

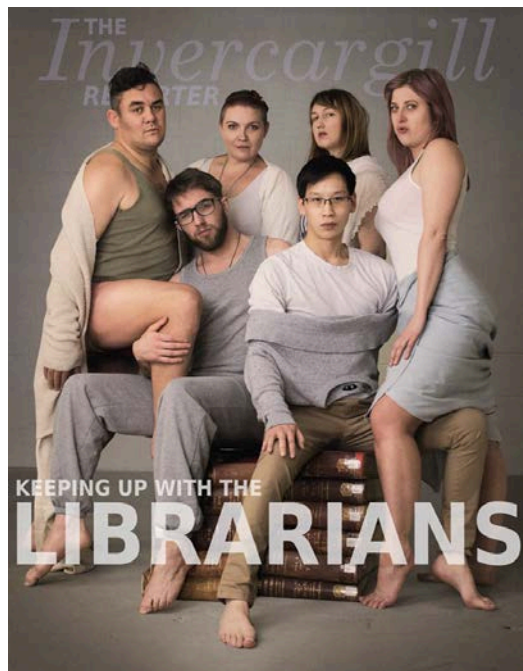
## IFLA International Marketing Award Winners 2018

New York Public Library has won first place in the coveted IFLA BibLibre International Marketing Award for 2018.



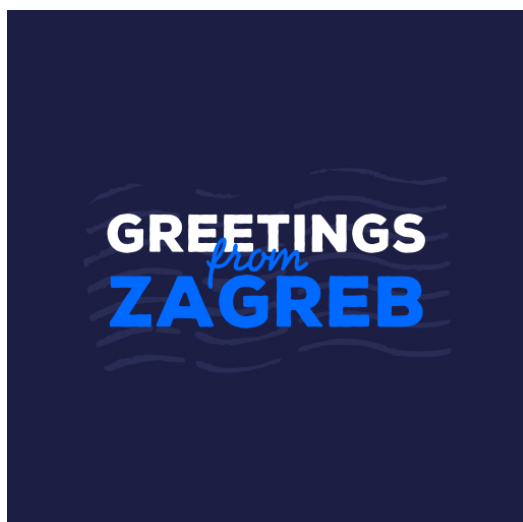
The NYC Public Library Youth Fine Amnesty, the marketing strategy aimed to target and reactivate the 478,000 patrons with unpaid late fees, including the 196,000 youth with blocked accounts. In October 2017, the New York Public Library, Brooklyn Public Library and Queens Library offered a one-time fine amnesty for all patrons 17 and under with a multi-pronged marketing and outreach campaign that included direct mail targeted to young patrons, printed material available in a variety of languages, a media relations plan and messaging. The campaign was a success with 41,000 youth reactivating their cards. The winner receives 2000€ cash award and airfare, lodging and registration for the IFLA World Library and Information Congress, 84th IFLA General Conference and Assembly, Kuala Lumpur.

<https://nyclibraries.org/newstart/>



New Zealand placed second with the social media marketing sensation Keeping up the Librarians. Invercargall Library recreated a famous Kardashian image to connect with a wider audience, particularly younger generations. The goal was to create a sense of relevance for Libraries in the digital age by using social zeitgeist pop-culture references and humour. The awareness campaign saw 1 million likes, 12,000 reactions and 5,462 shares on social media. Second place receives 1000€ cash award and airfare, lodging and registration for the IFLA World Library and Information Congress 84th IFLA General Conference and Assembly, August 2018, Kuala Lumpur.

<https://www.facebook.com/invlibrary/photos/a.361402647203435.93074.157019220975113/1731469186863434/?type=3&permPage=1>



Third place winner was the project Greetings from Zagreb, Croatia. The National and University Library in Zagreb (NSK), Croatia organised the marketing campaign with a goal of promoting NSK Digital Library in a new and innovative way by creating a digital cultural product that combined heritage (old postcards of Zagreb the City), technology and tourism. The campaign Greetings from Zagreb thus resulted in a first mobile application ever developed by a library in Croatia and a web portal of the same name. The campaign was aimed at locals, tourists and general public usually not acquainted with the digitisation projects of the Library. Third place receives 500€.

<http://pozdravizhrvatske.nsk.hr/zagrebapp/>  
<http://pozdravizhrvatske.nsk.hr/zagreb/>

56 submissions were received from around the world with 35 academic libraries and 21 public libraries vying for the first prize. China submitted 23, Russia 5, India 4, Australia 3, USA 2, Germany 2, Philippines 2 and France with 2. Applications were also received one each from Nigeria, Pakistan, New Zealand, Egypt, Denmark, Costa Rica, Poland, Croatia, Lithuania, Malaysia, Sweden and Canada.

The top ten includes the first, second and third winners and seven unique projects. Applications were selected via criteria that demonstrated innovative and original project marketing strategies.

The IFLA BibLibre International Marketing Award is presented by the IFLA Section on Management and Marketing in collaboration with the current award sponsor BibLibre. This award, in its 15<sup>th</sup> year, honors organizations which implement creative, results-oriented marketing projects or campaigns.

The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession with more than 1,300 members in 140 countries worldwide. The Headquarter is based The Hague/Netherlands.

The French-based company, BibLibre, Open Source Software for Libraries, provides sponsorship support for the IFLA BibLibre International Marketing Award. BibLibre provides services for project management, training, deployment, data migrations, development, and hosting and supporting academic and public libraries.

United States: NYC Public Library Youth Fine Amnesty  
<https://nyclibraries.org/newstart/>

New Zealand: Follow the Librarians  
<https://www.facebook.com/invlibrary/photos/a.361402647203435.93074.157019220975113/1731469186863434/?type=3&permPage=1>

Croatia: Greetings from Zagreb  
<http://pozdravizhrvatske.nsk.hr/zagreb>

Canada: 2017 British Columbia Historical Newspapers  
<http://library.ubc.ca/bcnewspapers>

Germany: Image Campaign for ZBW for the target group of Economists  
<http://www.zbw-forscht-fuer-oekonomen.eu/english/>

China: Guangzhou New Year Poetry Gala  
<http://fashion.163.com/special/art/2015xnsh.html#p=AEPRM6IA54A50026>

Africa: BA Information For Africa (BAIFA)  
<http://bibalex.org/baifa/en/home/index>

China: Night of Grimm's Fairy Tales  
<http://www.cqlib.cn/?q=node/44576>

Australia: QPLA, Libraries Colour my Life  
<http://qpla.asn.au/>

The Philippines: Words on the Wall  
<https://metrodagupancolleg.wixsite.com/wordsonthewalls>

## **ENDS**

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<https://www.ifla.org/>

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