



Marketing Strategy of the Year

Business Awards, Australian Book Industry Awards 2024

This award is for the marketing professionals showcasing their talents across individual product lines and lists with imaginative, innovative and effective campaigns active in the preceding calendar year. A marketing strategy in context of this award could be a single book campaign, a campaign supporting an event or initiative, the creation of a genre or imprint specific marketing, or a branding initiative. This award is open for anyone working in marketing at an Australian publishing house, bookseller, or book charity/organisation.

If your campaign was active across more than one calendar year, it must not have been entered in previous years in order to be eligible.

Note: Self-nominations will be accepted.

Entry Information

This information is primarily used by the awards in the announcement and promotion of the shortlist and winning titles. The judges will not penalise if any optional information is not provided. Please ensure all information entered is written correctly.

Required:

- Campaign name (this is your entry name as you would like listed if shortlisted)
- Brief description of campaign (80 words)

Optional:

- Company social media
- Media contact

Nomination Statements

Nomination Instructions for Marketing Strategy Entrants

When writing your nomination, you should include relevant information, including key data to support claims including marketing budget and sales (where third party data is not available, please provide internal statistics, and sales against revised budgets), which demonstrates the reasons this candidate should win, including examples of:

- Well-planned and executed marketing campaigns with clear objectives and tangible results, including any areas where you had to pivot
- The ways in which entrants have worked innovatively across different media types and marketing disciplines
- How the marketing contributed to readers discovering new books, or authors
- Evidence of collaborations or partnerships which extended reach or had a positive social impact

List four key reasons this strategy deserves to be recognised as the Marketing Strategy of the Year, addressing the following criteria:	Word Limit	Points
1. Well-planned and executed marketing campaigns with clear objectives and tangible results, including any areas where you had to pivot	250 words (max)	25 points
2. The ways in which entrants have worked innovatively across different media types and marketing disciplines.	250 words (max)	25 points
3. How the marketing contributed to readers discovering new books, or authors	250 words (max)	25 points
4. Evidence of collaborations or partnerships which extended reach or had a positive social impact	250 words (max)	25 points
Total	1000 words (max)	100 points (max)

Attachments

All images should be high res. The maximum image file size is 5MB, jpeg, png or tiff accepted.

Required:

- Company logo
- Two campaign images