



**Magiczny
Kraków**

Honourable Mention for Krakow Book Fair in Golden Arrow awards

2023-07-11

At the Golden Arrow Awards Gala on 23 June, the Krakow Book Fair received an Honourable Mention in the Experiential marketing - Event marketing - off line category for its communication strategy for the 25th International Book Fair in Krakow®.

A 30-member jury, divided into three specialised working groups comprising experienced marketers and agency representatives, awarded the honourable mention to only two out of five companies nominated in the Experiential marketing - Event marketing - off line category. The honourable mention awarded to the Krakow Book Fair is all the more significant since no main prize was awarded in that category.

The Golden Arrow has been awarded for the best and groundbreaking marketing campaigns since 2006. This initiative of the teams of “Media Marketing Poland” and the Polish Marketing Association SMB is a highly specialised competition, owing to the broad knowledge of the industry and the market gained over many years. The jury takes into account the tools, innovativeness, and results of the largest campaigns. The main goal of the competition is to promote best practices in the use of marketing tools and to give awards for groundbreaking solutions.

The International Book Fair in Krakow®, which this year celebrates its 25th anniversary, alludes in its marketing activities to the naming of the year 2022 by the Sejm of the Republic of Poland as the year of Romanticism. The words of Juliusz Słowacki “We need new wings, we need new roads” became the Big Idea of the fair - the creative concept around which ideas for activities promoting the event were built. A romantic, colourful top hat, symbolising a mixture of tradition and openness to change, was used as a distinctive logo. A “duel of the titans” between Adam Mickiewicz and Juliusz Słowacki was held on social media, a promotional spot was created involving students from a Krakow high school, and ice cream inspired by Romanticism was created in collaboration with the best known ice cream parlour in Poland. These are just some of the elements of the adopted strategy, based on the premise of communication on social media using video marketing and ambient marketing elements.

- An honourable mention in the Golden Arrow awards is a huge success brought about by people full of passion, energy and great ideas. We are pleased that our work earned recognition and that we are among the companies valued for the groundbreaking and best marketing campaigns in Poland! This would not have been possible without the tremendous support of exhibitors, authors and visitors. We would like to thank the jury for this distinction and congratulate all the award nominees ,” Grażyna Grabowska, Krakow Book Fair President, emphasises.