

NZ BOOK INDUSTRY AWARDS 2021

AWARD INFORMATION

MARKETING AND PUBLICITY STRATEGY OF THE YEAR

Who should enter?

Entries are welcome from any New Zealand bookstore, publisher or other book-related business. Organisations may submit multiple entries (one entry per campaign).

Criteria

The marketing strategy may be for any marketing and publicity activity for a book, author tour, event or rebrand. Examples must relate to the period 1 April 2020 to 31 March 2021.

Judges will be looking for evidence of:

- A creative, well-planned and well-executed marketing and publicity campaign, with clear objectives and measurable results (include data to support this).
- Ways in which the campaign worked across different media platforms.
- Innovative, imaginative, smart ways the campaign attracted new and diverse readers and promoted reading to a wide audience.

What to submit

- A completed entry form.
- A single PDF (10 pages max.) which addresses the above criteria. Note: examples must be from 1 April 2020 to 31 March 2021. Some of the things you could include are:
 - Success of campaign, for example, media coverage, sales figures, chart data and awards etc.
 - Evidence of creative marketing decisions
 - Social media
 - Advertising
 - Point of sale, merchandising and displays
 - Understanding of target audience
 - Innovative use of budget, no matter how big or small

Entry fee

This year members of Booksellers NZ and/or PANZ may submit one entry free of charge. Further entries, and entries from non-members, may be submitted for a fee of \$100 + gst.

The prize

The winner will be presented with a trophy and certificate at the Awards Dinner on Saturday 21 August. Winners may be called on to do media interviews in the weeks following the Awards to talk about their win.

How to enter

Email your entry to gemma.browne@booksellers.co.nz by 5pm on Friday 9 July 2021.

Booksellers
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 **Publishers
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Te Rau o Tākupu