



Jury Report from the IFLA PressReader International Marketing Award

Submitted by Nick Boxem, Jury Chair
16 July 2024

The Jury deliberated on Tuesday, 5 March 2024 at the IFLA Management & Marketing Section Mid-year meeting in Lima, Peru. This year, the Jury received 103 submissions from around the world, an incredible celebration of innovative contributions to marketing in the library field. With pride and gratitude, we now present the winners, finalists, and honourable mentions of the 2024 IFLA PressReader International Marketing Award.

The Top 3 winners are:

1. **Auckland Council Libraries (New Zealand): 100 reasons to have a library card**
2. **Seoul Metropolitan Library (Republic of Korea): Seoul Outdoor Library**
3. **Nanjing University Libraries (China): The sounds of the library**

Along with the top three winners, the next seven organizations and their campaigns (in alphabetical order) are recognized for their strategic, innovative, and successful approaches to library marketing:

- **Guangzhou Children's Library (China): Library Cube**
- **Jiaxing City Library (China): Initiating Popular Science Reading with Metaverse**
- **Knjižnica Mirana Jarca Novo mesto (Slovenia): Family library card: Bridging the Youth Literacy Gap**
- **Ruian Library (China): Xiao Cao's Channel**
- **Sistema Nacional de Bibliotecas Públicas / Servicio Nacional del Patrimonio Cultural / Ministerio de las Culturas, las Artes y el Patrimonio (Chile): Digital Public Library lending points**
- **Stellenbosch University (South Africa): Promoting the Library via TikTok**
- **Toronto Public Library (Canada): What's at Stake?**

The Award Jury also recognized five special mentions:

- **A.S. Pushkin East Kazakhstan Regional Library (Republic of Kazakhstan): Preservation and promotion of the cultural heritage of East Kazakhstan**
- **Beihai Library (China): Railway Reading Post**
- **Delft Public Library (South Africa): Delft Library Digital Cloud**
- **Shanghai Library (China): RPR: Immersed in Classics Literature**
- **Yarra Plenty Regional Library (Australia): Deadly Collection**

Submissions Overview

Asia (64):

- China (58 libraries)
- Indonesia (1 library)
- Kazakhstan (2 libraries)
- Republic of Korea (1 library)
- Turkey (1 library)
- Qatar (1 library)

Africa (6):

- South Africa (5 libraries)
- The Gambia (1 library)

Europe (4):



- Romania (1 library)
- Slovenia (1 library)
- Spain (1 library)
- The Netherlands (1 library)

North America (4):

- Canada (3 libraries)
- United States (1 library)

Oceania (4):

- Australia (1 library)
- New Zealand (3 libraries)

Latin America (21):

- Argentina (1 library)
- Brazil (2 libraries)
- Chile (1 library)
- Colombia (11 libraries)
- Costa Rica (1 library)
- Ecuador (2 libraries)
- Peru (3 libraries)

Prizes and Acknowledgements

The IFLA Section on Management and Marketing once again partnered with PressReader to grant the IFLA PressReader International Library Marketing Award for 2024. Three finalists are selected based on innovative contributions to marketing in the library field. This year, the winning libraries will receive funds towards the purchase of new technology for their library-related activities to improve the services or impact that libraries offer. First place receives €3,000, second €2,000, and third €1,500. The Award also honours the top 10 submissions with certificates of recognition and a [Premium PressReader account](#).

2023-2024 IFLA PressReader Marketing Award Jury

Jury Chair: Nick Boxem (The Netherlands)

Jury Members: Harriet Darcel (United Kingdom), Carmen Eastman (Australia), Fan Ji (China), Roxana Huaman Huriarte (Peru), Elena Stöhr (Germany) and Romeo Muvhulawa Matumba (South Africa). All Jury members had equal say and voice in the deliberations.

Jury accolades for the winners, finalists and honorees (in alphabetical order)

- **A.S. Pushkin East Kazakhstan Regional Library (Republic of Kazakhstan): Preservation and promotion of the cultural heritage of East Kazakhstan**
Innovative approach to preserving and promoting the cultural heritage of East Kazakhstan. Stunning imagery and a great opportunity to involve the community in a local history project. Libraries, legends and folklore are a wonderful fit for a marketing campaign.
- **Auckland Council Libraries (New Zealand): 100 reasons to have a library card**
We loved how the top campaign by Auckland Council Libraries embraced marketing with their “100 reasons to have a library card” campaign. The campaign was based on clear insight and defined audiences and objectives. Not only did this campaign deliver on its aims of recruiting new members with 61% of recent members joining directly as a result of seeing the marketing campaign – it also did a brilliant job of bringing to life the full breadth of library



activities, using the community as advocates and delivering this in a fun and eye-catching way.

- **Beihai Library (China): Railway Reading Post**
Beihai Library's "Railway Reading Post" project impressed the judges with its pioneering attempt to provide inter-city library services. The regional public library service network, composed of six Railway Reading Posts, has provided over a million passengers with easily accessible cultural services, making books their companions on long journeys. Paper books allowed those not adept at using digital technology to read smoothly, while digital books available on mobile devices offered a green and low-carbon reading option for other readers.
- **Delft Public Library (South Africa): Delft Library Digital Cloud**
The DELFT Library Digital Cloud initiative embodies a paradigm shift in how we engage with knowledge and community. Seamlessly blending innovation with inclusivity, it has transcended the boundaries of traditional library services, providing a digital sanctuary for readers of all ages. This visionary campaign not only revolutionizes access to information but also fosters a sense of belonging in the digital era. With its unwavering commitment to empowering minds and connecting communities, DELFT Library sets a gold standard for the future of library services worldwide.
- **Guangzhou Children's Library (China): Library Cube**
The "Library Cube", a novel infrastructure introduced by Guangzhou Children's Library, facilitates the integration and mutual function of public, school, and community libraries, demonstrating a commitment to openness, inclusivity, and cultural enrichment. The integrated library automation system spans 800 schools, offering great convenience to readers and extensive sharing of cultural resources. The Library Cube has created environments that encourage teachers and students to develop reading habits and digital literacy at school, while also providing community members with spaces for smart living and leisure during weekday evenings and weekends.
- **Jiaxing City Library (China): Initiating Popular Science Reading with Metaverse**
Jiaxing City Library's groundbreaking initiative, "Initiating Popular Science Reading with Metaverse," transcends conventional boundaries to ignite a passion for learning in the digital age. By seamlessly integrating popular science with the immersive world of the metaverse, this campaign pioneers a new era of knowledge dissemination. Its innovative approach not only captivates audiences but also democratizes access to educational resources. The Jiaxing City Library receives accolades for its visionary leadership in leveraging technology to inspire curiosity and exploration.
- **Knjižnica Mirana Jarca Novo mesto (Slovenia): Family library card: Bridging the Youth Literacy Gap**
Challenged the trend of declining literacy in youth and launched the Family membership card. Both a marketing campaign and product development; a good mix of marketing tactics to solve a problem and reach new audiences. The campaign was well planned, worked with a thorough strategy and exceeded expectations in terms of results. We were particularly impressed by the impact it had on the community as well as the strong key visuals that were being used to convey the message.
- **Nanjing University Libraries (China): The sounds of the library**
In 3rd place, Nanjing University Libraries impressed the judges with a fun campaign designed to address behaviour concerns from students in the library. Campaign assets included the filming of a song, which brought a warmth and energy to bring users together and resulted in a significant drop in the number of complaints post-campaign. It showed how



both marketing tactics and creativity can be used at a relatively low cost to tackle many different challenges libraries face.

- **Rui'an Library (China): Xiao Cao's Channel**
Rui'an Library impressed the judges with Xiao Cao's new media channel and original IP they created to enhance the library's influence and appeal. This personification marketing strategy has narrowed the psychological distance between readers and the library, increasing both online and offline engagement and user viscosity. Xiao Cao's humorous and engaging content attracted more readers to regularly visit and fall in love with the library and has successfully boosted a significant growth in the number of certified readers and library loans.
- **Shanghai Library (China): RPR: Immersed in Classics Literature**
Shanghai Library's "Role Playing Reading" project revitalizes literary classics through highly creative reinterpretations. Multi-character suspense scripts offered participants an immersive reading experience, combining gaming and reading in a three-hour interactive role-playing session. This effectively sparked the interest of the public, especially teenagers, in classic literature. The low creation cost and reasonable pricing strategy made this project sustainable and scalable. Promoting it to other libraries and schools allowed a broader audience to benefit from it. In a society where fragmented information prevails and deep reading is declining, Shanghai Library has made a valuable effort to encourage people to rediscover the classics and engage in immersive reading.
- **Seoul Metropolitan Library (Republic of Korea): Seoul Outdoor Library**
Seoul Metropolitan Library, our 2nd place winner, expanded its reach by bringing their library outside on a large scale – addressing concerns about safety post-COVID and taking the library to those who don't usually use it. The campaign generated widespread media coverage, substantially increased user numbers and provided a mandate for longer-term funding for the library. The Jury also felt that the initiative provided great inspiration for libraries of all sizes.
- **Sistema Nacional de Bibliotecas Públicas / Servicio Nacional del Patrimonio Cultural / Ministerio de las Culturas, las Artes y el Patrimonio (Chile): Digital Public Library lending points**
With creativity and a reduced budget, in collaboration with different institutions, the National Public Libraries System has achieved the consolidation of a large showcase to disseminate the Digital Public Library service and facilitate access to its digital books in public transport stations, hospitals, airports, shopping centres and universities, precisely where its potential target audience is, its new readers.
- **Stellenbosch University (South Africa): Promoting the Library via TikTok**
Stellenbosch University's bold venture into TikTok to promote the library marks a pioneering leap in student outreach. By embracing the vibrant world of short-form video, they've transformed library promotion into a captivating experience. This initiative not only showcases the library's resources but also fosters a sense of community and belonging among students. Stellenbosch University deserves applause for its forward-thinking approach, harnessing the power of social media to connect, inform, and inspire. Their TikTok campaign stands as a testament to the university's commitment to innovation and student engagement.
- **Toronto Public Library (Canada): What's at Stake?**
Toronto Public Library's marketing campaign impressed the jury with its powerful visuals, comprehensive rollout and arresting message that goes to the core of the library profession



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and freedom of information. The campaign documents showcase strong and integral strategic thinking and the use of metrics to evaluate effectiveness.

- **Yarra Plenty Regional Library (Australia): Deadly Collection**

Guided by the First Nations Community, YPRL developed a new collection, the Deadly Collection, with works created by Australia's First Nation People. The campaign achieved its three main objectives: enable local First Nations People to see themselves and their culture represented in local library spaces, inform the broader community about the library holdings created by First Nations People, and encourage the movement of the Deadly Collection. Potential for libraries worldwide to learn from this model.