

PPRG

marketing excellence

A W A R D S

in partnership with Coutts Information Services Ltd
rewarding excellence & innovation in libraries



2006

We know that promoting services is an essential role for librarians and information managers. Across the UK, CILIP Members and others are producing increasingly sophisticated marketing and publicity material and running innovative promotional campaigns, often with limited resources. These Awards aim to recognise and reward this valuable work that brings library services to new audiences and develops and publicises an extensive range of new activities to existing users.

Why should I enter these Awards?

The Awards give library staff at all levels and in every sector the chance to win recognition for their work in promoting their service.

Gold, Silver or Bronze Awards will mean ...

- ▶ Gold Award - an engraved plaque + one free place at this year's PPRG Conference
- ▶ Silver Award - an engraved plaque and 50% discount on one place at this year's PPRG Conference
- ▶ Bronze Award - an engraved plaque and 25% discount on one place at this year's PPRG Conference
- ▶ The opportunity to influence funding agencies, governing bodies, Councillors, Directors, MPs, etc.
- ▶ The opportunity to gain positive media coverage and develop links with your local newspapers, radio and television stations
- ▶ The prestige of a national Award
- ▶ A great boost to staff morale

All entrants who have won an Award will be notified in writing not later than 12 August 2006.

The presentation of the Awards

The Awards will be presented by The President of CILIP at a Gala Dinner held during the PPRG Conference, November 2 - 4th 2006.

Conference delegates will be able to see the successful entries and share good practice and experience.

The Public Relations & Publicity Awards are organised by CILIP's Publicity and Public Relations & Group, in partnership Coutts Information Services Limited.

The Publicity & Public Relations Group exists to promote the view that high quality professional marketing, publicity and public relations are vital to any library or information service. The Group achieves its objectives through a variety of courses and conferences that explore themes related to publicity, public relations and marketing, plus their newsletter 'Public Eye'.

The Group is committed to the Marketing Excellence Awards, as it believes that they have a vital role in encouraging excellence and innovation in public relations and publicity in all types of library.

Coutts sponsors the PPRG Marketing Excellence Awards

Coutts Information Services Ltd is a widely respected international company providing services to libraries throughout the world.

Coutts works at the forefront of modernised library service delivery, with resources and skills to support marketing focus in libraries, reader development in public libraries and new technology harnessed to the delivery of electronic services and e-content. Its aim is to work in partnership with library and information professionals for the benefit of library users in the academic, health, government, business and public library sectors.

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The Categories

1. The Creative Print Campaign

Campaigns should include several promotional elements, for example, two or more of the following: printed publicity material, a promotional event or display, media coverage and liaison. The judges will be looking for evidence of impact and effectiveness. This category is designed to reward promotional campaigns that are produced using existing resources, rather than from a dedicated promotional budget.

Creative Print Campaign Award criteria

- The overall effectiveness of the campaign in achieving its objectives
- The quality of the graphic design i.e. use of colour, layout and styling
- The appropriate use of images and photographs
- Well-written, engaging and informative copy
- Good quality printing and materials
- Originality of concept and its suitability to the campaign's target market
- The distribution methods used and their suitability for reaching the target market
- Effective use of resources (staff time, equipment, location)
- Effective use of project budget
- Evaluation of the campaign achievements

2. Media Innovation Award

As above. Projects eligible for this category are more likely to have a dedicated promotional budget.

New Media Innovation Award criteria

- The overall effectiveness of the campaign in achieving its objectives
- Originality of concept and its suitability to the campaign's target market
- Innovative use of new media e.g. website, online advertising, search marketing, SMS text messaging, Direct Response TV
- Design and usability of the material
- Opportunities for interactivity with the target market
- Effective integration with other (traditional) marketing communications
- Effective use of resources (staff time, equipment, location)
- Effective use of project budget
- Evaluation of the campaign achievements

3. Intergrated Marketing Award

Including: leaflets, bookmarks, brochures, information packs, posters, etc. either on their own or as part of a branding exercise including several of the above. Judges will be looking for innovative use of colour, materials, design, plus good copy writing which is appropriate for the target audience.

Integrated Marketing Award criteria

- The effective use of a combination of marketing communications activities (e.g. print, news, media, events, PR) to achieve pre-defined objectives.
- Originality of concept and its suitability to the campaign's target market
- The quality of design and copywriting
- The success of events in terms of attendance and feedback
- The amount of positive press coverage received
- Design and usability of new media material
- Consistency of style and key messages across the different marketing communications.

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- Timing and synchronisation of the marketing communications
- Effective use of resources (staff time, equipment, location)
- Effective use of project budget

Criteria

- The Awards are open to any library and information service in the UK.
- Projects must have been promoted to the target group after 1 January 2005 and have been running long enough to show evidence of effectiveness.
- A completed entry form must be included with each entry. Photocopies are acceptable.

An electronic copy of this form is available at www.cilip.org.uk/prp or www.couttsinfo.com

What you should include in your entry

- As much evidence of the impact of your project as possible. This could be comments and endorsements from library users, sponsors / partners and other professionals, relevant facts and figures about the use of your service before and after, and examples of press and media coverage.
- Relevant information about your project and detailed answers to the questions overleaf. Don't go for information overload; a simple, clearly expressed entry will be more easily judged than one which includes vast amounts of unnecessary detail.
- A breakdown of the budget spent on your project, with income as well as expenditure and an estimate of in-kind support.
- Entries in the Media Innovation Award category should enclose appropriate URLs and a sample of the project in hard copy.

If you need further advice on entering please contact **Linda Smith, Chairperson, The PPRG**

Tel: 0115 848 2256

Email: linda.smith@ntu.ac.uk

Checking your entry

- Check your entry very carefully before sending it to be judged. We suggest that you ask some one who has not been involved closely with your project to read it through to ensure that you have described everything clearly.

Packaging your entry

- Make sure your entry is well presented; this will do justice to your work and will assist fair judging
- Send your entry in a suitable folder no larger than **A3** size.
- If your entry comes in more than one package please label each section clearly, with category, project title and organisation. This will ensure that no part of your entry is lost.
- Write the **Category Number** on the **outside**, of each package (this will help us to sort entries before they are unpacked).

Posting your entry

Please send your entries by **Recorded Delivery** to

**The PPRG Marketing Excellence Awards
c/o The Marketing Department
CILIP,
7, Ridgmount Street,
London WC1E 7AE**

**Confirm that you have posted your entry email:
linda.smith@ntu.ac.uk**

You should include the following information for each entry:

**Category and Title of entry
Number of packages comprising the entry
A contact name and telephone number**

Unfortunately we can't return entries, so do keep a copy for your own reference.

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Entry form (please print clearly)

Award Category:

Project title:

Date project made available to target group:

Project end date if not ongoing:

Describe your target group:

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Summarise your project:

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Please state the precise title of your organisation (and any sponsors and partners).

This will be engraved on plaques.

Organisation:

Contact name:

Address:

..... Postcode:

Tel: Fax:

E-mail:

Please answer the following questions, in order, using separate, numbered sheets of paper.

1. What were your project's promotional objectives? e.g. to increase the number of users, to increase usage of a particular service, to strengthen links with local media. Try to avoid general statements such as 'to raise the profile of the library'.
2. How were these objectives met? Make sure you include details of what you did and why and also evidence of impact and evaluation.
3. Please provide a project budget breakdown.
4. Please give details of any printed material you have produced, e.g. how many you printed and how and where they were distributed and displayed.

List here any items you have included to back up your entry:

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PPRG and Coutts would like to send you updates and information on this and other awards, events and matters of professional interest.

If you do not wish to receive this information please tick this box

Please tick here if you would like to receive updates by email

Please send completed entry forms to arrive by July 22nd 2006 to: The PPRG Public Relations & Publicity Awards, c/o The Marketing Department, CILIP, 7 Ridgmount Street, London, WC1E 7AE.