



7th IFLA INTERNATIONAL MARKETING* AWARD 2009
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Application Form
(to be submitted either electronically or by classical mail – "snail-mail")

*Words underlined in this document are defined in a glossary at the end of this application.

Marketing is the process of identifying and satisfying customer wants and needs with specific offers, driven by organization's mission and within its resources. The IFLA Management and Marketing Section and **Emerald** offer this award designed to recognize a successful marketing project accomplished by any type of library or information organization in the world. The successful project will satisfy an identified want or need of a targeted customer group. The offer must be delivered and communicated to customers effectively. An evaluation strategy of the project's success must be included, and based upon measurable objectives.

All the following questions must be completed.

1. Name of organization(s):

Type of Library (please check):

Public
Academic
School
Other

2. Marketing Project/Campaign Coordinator(s):

3. Address:

4. Telephone/Fax/E-mail:

5. Date submitted:

6. Title of Marketing Project/Campaign:

7. Slogan (if applicable)

8. Time Line for project may fall within any of the timeframes below:
- Calendar year 2008 (January - December)
 - School year 2007-2008 (Fall-Spring)
 - Special project which ends in 2008

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Project Information

Please, answer each question, to facilitate understanding of the components of your marketing project.

1. Summary of marketing project

Give a brief overview of your project, including the offer, target customers, and the goals and objectives

2. What is the specific offer (product, service, program, campaign, etc.)

3. What information did you use to identify that this offer was needed?

4. Who are the actual or potential targeted customer (s) for your offer?

8. Allocation of resources (your total actual or planned budget, e.g., campaign expenses; and or description of allocation of staff, material and time)

9. Optional: You may supply any supporting information that might enhance understanding of your project.
10. The Award committee and sponsor would like to share entries with libraries around the world, whether the project wins or loses. Please check yes or no if you would give the committee your permission for this. Yes_____ No_____

Email application to chair, Daisy McAdam Daisy.McAdam@unige.ch by January 31, 2009:

Chair :

Daisy McADAM (Switzerland)
University of Geneva
Faculty of Economics and Social Sciences
40, Pont-d'Arve
1211 GENEVA 4
Switzerland
Tel. +41-22-3798048

GLOSSARY¹

Actual customer - (see customer)

Campaign - interrelated and coordinated marketing communication activities with a single theme or idea that appears in different media across a specific time period

Customer - actual or potential user of library services

Customer information - data gathered with respect to a particular market, which may describe their characteristics and behavior.

Evaluate - systematic methods which measure the level of success of meeting objectives.

Four P's (4 P's) - the marketing mix of controllable variables price, product, place and promotion, that the library uses to pursue the desired level of customer satisfaction (i.e., library use) in the targeted customer market.

Goals - a broad and lofty big picture approach to what the library wants to achieve. Goals are not always quantifiable.

Market - group of actual or potential customers

Marketing communication - see promotional tools

Marketing mix - see Four P's

Marketing project - an activity based upon measurable objectives and a well-developed marketing strategy to satisfy a targeted customer group's wants and needs.

Measurable Objectives - see objectives

Objectives - desired or needed result to be achieved by a specific time.

Offer - a proposal by a library to make available to a target customer a desirable product, service, program or behavior, to satisfy and meet identified wants and needs.

Place - usually the physical point of distribution of the offer, but this concept embraces all points of distribution including websites.

Planned or actual budget - the amount of funds committed to the marketing project

Potential customer - (see customer)

¹ Editor, Dr. Christie Koontz, ckoontz@admin.fsu.edu. The word library is used throughout the glossary, to represent any library or information related institution.

Price (perceived costs) - the formal ratio that indicates the quantities of resources needed for the customer to *acquire* a given good or service. For a library user price may come in the form of *time* the library users much expend to obtain library materials or services.

Product - anything that may be offered in tangible form to a customer(s) to satisfy an identified need.

Program - events for public presentation, such as a story hour, bibliographic instruction or other planned occurrence to satisfy an identified customer need.

Promotional tools - various marketing communication techniques such as advertising, personal selling, sales promotion, public relations/publicity, direct mail or web-based activities.

Service - any activity or benefit that is offered by the library that is intangible, such as a reference question answered, a loan of material. The service may or may not be tied to a physical product.

Targeted customer - particular customer group on which the library focuses its expertise to satisfy the group, to accomplish its marketing objectives