

CRITERIA & INFORMATION

Marketing & Publicity Strategy of the Year

Have you seen a brilliant book marketing campaign that deserves recognition? Or have you created one? We want to celebrate the most creative and effective marketing in New Zealand's book industry! Whether you're nominating your own work or want to shine a light on a colleague's or another organisation's outstanding campaign, we'd love to hear about it.

WHO IS ELIGIBLE?

Any New Zealand bookstore, publisher, or book-related business. You can nominate your own campaign or someone else's brilliant work.

Organisations are welcome to submit multiple entries with one entry per campaign.

THE PRIZE

Recognition for outstanding marketing excellence. The winner receives a certificate at the Book Industry Awards on Saturday 25 July 2026, plus the opportunity to share insights about the campaign with media and inspire others in the industry.

WHAT WE'RE LOOKING FOR

Tell us about a standout marketing or publicity campaign from the last year. Whether you're sharing your own success story or nominating a campaign that impressed you, show us work that includes:

- **CLEAR GOALS AND REAL RESULTS**
What were you trying to achieve, and did it work? Share the objectives and back it up with numbers, data, or concrete evidence of success. We love seeing measurable impact.
- **SMART USE OF DIFFERENT PLATFORMS**
How did the campaign reach people across various channels? Tell us about creative use of social media, traditional media, in-store activity, online engagement, or any combination that worked together effectively.
- **CREATIVITY AND INNOVATION**
What made this campaign special? Show us the imaginative, smart, fresh, or surprising approaches that made people sit up and take notice.
- **REACHING THE RIGHT READERS**
Who was the campaign for, and did it connect? Whether targeting mass-market audiences, niche communities, or introducing books to new and diverse readers, tell us how the campaign found and engaged its audience.

Examples should relate to the period 1 April 2025 to 31 March 2026.

WHAT TO SUBMIT

- A completed entry form
- One PDF document of supporting material, maximum 2 pages

Bring the campaign to life! Include visuals, examples of marketing materials, screenshots, testimonials, media coverage, sales data, engagement metrics – whatever tells the story best.

Know a marketing campaign that knocked it out of the park? Nominate it, or if it's your own brilliant work, don't be shy! Let's celebrate creativity and results in book marketing.

[ENTRY FORM](#)

DEADLINE
17 APRIL 2026, 5PM

Booksellers
Aotearoa New Zealand

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