

NZ BOOK INDUSTRY AWARDS 2019

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 2018 to 31 May 2019.

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 2018 to 31 May 2019.
- 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 24 August and will be included in a media release, Booksellers NZ website and social media managed by Booksellers NZ.

How to enter

Email your entry to gemma.browne@booksellers.co.nz by **Monday 15 July 2019**.