



International Federation of
Library Associations and Institutions

PRESS RELEASE

12th IFLA International Marketing Award Winners Announced

Annual Library Association and Institution Awards are sponsored by Emerald Group Publishing

United Kingdom, 7 April 2014 – The International Federation of Library Associations and Institutions' (IFLA) Section on Management and Marketing and global academic publisher, Emerald Group Publishing, are pleased to announce the winners of the 12th IFLA International Marketing Award for 2014. The award honors organizations that have implemented creative, results-oriented marketing projects or campaigns that promote the library and information services industry.

First place goes to the Jiří Mahen Library in Brno, Czech Republic, represented by Libuše Nivnická (nivnicka@kjm.cz), for its innovative partnership program, 'Library in the Tram – Tram to the Library'. Working with Brno's DP Public Transport company and an advertising agency, library staff transformed tram cars into a brightly colored promotion for the library. Decorations and information are segregated by target audiences depending on where people normally sit (e.g., strollers and children at the back, disabled and elderly at the front, etc.). Texts and other information, such as book tips are regularly updated, and riders can use Quick Response (QR) codes to sample library services, search the library catalog, or read book excerpts of interest. Throughout the year, the library mounts thematic reading campaigns, and library volunteers riding the tram give small gifts to reading passengers. The tram design is reflected in the new visual style and promotional materials displayed throughout the library system. Reaching about 1,000 riders a day, the tram service is heavily promoted through web pages and social media. The program has attracted media and government attention and is a fine example of marketing that reaches people as they go about their everyday business.

The winner receives a cash award of \$2,000 and registration, airfare, lodging and other expenses to attend IFLA's World Library and Information Congress in Lyon, France, in August 2014.

In second place is the Regina Qu'Appelle Health Region Health Sciences Library, Regina, Saskatchewan, Canada, represented by Caitlin Carter (caitlin.carter@rqhealth.ca) and Stephanie Sanger (stephanie.sanger@rqhealth.ca) for its creative 'Standby . . . Action!' marketing campaign. Library staff produced three 90-second, amusing and effective videos to promote three services. The first video showed how librarians could provide quick and thorough information retrieval from medical/scientific databases on specific topics. The second illustrated the use of apps on mobile devices to find evidence-based information at the immediate point-of-care, while the third pointed to email alerts set up by librarians in medical/scientific databases on specific topics or electronic tables of contents for particular journals.

Two institutions share third place: Stellenbosch University Library and Information Service, South Africa, represented by Mimi Seyfert (mseyf@sun.ac.za), for its Get Research SMART@Your Library project, and the National Library Board of Singapore, represented by Jaclyn Teo (Jaclyn_teo@nlb.gov.sg) and Jye Lin, for its project S.U.R.E.-Promoting Information Literacy Awareness to Singaporeans. The jury felt they were equally effective but at a great difference in cost.

Stellenbosch staff presented its first Library Research Week to develop the skills and knowledge of emerging researchers and equip them with the necessary 'smarts' to guide them on their research path. The low-cost, week-long event focused on writing, research collaboration, and research "therapy," the latter consisting of treating the causes of research-related stress by focusing on relationships and interper-

sonal interaction with the research process. Staff used a broad, yet focused, variety of promotional tools to reach potential participants in a short period of time.

The \$1.4 million (SGD) S.U.R.E. Campaign of the National Library of Singapore sought to promote information literacy skills to the whole nation. Staff hoped to equip citizens, and especially the young who use social media, with the skills and mindset to be informed users of information and to promote cyber ethics and civil communication when using digital media. The program is promoted in the schools by setting up S.U.R.E. Clubs, one for Student Librarians and one for the general student body, and partnering with several popular children's book series. To reach the general public, all 24 public libraries and other public places were "dressed up" with a variety of educational posters, decals, bookmarks, screen savers, etc. to direct people to the S.U.R.E. website. The NLB also purchased media ads through the press, digital and outdoor advertising, and digital media.

In alphabetical order, honorable mention also went to:

Bibliothèque de Bionay, St-Légier, Switzerland, represented by Gaël Sala (gael.sala@mabibliotheque.ch) for the program "Jeux, sets...et bibliothèque!".

Hangzhou Library, Hangzhou, China, represented by Ruan Li, Wang Kai Hua et.al (hangtu@sina.cn) for the program "Found Around the Library".

Library Network of Suresnes, France, represented by Quentin Ruffin (gruffin@ville-suresnes.fr) for a program to promote a new digital entertainment space within the facility.

Public Library "Radislav Nikcevic", represented by Suzana Tanasijević (suzanatanasijevic@gmail.com) Jagodina, Serbia, for its program "AgroLib-Ja".

Saskatoon Public Library, East Saskatoon, Canada, represented by Kathryn Thompson (k.thompson@saskatoonlibrary.ca) for the program to celebrate the library's centennial year.

Volgograd Regional Universal Scientific Library, Russia,, represented by Ludmila A. Ulieva (domovoil@mail.ru) for the program "Efficiency + Availability".

The winners will receive their awards in August at the IFLA World Library and Information Congress in Lyon, France, time and place to be announced. Altogether, there were 31 applicants in 4 languages from 15 countries, including Benin, Cameroon, Canada, China, France, Latvia, Morocco, Russia, Rwanda, and Serbia.

Eileen Breen, Senior Publisher at Emerald, comments: "Congratulations to this year's winners, who have once again delivered some inspiring marketing campaigns to promote the international library and information services industry. We are delighted to support the IFLA International Marketing Awards for the 5th year running, as they continue to raise awareness of the industry's continued importance."

Any library, agency, or association in the world that promotes library service was eligible to receive the award. The IFLA International Marketing Award recognizes organizations for their outstanding achievements in marketing campaigns.

-ENDS-

Notes to editors:

Objectives of the Award:

- Reward the best library marketing project worldwide each year
- Encourage marketing in libraries
- Give libraries the opportunity to share marketing experiences

This year's applicants were carefully judged on the following:

- Strategic approach to marketing, indicated in the research and planning stages of a submitted project
- Creativity and innovation, as demonstrated by the originality of solutions to the marketing challenges
- Potential for generating widespread public visibility and support for libraries, irrespective of the kind or amount of resources employed
- Effectiveness, illustrated by measurable objectives and subsequent evaluation methods
- Commitment to ongoing marketing activities.
- For more information about the judging process, please contact the chair of the Jury of the IFLA International Marketing Award: Ludmila Zaytseva (Russia), lzai@rsl.ru.

About IFLA <http://www.ifla.org/>

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.

Media contact: Sylvere Mercier, Information Coordinator, IFLA Management and Marketing Committee

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