



**Magiczny
Kraków**

The 25. International Book Fair in Krakow® awarded in the PR Wings competition!

2023-11-28

On 8 November, at the PR Wings Gala, Targi w Krakowie was awarded the main prize in the category of business change, communication game changer for the 25th International Book Fair in Krakow®.

The purpose of the competition is to identify and reward the most effective, creative and innovative projects in communications and public relations. Entities from all over Poland - commercial companies and communication agencies, government offices and public institutions, NGOs and local governments - competed for the award in 11 categories, and the selection was made by a 61-member jury formed of top experts.

As you can read on the website of the organiser, the Association of Public Relations Agencies, *"Campaigns nominated in the business change, communication game changer category are about activities that change the rules of the game once and for all, the existing patterns in the sector/industry. This category evaluates projects that have contributed to a major change in the organisation's business, operations, positioning or communication with the market.*

We received the award in a category that is new to us, which is a great honour. Responding to the changing needs of exhibitors and visitors, we proposed an entirely new way of communicating with the market and a new way of communicating the fair itself. We are happy that the Jury has appreciated our work!" - notes Grażyna Grabowska, CEO of Targi w Krakowie.

Projects were evaluated in the following areas: challenge and analysis, strategy and idea, creation, tactics, evaluation.

In 2023, for its communication activities via the 25th International Book Fair in Krakow®, Targi w Krakowie received an honourable mention in the international UFI Marketing Award, the Golden Arrow competition, and a nomination in the Golden Clips competition (the finals are on 8 December).