

# PROMOTION USAGE GUIDE FOR PUBLISHERS

## CONTENTS

page 1: Overview & key dates

page 2: Stickers & line artwork for shortlisted titles

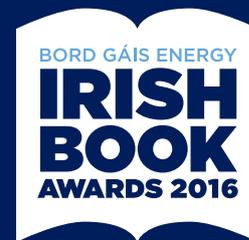
page 3: Point of sale available

page 4: Logo usage & winning titles

page 5: Social media & consumer newsletter

page 6: Accessing all artwork, approvals & contact details

## OVERVIEW & KEY DATES



The **Bord Gáis Energy Irish Book Awards** brings together the entire literary community – readers, authors, booksellers, publishers and librarians – to recognise and celebrate the very best of Irish literary talent.

The Awards dinner has become the major event in the literary calendar with some of Ireland's, and indeed the world's, most recognised authors gathering together in a spirit of camaraderie and friendly competition to celebrate the success of the past year.

Since 2011 the awards have been shown on an RTÉ Television Highlights Show. The 2016 highlights will again be aired a few days after the awards. The Bord Gáis Energy Irish Book Awards is a promotion which enjoys unanimous support in bookshops across Ireland. Bookshops and libraries receive point of sale packs and awards brochures to distribute amongst their customers.

### **The Awards 2016:**

Eason Book Club Novel of the Year  
Crime Fiction Book of the Year  
TheJournal.ie Best Irish-published Book of the Year  
Avonmore Cookbook of the Year  
National Book Tokens Nonfiction Book of the Year  
Ireland AM Popular Nonfiction Book of the Year  
The Irish Independent Popular Fiction Book of the Year  
Specsavers Children's Book of the Year (Junior)  
Specsavers Children's Book of the Year (Senior)  
Ryan Tubridy RTÉ Radio 1 Listeners' Choice  
Sunday Independent Newcomer of the Year  
Sports Book of the Year  
Writing.ie Short Story of the Year  
Listowel Writers Week Irish Poem of the Year  
Bob Hughes Lifetime Achievement Award  
Bord Gáis Energy International Recognition Award  
Bord Gáis Energy Book of the Year

### **Judging process:**

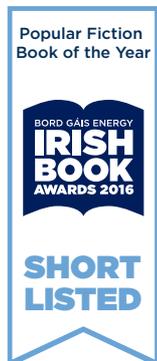
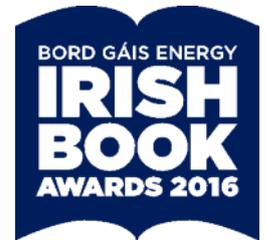
For full details on the judging process please visit the awards website:  
[www.bgeirishbookawards.ie](http://www.bgeirishbookawards.ie)

### **Key Dates 2016:**

25th October	Shortlist launch
25th October	Shortlist campaign begins instore and public voting opens.
16 <sup>th</sup> November	Award ceremony at Double Tree Hotel, Dublin 4
17 <sup>th</sup> November – 24 <sup>th</sup> December	Winners promotion instore
19 <sup>th</sup> November TBC	The awards are aired on RTÉ One
Middle of December	Announcement of the Bord Gáis Energy Book of the Year

## FOR SHORTLISTED TITLES

### Stickers for use on shortlisted books



popularficshortlist.pdf

#### Using the sticker artwork on books:

Award specific shortlist stickers will be emailed to you but are also available to download from the Agile website: [www.agile-ideas.com](http://www.agile-ideas.com). The Popular Fiction Book of the Year sticker is shown above as an example.

The stickers are 20mm wide x 48mm high.

If printing directly onto the book cover use without a border, unless printing on a similar coloured background in which case a fine keyline or a drop shadow may be used to define the circle.

The stickers are available to download as eps and pdf files - if you need files with bleed or a different file type, please contact [danielle@agile-ideas.com](mailto:danielle@agile-ideas.com)

#### Line artwork for use on shortlisted books



#### SHORTLISTED POPULAR FICTION BOOK OF THE YEAR

Award specific shortlisted line artwork that can be used directly on book covers is available. Please contact [danielle@agile-ideas.com](mailto:danielle@agile-ideas.com) if you would like line artwork, with information on the colour that would be suitable for your cover. A jpeg of the cover with the line artwork in place must be sent to Danielle for approval prior to printing.

# POINT OF SALE AVAILABLE

Printed stickers, posters, shelf strips and magazines will be produced for the promotion. The free to consumer A5 magazine includes information on all titles shortlisted for the awards, details on the public vote and articles on Irish writing. In general it is a guide to the best Irish books of the year.

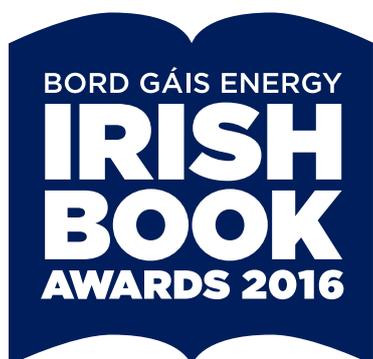
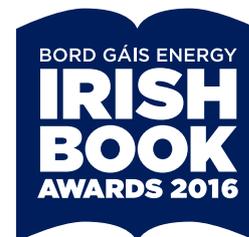


Examples above from the awards magazine in 2015

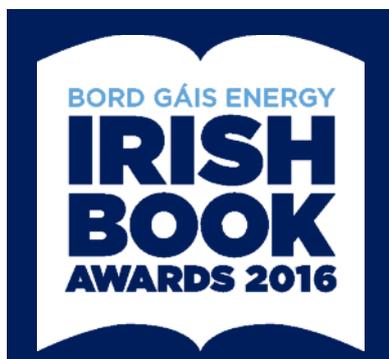
If you would like to receive quantities of the POS or are interested in advertising within the magazine, please contact [danielle@agile-ideas.com](mailto:danielle@agile-ideas.com)

Electronic versions of the POS will be available to download on the awards website: [www.bgeirishbookawards.ie](http://www.bgeirishbookawards.ie) and we plan to make an online page-turning version of the magazine which can be embedded into websites and shared via social media.

## PROMOTIONAL USE OF THE AWARDS LOGO



ibalogo.eps



ibalogowhite.eps

### The Bord Gáis Energy Irish Book Awards logo:

The awards logo must be used on all advertising, including online, that make reference to the awards. The logo must be used face on.

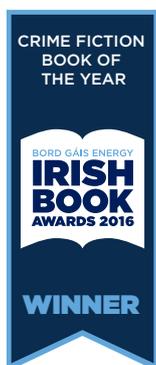
For darker backgrounds the white reversed BGEIBA logo can be used.

No additional border may be added.

Both logos above are available to download from the Agile & awards websites: [www.agile-ideas.com](http://www.agile-ideas.com) & [www.bgeirishbookawards.ie](http://www.bgeirishbookawards.ie)

## FOR WINNING TITLES

Stickers and line artwork will be available for winning titles – winning publishers will be contacted with details on these the day after the awards ceremony at the end of November.



marketing

[www.agile-ideas.com](http://www.agile-ideas.com)

## SOCIAL MEDIA

Join in with us on social media, **The Bord Gáis Energy Irish Book Awards** is on Twitter, Facebook, Instagram and has a YouTube channel.

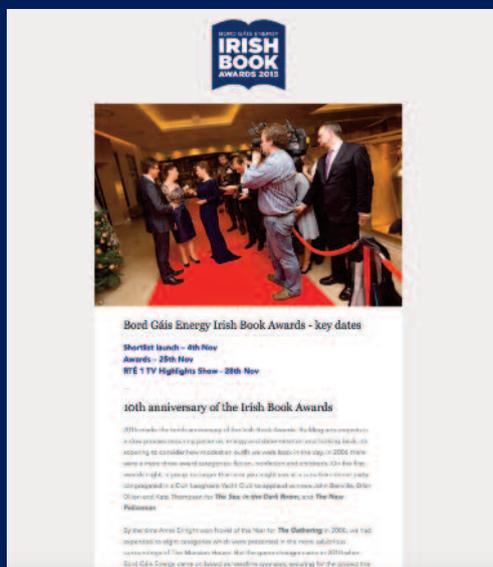
**@BGEIBAS**

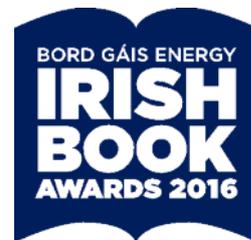
The hashtag for the awards is **#BGEIBA**

<https://www.facebook.com/BGEIrishBookAwards>

## CONSUMER NEWSLETTERS

You can also keep up to date with the awards by signing up for our consumer email newsletter. Sign-up at the bottom of the awards homepage.





## Accessing all artwork & approval

All artwork for publishers is available to download from the Agile Marketing website: [www.agile-ideas.com](http://www.agile-ideas.com).

If you have problems accessing this or require anything that is not provided please contact: Danielle Bowers [danielle@agile-ideas.com](mailto:danielle@agile-ideas.com)

### ARTWORK APPROVAL ON ADVERTISING:

Please send a low res PDF of any advertising which uses the awards logo to Danielle Bowers for approval: [danielle@agile-ideas.com](mailto:danielle@agile-ideas.com)

ALL REPRODUCTION OF THE LOGOS WITHIN ADVERTISING OR ON POS **MUST** BE AUTHORISED BEFOREHAND.

### Contact us:

**IBA Executive Director:**

**Alastair Giles**

**email: [alastair@agile-ideas.com](mailto:alastair@agile-ideas.com)**

For corporate sponsorship and development issues and for all enquiries on submissions, eligibility, and voting:

**IBA Project Administrator:**

**Bert Wright**

**email: [bert@agile-ideas.com](mailto:bert@agile-ideas.com)**

For awards tickets and enquiries about corporate sponsorship opportunities:

**Event Manager**

**Catherine Quinn**

**email: [catherinequinn@uniquemedia.ie](mailto:catherinequinn@uniquemedia.ie)**

For design and production issues:

**Production Manager:**

**Danielle Bowers**

**email: [danielle@agile-ideas.com](mailto:danielle@agile-ideas.com)**

For press information:

PR Company:

**Unique Media**

**email: [info@uniquemedia.ie](mailto:info@uniquemedia.ie)**