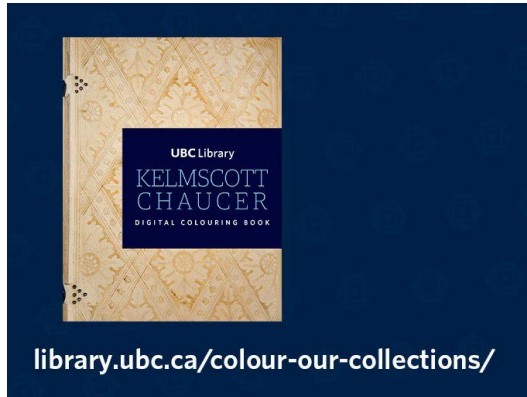


IFLA International Marketing Award Winners 2019

The University of British Columbia has won first place in the coveted IFLA PressReader International Marketing Award for 2019.



The University of British Columbia launched their Kelmscott Chaucer Digital Colouring Book campaign to provide a fun and interactive way for users to engage with library collections. Inspired by the Colour Our Collections initiative, the UBC created a free, downloadable colouring book using art from a book in their Rare Books and Special Collection. The winner receives 3000€ cash award towards airfare, lodging and registration to attend the 85th IFLA World Library and Information Congress in Athens, August 2019.

<https://about.library.ubc.ca/colour-our-collections/>



taskukirjasto

Vantaa City Library in Finland wins second place with their innovative App promotion and marketing strategy Taskukirjasto (translated as Pocket Library). The App received 71,208 times with 10,000 sessions per month. Vantaa City Library targeted subway users via digital wall promotions.



Second place receives 2000€ towards airfare, lodging and registration to attend the 85th IFLA World Library and Information Congress in Athens, August 2019.

[http://www.helmet.fi/en-US/eLibrary/Taskukirjasto/Taskukirjasto\(5378\)](http://www.helmet.fi/en-US/eLibrary/Taskukirjasto/Taskukirjasto(5378))



Third place winner is Sunshine Coast Libraries, Australia with the 10 Seats, 10 Stories, 10 Parks Story Seats project. Families are invited to go on an adventure to find all 10 story seats and take the opportunity to spend quality time together talking, reading, singing and playing together. The campaign in conjunction with First 5 Forever is aimed at locals, tourists and general public in an unique way to merge the Australian outdoor lifestyle and reading. Third place receives 1500€ towards airfare, lodging and registration to attend the 85th IFLA World Library and Information Congress in Athens, August 2019.

<https://library.sunshinecoast.qld.gov.au/Children/Story-Seats>

A record number of applications were received this round: 116 submissions from 30 countries! These included 43 submissions from China, 23 from Russia, 3 from Australia, Brazil, Canada, Sweden and Zimbabwe, 2 from Columbia, Ecuador, India, Kazakhstan, Korea, and The Philippines and 1 from Bahrain, Bulgaria, Costa Rica, El Salvador, Finland, Indonesia, Kenya, Malaysia, Mexico, Morocco, New Zealand, Nigeria, Pakistan, South Africa, Spain, Uganda, US, and Zambia.

The top ten includes the first, second and third winners and seven unique projects. Applications were selected via criteria that demonstrated innovative and original project marketing strategies.

The IFLA PressReader International Marketing Award is presented by the IFLA Section on Management and Marketing in collaboration with the current award sponsor PressReader. This award, in its 16th year, honours organizations which implement creative, results-oriented marketing projects or campaigns.

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 with more than 1,300 members in 140 countries worldwide. The Headquarter is based The Hague/Netherlands.

As the leading digital and print-on-demand newspaper and magazine platform, PressReader (<https://www.pressreader.com/>) is helping IFLA to recognize and support creative, inspired, results-oriented marketing campaigns. Individuals who submitted their application by the deadline received an exclusive one-month gifted access to PressReader.

The Top Ten entries are as follows:

Kelmscott Chaucer Digital Colouring Book Campaign, University of British Columbia (Canada)
<https://about.library.ubc.ca/colour-our-collections/>

Taskukirjasto (translated as Pocket Library, Vantaa City Library (Finland)
[http://www.helmet.fi/en-US/eLibrary/Taskukirjasto/Taskukirjasto\(5378\)](http://www.helmet.fi/en-US/eLibrary/Taskukirjasto/Taskukirjasto(5378))

Story Seats, Sunshine Coast Libraries (Australia)
<https://library.sunshinecoast.qld.gov.au/Children/Story-Seats>

And in alphabetical order by title:

Find the Clues to Open Access, REBIUN (Red Española de Bibliotecas Universitarias) (Spain)
<https://www.facebook.com/REBIUN/>

FOPL Open Media Desk, Federation of Ontario Public Libraries (Canada)
<http://www.fopl.ca>

Krasnoyarsk Billion Pages, State Universal Scientific Library of Krasnoyarsk Region (Russia)
<https://yard.kraslib.ru>

Libraries Without Boundaries, Zimbabwe Rural Schools Library Trust (Zimbabwe)
https://www.youtube.com/playlist?list=OLAK5uy_mEL9PJ-EUSUKK4V1jMasF88E_MtwB84k

Night at the Library, Nanjing University Library (China)
<https://youtu.be/faxNbcVK0bk>

Reading Star, Chongqing Library (China)
https://mp.weixin.qq.com/s?_biz=MzA3MDIyOTYyMQ==&mid=2650729024&idx=1&sn=19d1b146af1197299fe1911d74eeada1&chksm=86ca415ab1bdc84c8d4a2a3821267f2d206062487fcb6d2e5a0bb7c8b48ef88a4f1d48ba11f6&mpshare=1&scene=23&srcid=0107xh7o2Xs4eBrq5kc0zsCA#rd

The Marketplace, Ipswich Libraries (Australia)
<https://www.ipswichlibraries.com.au/marketplace/>

Media inquiries: iflajurymembers@googlegroups.com

<https://www.ifla.org/> <https://www.ifla.org/management-and-marketing>