

# NZ BOOK INDUSTRY AWARDS 2020

## 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 single book/event or author tour, to a rebrand. Examples must relate to the period 01 April 2019 to 31 May 2020.

Judges will be looking for evidence of:

- A 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, smart ways the campaign enticed new readers and/or promoted books.

### 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 2019 to 31 May 2020.
- Some of the things you could include are:
  - Evidence of innovative marketing decisions
  - Social media
  - Advertising
  - Merchandising and displays
  - Understanding of target audience
  - Success of campaign (media coverage, sales figures, chart data and awards etc)
  - Innovative use of budget, no matter how big, small or non-existent

### 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 22 August. Booksellers NZ is looking to capitalise on the positive media coverage received so far this year, with a big push for profiles of winners in print and broadcast media.

### How to enter

Email your entry to [gemma.browne@booksellers.co.nz](mailto:gemma.browne@booksellers.co.nz) by midnight on **Wednesday 15 July 2020**.