

## Alberta campaign gets international recognition

May 4, 2009 ... *Books and beyond* has been recognized as one of the best library marketing campaigns in the world, taking third place in the International Federation of Library Associations and Institutions (IFLA) International Marketing Awards for 2009. Launched in 2008, the *Books and beyond* campaign was created not only to promote the exciting wealth of resources available at Alberta's libraries, but to break existing stereotypes with a serious dose of irony.

Featuring primarily 15-second TV and radio spots and online ads, the *Books and beyond* campaign features scenarios that show people using not only books but CDs, DVDs, the Internet and library programs for everything from climbing Mount Everest to roasting poultry. Each scenario comes with a twist (check out the campaign spots at [www.booksandbeyond.ca](http://www.booksandbeyond.ca)).

American cable broadcaster TBS also featured two *Books and beyond* TV spots among the funniest ads from around the world (search the ads at [www.veryfunnyads.com](http://www.veryfunnyads.com)).

The IFLA award was created to reward the best library marketing projects worldwide each year, encourage marketing in libraries and give libraries the opportunity to share marketing experiences. There were 22 applications from 16 different countries for this year's award.

The applications were judged on strategic approach; creativity, originality, innovation and social value; potential for generating widespread support for libraries; effectiveness; commitment to ongoing marketing activities; and expression of emotion, sustainability and ethical aspects.

The *Books and beyond* campaign was led by The Alberta Library (TAL), with funding and direction from the Alberta Public Library Electronic Network.

"We're thrilled with the international response to the campaign," says acting TAL CEO Karla Palichuk. "Many people still have a stereotypical view of libraries, a view that just doesn't match the reality. Libraries go way beyond books – and the response shows that we can really connect with people in making that point. We're also really pleased that the campaign has been well-received by the library community here in Alberta."

The campaign was created by Rethink, one of Canada's leading marketing agencies. "In addition to their commitment to the campaign, the impressive thing about Rethink's creative team is their ability to tell stories, even in 15 second spots," says Palichuk. "It's a fresh approach – and that's exactly what we were looking for."

The campaign continues in Fall 2009.

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