Sutherland, Lord Northcliffe Professor Emeritus of
Modern English Literature at UCL Chair of Judges, Fiction Uncovered 2012

*“The Mercury Prize for books, because it celebrates writers whom keen
readers (and literary editors) might know about and introduces some whom
we probably don’t.”*

Katy Guest, Independent on Sunday

MARKETING AND PUBLICITY 2011 AND 2012

- Filmed and recorded interviews with each selected author about the successful title with audio and video footage made available to publishers for their own use, as well as seeding across other online platforms including YouTube, Vimeo and more
- Free Fiction Uncovered app for iPhone and iPad in 2011 – featuring exclusive interviews and readings with the 8 selected writers and other exclusive content. Promotion also supported by iBookstore UK. Reach: Over 1,000 downloads
- Full-page advertising in Granta’s Autumn 2011 issue featuring all 8 titles and banner advertising on Granta.com. Digital marketing push via Granta’s 70,000+ twitter followers
- Full-page advertising in Granta’s Autumn 2012 ‘Britain’ issue featuring all 8 titles and banner advertising on Granta.com. Digital marketing push via Granta’s 90,000+ twitter followers

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- Media Coverage in *BBC Radio 4, Open Book, The Guardian, The Independent on Sunday, Huffington Post, We Love This Book, Granta, The Bookseller, BookBrunch, Publishing Perspectives* and more
- Support from important book blogger community including John Self, Dove Grey Reader, Savidge Reads, Cornflower Books, David Hebblethwaite and more
- Launch Party at Blacks, Soho with presentation to each of the 8 selected Fiction Uncovered authors with a hand-bound edition of their book

RETAIL SUPPORT:

2011

- Waterstones promotion with 3-for-2 promotions: FSDUs and other POS (bookmarks and banners) into 100 stores, online retail partnership, launch event at 5th View, Waterstones Piccadilly attended by writers, publishers, media and literary agents.
- Foyles, Charing Cross Road main window featuring selected 8 titles – window space from 20 May 2011 for two-week period with display then moving to Free Word Centre and other UK venues. Foyles support across other stores in England.
- Amazon – Page promotion of all eight titles, Kindle blogpost of Fiction Uncovered title
- Guardian Bookshop Home Page banner
- iBookstore button and Fiction Uncovered room
- POS: 30,000 bookmarks for distribution across bookshops, libraries, universities and other literary institutions across UK
- Posters and other online promotions made available to libraries and reading groups via partnerships with The Reading Agency, Bookswarm and lovereadings.co.uk – also reaching an extensive list of libraries, schools, adult learning providers, workplaces and publishers.

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2012

- Waterstones promotion opt-in from 81 stories across UJ: POS distribution (bookmarks, bags and banners), online retail partnership,
- Foyles, Charing Cross Road main window featuring selected 8 titles – window space for two-week period. Window and in-store displays across all other Foyles stores
- Surge in Independent retailer support across UK – working with Indie Bound to help distribute POS and communicate list to retailers
- Dulwich Books - Window
- Daunt - table at Marylebone
- Forget Me Not bookshop in Warrington - window display and promotion in shop.
- Bookseller Crow - window display
- iBookstore Awards room
- POS: 30,000 bookmarks for distribution across bookshops, libraries, universities and other literary institutions across UK
- Posters and other online promotions made available to libraries and reading groups via partnerships with The Reading Agency, Bookswarm and lovereadings.co.uk – also reaching an extensive list of libraries, schools, adult learning providers, workplaces and publishers.

FICTION UNCOVERED FM 2012

- 4 day pop-up radio station from Foyles Charing Cross Road
- Presenters: Damian Barr, Katy Guest and Matt Thorne
- Over 10,000 listeners
- All selected Fiction Uncovered authors given own 30 minute slot
- Interviews with Fiction Uncovered authors alongside interviews and readings from other writers including Jake Arnott, Geoff Dyer, David Baddiel
- Media and Social Media support throughout 4 day broadcasting

- <http://www.fictionuncovered.co.uk/radio/>

ONLINE AUDIENCE REACH

- Website traffic to fictionuncovered.co.uk: 25,000 Unique Visitors
- 90,000 page views since launch
- 6,000+ followers on twitter
- Engaged community

EVENTS:

Off the Shelf at Blacks, Soho

Off the Shelf at Blacks club in Soho is a literature collaboration between Blacks members club and the Writers' Guild of Great Britain Books Committee, supported by Fiction Uncovered. It's a series of monthly, one-day residencies for fiction writers – on the last Monday of the month. This autumn they include events with the following Fiction Uncovered authors:

29th October 2012 – Matt Thorne, Judge for Fiction Uncovered 2012

26th November 2012 – Tibor Fischer, selected for Fiction Uncovered 2012 with his title *Crushed Mexican Spiders* *Fiction Uncovered at The Book Barge*

In Autumn 2011 they included events with the following Fiction Uncovered authors:

26th September 2011 – Lindsay Clarke (*The Water Theatre* and Whitbread

winner for *The Chymical Wedding*) 28th November 2011 – Jake Wallis Simons (*The English German Girl*)

The Book Barge / Fiction Uncovered Pop Up Shop

Fiction Uncovered will launched its summer 2012 pop-up bookshop on the floating indie retailer The Book Barge on 22nd September 2012. Located at

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Broadway Market, on the Regent's Canal, London – The Book Barge will host a special day of Fiction Uncovered readings and events.

Literary Death Match and Fiction Uncovered at Land of Kings Festival

Celebrating the hippest hottest neighbourhood in London town, May 4th marks Literary Death Match's first love-in with Land of Kings Festival in the stunning surrounds of Dalston's Arcola Theatre. Presented by Fiction Uncovered and sponsored by Picador.

19th May 2011 – Shoreditch House Literary Salon

Damian Barr, on the judging panel for Fiction Uncovered 2011, hosted a Shoreditch House Literary Salon on the day we announced the eight titles selected for Fiction Uncovered.

Tim Pears, one of the selected Fiction Uncovered 2011 authors, joined Maggie O'Farrell and Rachel Cusk for this unique event. You can join Shoreditch House Literary Salon on Facebook.

13th June 2011 – The Book Stops Here – Fiction Uncovered special

Already committed to showcasing our best British writers, The Book Stops Here hosted a Fiction Uncovered event in London on 13th June 2011.

Chris Paling, Catherine Hall and Jake Wallis Simons, selected for Fiction Uncovered 2011, all took part in this special Fiction Uncovered event.

Fiction Uncovered and Literary Death Match at Latitude Festival

Fiction Uncovered worked in association with the infamous Literary Death Match team to bring a special Fiction Uncovered event to the Latitude Festival 2011.

Jake Wallis Simons, selected for Fiction Uncovered 2011, joined other authors on stage for an incredible night of readings, judging and games to a packed out tent of festivalgoers. Audience: 500+

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