



2025 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/or publicity activity for a book, author tour, event, festival, launch or rebrand. Examples must relate to the period 1 April 2024 to 31 March 2025.

Your application should include evidence of a campaign that meets the following criteria:

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

WHAT TO SUBMIT

- [A completed entry form](#)
- A single PDF (max 4 pages) in support of your nomination

THE PRIZE

The winner will be presented with a certificate at the Book Industry Awards on Saturday 19 July 2025. Winners may be called on to do media interviews in the weeks following the awards to talk about their win (and to promote the New Zealand book industry generally).

Entries close 10am Friday 6 June 2025