

Short Report from the IFLA PressReader International Marketing Award

Submitted by Nick Boxem, Jury Chair

February 18, 2022



The Jury completed its deliberations on February 17, 2022. With pride and gratitude, we now present the following winners and top 10 finalists of the 2022 IFLA PressReader International Marketing Award.

The Top 3 winners are:

1. **Yarra Libraries** (Australia): *Yarra Libraries' Strategy Consultation/Awareness Campaign*
2. **Peking University Elementary School Library** (China): *Illuminating Our Library*
3. **Chattanooga Public Library** (US): *Chattanooga Public Library Awareness Campaign*

In addition to the Top 3, the next seven organizations and their marketing campaigns are recognized (in alphabetical order):

4. **Fudan University Library Medical Center** (China): *Library Talent Selection Contest*
5. **Local Government Management Agency / Libraries Ireland** (Ireland): *Ireland Reads*
6. **Municipal Government of Sopó** (Colombia): *Leo's Journey*
7. **Pikes Peak Library District** (US): *Summer Adventure 2021*
8. **Southeast University Library** (China): *Fall in love with Your Library: The SEU Library Stamp Rally*
9. **The British University in Egypt** (Egypt): *Game-based Marketing at the BUE Library*
10. **Vancouver Public Library** (Canada): *Fine Forgiveness at VPL*

This year we received 53 submissions from every continent in the world except Antarctica. (In 2021, we received 90.) It was a true embarrassment of riches – whittling down to a top ten took the full first afternoon of deliberations (morning or evening for some of the jury members) and involved many heartbreaking sacrifices. Many worthy, exciting, and impressive submissions didn't make it to the top 10, but it wasn't due to a lack of creativity, inventiveness, quality, or thoroughness. The competition was so strong and the quality, diversity and creativity so high across the board, that we had to make some very tough decisions after long discussions. We are deeply grateful to – and impressed by – the submitting libraries and sincerely commend all.

Submissions Overview

This year we received 53 submissions from 19 countries.

- **Breakdown by Continent**
 - Africa: 4
 - Asia: 31
 - Europe: 6
 - Latin America: 7
 - North America: 4
 - Oceania: 1

- **Number of Submissions by Country** (19 countries in total)
 - China: 25
 - Russia: 4
 - Egypt, United States: 3
 - Argentina, Brazil, Colombia: 2
 - Australia, Canada, Croatia, France, Ireland, Kazakhstan, Oman, Poland, Peru, Spain, Sweden, Zambia: 1

Awards and Acknowledgements

Thanks to our generous sponsor PressReader, the first, second, and third place winners will receive funds towards airfare, lodging, and registration to attend the IFLA World Library and Information Congress (WLIC) in Dublin, Ireland in July 2022. First place will receive €3,000, second place will receive €2,000, and third place will receive €1,500. Winners will also have the opportunity to present about their campaigns at a WLIC 2022 session.

2021-2022 Marketing Award Jury

Jury Chair: Nick Boxem

Members: Azenath Ateka, Jeannie Bail, Nie Hua, Roxana Huaman, Elena Stöhr, Antoine Torrens-Montebello, Jeremiah Walter

One jury member, Jeremiah Walter, took part in preparation as Working Group Chair but not in the deliberations because his institution submitted a project. All seven participating jury members had equal say and voice in the deliberations on February 16 and 17 (which also helped with some 4:3 tie-breakers).

Jury accolades for the ten finalists

Chattanooga Public Library (US)

Well-executed big-budget campaign, extremely inviting video, very professional look and feel, emphasizes the importance of communicating about services.

Fudan University Library Medical Center (China)

Data-centric, good use of data and stats, low-cost but effective campaign, promoted library usage as a positive thing, very narrowly missed the top 3.

Local Government Management Agency / Libraries Ireland (Ireland)

Faultless campaign, lots of creativity and reach, consistently great contender and repeat finalist.

Municipal Government of Sopó (Colombia)

Inspiring, rural outreach, fun and heartwarming, enchanting mascot, achieves a lot on a small budget.

Peking University Elementary School Library (China)

Integrates skill-building, great metrics and designers, unique approach and goals, very rare to get submissions from elementary schools for this award.

Pikes Peak Library District (US)

Promotes library usage as a positive activity, creative use of data and stats, spotlights academic or special library, simple yet clever project, very inspiring/helpful and actionable, low-cost.

Southeast University Library (China)

Love-themed design is very appealing, new approach to student orientation, unique project, promotes active learning, the letter to your future self is creative and exciting, clear proposal that follows award criteria, good impact for relatively small budget.

The British University in Egypt (Egypt)

Evidence-based, catchy graphics, uses sound benches, multi-lingual campaign, wide reach, good mix of print and digital, good positioning in the public space.

Vancouver Public Library (Canada)

Good proposal, marketing-focused, amazing storytelling, project reached its aims, politically established a real change in policy.

Yarra Libraries (Australia)

Proper marketing campaign, simple but effective graphics, meaningful consultations, good mix of digital and print, multilingual, non-traditional outreach, uses guerilla marketing tactics, emphasis on humor and brevity, concise messaging.
