

# Excellence in Marketing and Public Relations

*Purpose:*

To recognize outstanding strategic marketing or public relations campaigns that demonstrate documented and measurable success through strategic planning and creativity.

*Eligibility:*

Nominee must:

- Be a library, library organization or library association in Florida.
- Be a marketing or public relations campaign that was completed during the calendar year prior to the conference at which the award will be bestowed.

The nominator must be a current member of the Florida Library Association.

Supplemental documentation should include:

- Planning strategies: Describe the challenge you faced; that is, why did you need a marketing plan, and what was your objective? In your planning narrative, explain your strategic goals and messages for meeting that challenge.
- Implementation details: Give substantive details in your implementation and creative narrative on how you implemented your plan, showcasing the techniques, creativity, and promotional materials you used.
- Evaluation: Review your results in your evaluation narrative and reflect on lessons learned throughout the process.
- Include any supporting materials in an electronic format (photos, screenshots, PDF, PowerPoint, Word, etc.). Supporting materials may include any of the following: photos, clippings or media coverage, testimonials and patron comments, research, key messages, promotional pieces, screenshots of websites, electronic or social media promotion.

*Criteria:*

- Planning
- Implementation
- Results and impact
- Aesthetic appeal utilizing originality and creativity
- Effectiveness of message and persuasiveness
- Marketed through various mediums: print, website, outreach, social media, etc.

Date of marketing or public relations campaign: \_\_\_\_\_

Is the nominator a current Florida Library Association member? Yes \_\_\_\_\_ No \_\_\_\_\_

## Rubric: Excellence in Marketing and Public Relations

Criteria	4	3	2	1
<b>Planning</b>	The challenge or goal of the marketing or public relations campaign is clearly and comprehensively described. The planning phase is clearly and comprehensively described with linkages between the planning and the specific challenges/goals the planning was designed to address.	The challenge or goal of the marketing or public relations campaign is clearly and comprehensively described. The planning phase is clearly and comprehensively described, but not all linkages between the planning and the specific challenges/goals the planning was designed to address are discussed.	The challenge or goal of the marketing or public relations campaign is vaguely described. There is a limited explanation of the planning phase with minimal linkages between the planning and the specific challenges/goals the planning was designed to address.	The challenge or goal of the marketing or public relations campaign is not described. There is a limited explanation of the planning phase and the linkages between the planning and the specific challenges/goals the planning was designed to address are not discussed.
<b>Implementation</b>	The marketing or public relations campaign was implemented better than planned.	The marketing or public relations campaign was implemented as planned. Some creativity was demonstrated by strategic marketing techniques and in creating and disseminating promotional materials and is clearly described in the narrative.	The marketing or public relations campaign was implemented as planned. Little creativity was demonstrated by strategic marketing techniques, in creating and disseminating promotional materials, and is vaguely described in the narrative.	The marketing or public relations campaign was ineffective in its implementation. The strategic marketing techniques and promotional materials lack creativity.

<p><b>Results and impact</b></p>	<p>The campaign produced excellent results. It achieved beyond the desired outcomes and greatly impacted the target audience. The results were measurable and very significant.</p>	<p>The campaign produced great results. It achieved desired outcomes and impacted the target audience. The results were measurable and significant</p>	<p>The campaign produced great results. It partially achieved desired outcomes and may have impacted the target audience. The results were not measurable and somewhat significant.</p>	<p>The campaign produced poor results. It did not achieve desired outcomes and did not impact the target audience. There were no measurable and significant results; or not enough information is provided to determine.</p>
<p><b>Aesthetic appeal utilizing originality and creativity</b></p>	<p>Exceptional aesthetic appeal. It captures attention and leaves a positive impression. An exceptional level of creativity and originality used in strategic marketing techniques and in creating and disseminating promotional materials is clearly described in the narrative.</p>	<p>Aesthetically pleasing, but minor improvements could enhance its impact. Creativity and originality was demonstrated by strategic marketing techniques and in creating and disseminating promotional materials and is clearly described in the narrative.</p>	<p>Some creativity was demonstrated by strategic marketing techniques, in creating and disseminating promotional materials, and is vaguely described in the narrative.</p>	<p>The strategic marketing techniques and promotional materials lack aesthetic appeal, creativity, and originality; or not enough information is provided to determine.</p>
<p><b>Effectiveness of message and persuasiveness</b></p>	<p>The campaign delivers a persuasive and compelling message. The message is conveyed with clarity and coherence.</p>	<p>The campaign delivers a serviceable message, but there's room for improvement in persuasiveness.</p>	<p>The campaign lacks an effective message and fails to persuade the audience.</p>	<p>The campaign has no effective message; or not enough information is provided to determine.</p>

<p><b>Marketed through various mediums: print, website, outreach, social media, etc.</b></p>	<p>Campaign utilizes print media, digital media and community outreach strategies effectively. The campaign includes print materials (e.g., brochures, posters, newsletters) digital materials (e.g., social media posts, websites, podcasts) and community outreach efforts (presence at community events etc). There is seamless integration between channels and mediums.</p>	<p>Campaign utilizes two of the three mediums: print materials (e.g., brochures, posters, newsletters) and digital materials (e.g., social media posts, websites, podcasts) or community outreach efforts (presence at community events etc). There is good integration between channels and mediums.</p>	<p>Campaign focuses on one medium (print, digital or outreach) but lacks synergy. There is no integration between channels and mediums.</p>	<p>Campaign neglects print, digital and outreach presence totally, or not enough information is provided to determine.</p>
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