

NZ BOOK INDUSTRY AWARDS 2024

AWARD CRITERIA

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/or publicity activity for a book, author tour, event, launch or rebrand. Examples must relate to the period 1 April 2023 to 31 March 2024.

Judges will be looking for evidence of a campaign that meets the following criteria (weightings are in brackets):

- Clear objectives and measurable results including supporting data **(25%)**
- Ways the campaign worked across different media platforms **(25%)**
- Creative, innovative, imaginative, smart or new ways of working **(25%)**
- How the campaign reached the right audience (whether mass-market, niche or new and diverse readers), and/or promoted reading to a wide audience **(25%)**

What to submit

- A [completed entry form](#).
- In the form the nominee will be asked to concisely outline the reasons for this entry, with specific reference to the above criteria and to the **impact** the campaign has had. Note: examples must be from 1 April 2022 to 31 March 2023.
- Some of the things you could include are:
 - Detail on the impact of the campaign, for example media coverage, sales figures, chart data, awards, etc.
 - Evidence of creative marketing decisions
 - Evidence of your understanding of the target audience and how the campaign reached or grew audiences.
 - Innovative use of budget, no matter how big or small
 - Extra field in form: You are welcome to upload a single PDF in support of your nomination showing the campaign across platforms, for example social media, advertising, point of sale, merchandising and displays, etc.

Entry fee

This year members of Booksellers Aotearoa 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 certificate at the Awards Dinner on Saturday 3 August 2024. Winners may be called on to do media interviews in the weeks following the Awards to talk about their win (and to promote New Zealand book industry generally).

Booksellers
Aotearoa New Zealand

 **Publishers
Association of
New Zealand**
Te Rau o Tākupu

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How to enter

Complete [the online form](#) by 9am on Friday 31 May 2024.

Bookse/ers
Aotearoa New Zealand

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New Zealand**
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