



25. International Book Fair in Krakow® wins more awards!

2023-12-20

On Friday, 8 December, the “Złoty Spinacz” [“Golden Paperclip”] Award, the top prize in Poland’s largest PR competition, was awarded to the Fair in Krakow in the Commercial Event category for communications strategy for the 25th Annual Meeting International Book Fair in Krakow®.

Competition projects were evaluated in five areas: challenge, diagnosis, strategy, creation, and effectiveness. From a record 482 entries, the jury selected 108 nominees for awards in 35 categories. Competitors in the Commercial Event category were:

- Predator Games 2023 Finale (ACER POLAND, WE!RE Fantasy, Gam3rs_X, Melmak Marketing Agency)
- A hacked gig in Roblox (Hill+Knowlton Strategies, ING Bank Śląski, Gong).

This year, the Fair in Krakow stole the show – the fair are the finalists in the prestigious UFI Marketing Award 2023 competition, were given an honourable mention in the Golden Arrow competition, and won the top prize in the PR Wings competition in the “Business Change, Communication Game Changer” category. Now the “Złoty Spinacz” [“Golden Paperclip”] 2023 has been added to this group.

For years, the International Book Fair in Krakow® has continued to be one of the most important cultural events in Poland. It is a meeting place for authors, readers, publishers and literature enthusiasts. The Book Fair in Krakow has become not only an opportunity to buy the latest releases, but also to share know-how and create a unique atmosphere.

The anniversary campaign proved that the fair is still one of the most effective promotional tools, gathering tens of thousands of people at the same time and place, that it is implemented based on a well thought through strategy using modern tools, and that it is a wonderful combination of two worlds – online and offline – a place where there is something for everyone.