

**Branding Iron Award Past Winners**

**2018**

BEST OF SHOW: Biblio Techno Trekker, Bulverde/Spring Branch Library, Bulverde

**CATEGORY WINNERS**

Advocacy

Midland County Public Libraries, Literacy is the Answer TEDxACU (winner)

Advertising

San Marcos Public Library Summer Reading Program videos (winner)

Community Engagement

Allen Public Library Chinese Story Time (winner)

University of Houston Libraries LinkedIn at the Library (honorable mention)

Digital Promotions

University of North Texas Libraries Willis the Albino Squirrel Instagram campaign (winner)

Tyler Public Library Sid the Llama promotional videos (honorable mention)

Printed Promotions

Plano Public Library Partnership Prospectus (winner)

Weatherford Public Library Event Guides (honorable mention)

Public Relations & Marketing Campaign

Irving Public Library North Texas Teen Book Festival (winner)

Cedar Park Public Library Read, Learn, Explore (honorable mention)

Re-Branding

University of North Texas Libraries The Nest (winner)

Pasadena Memorial High School Library MAVLibrary (honorable mention)

Special Events

Plano Public Library Dare to Dream: A View from the Starts (winner)

Reeces Creek Elementary School Family Maker Night (honorable mention)

**2017**

BEST OF SHOW: MLK Celebration, Zula B. Wylie Public Library, Cedar Hill

**CATEGORY WINNERS**

Advocacy Campaign: Austin Public Library Volumes radio show

Honorable Mention: Texas State Library & Archives Commission Public Libraries ROI study

Identity Campaign: San Marcos Public Library logo redesign

Honorable Mention: Grand Prairie Public Library rebranding

Digital Promotion: Harris County Public Library MILL-E promotion

Honorable Mention: Texas Tech Digital Media Studio promotion

Printed Promotion (tie): Baylor New Student Orientation stickers, UTSA Survival Guide

Public Relations Campaign (tie): Plano Artist in Residence, Texas A&M All are Welcome campaign

Special Events (tie): Socorro ISD Comic-Con, University of North Texas Escape the Library

Advertising: Amarillo Public Library AMA-CON

Honorable Mention: University of North Texas Library Resources

Powered Up Libraries Award: Lemon Battery, Wm. J. Clinton Elementary, La Joya ISD,

Honorable Mention: Clear Lake City-County Freeman Branch Library

**2016**

BEST OF SHOW: The Human Library, University of North Texas Denton

**CATEGORY WINNERS**

Special Events: University of North Texas, The Human Library

Honorable Mention: Plano Public Library System, “Show us Why You Love the Library” Bookmark Contest

Campaigns: Houston Public Library, MyLink Library Card Campaign

PR Plan: Plano Public Library, From Reading to Robotics

Honorable Mention: Round Rock Public Library, Heroes of the Library, 2015 Round Rock Public Library Annual Report for year-round activities

Broadcast Advertising: Flower Mound Public Library, Summer Reading PSA

Honorable Mention: Amarillo Public Library, 17 Things You May Not Know About the Amarillo Public Library TV spots

Outdoor Advertising: San Antonio Public Library, Digital Library Community Project touchscreen kiosks and digital library wallpapers

Print Advertising: Houston Public Library, Advertisements, My Link Card Campaign

Honorable Mention: University of Texas Libraries, promotions on UNT history

Social Media, Online, Nontraditional: #txlchat, Sharon Gullett, Michelle Cooper, and Marsha Edney

Honorable Mention: Texas A&M University – Commerce Libraries, #TriviaTuesday and Social Media Activities

Editorial Page Strategies: One for the Record Books, Sharyland ISD

Brands and Logos: North Richland Hills Library, the maker spot logo

Collateral Materials: Texas Woman’s University, 21century services booklets and giveaways

Honorable Mention: Dallas Public Library’s Coloring Book

**2015**

BEST OF SHOW: Klein ISD “O.S.C.A.R.” Awards

**CATEGORY WINNERS**

Campaign: Zula B. Wylie Public Library: Read Across the World & Get Energized with Summer Reading Programs AND Door to Discovery

Broadcast Advertising: University of North Texas (UNT) - A Day in the Life of UNT: Portal to Texas History Video

Print Media: Benbrook Public Library – “All walks of life. Every step of the way.”

Speeches, Speakers’ Bureau: Zula B. Wylie Public Library – “Library on the Go”

Honorable Mention Speeches: Nicole Cruz, “The Importance of School Libraries”

Logos and Brands Winner: University of North Texas (UNT) Libraries

Collateral Materials: Zula B. Wylie Public Library’s “A Summer Reader Lives Here” yard sign

Honorable Mention Collateral Materials: Benbrook – Library brochure: Inform-Imagine-Innovate.

**2014**

BEST OF SHOW: Mayor’s Summer Reading Challenge (Special Events Category), Frisco Public Library

**CATEGORY WINNERS**

Broadcast Advertising Category: Denton Public Library, Library Larry’s Big Day movie trailer

Print Media Category: Nicholson Memorial Library, “Got your card yet? I did.” part of the celebration of the Library’s 80th anniversary

Honorable Mention Print Media: Austin Public Library, Read Poster – READ … and you will become more powerful than you could possible imagine!

Special Events Honorable Mention: William T. Cozby Public Library Coppell Reads

Editorial Strategies: Vicki Chiavetta, “Neighbors Go” Section in Dallas Morning News

Non-traditional Media: Victoria Public Library, YouTube videos on activities for family and children

Brands and Logo: Fort Worth Public Library; Logo: Worth Reading 365 – year long literacy campaign

**2013**

BEST OF SHOW: University of North Texas Libraries (PR Plan and Related Activities)

**CATEGORY WINNERS**

Print Media Category: Austin Public Library, “Set Your Imagination on Fire: READ” posters with local firefighter Xochitl Hernandez

Special Events: Library Card Signup, Larry J. Ringer Branch Library, Bryan and College Station Library System

Editorial Strategies: Tammy Korns, Plano Public Library, “Ex Libris” Column in Plano Profile Magazine

Non-traditional Media: Austin Public Library, Literature Live Puppet Show/Booktalk Trailers

PR Plan: University of North Texas Libraries, UNT Libraries’ Identity Guide

Campaign: Texas Christian University Mary Couts Burnett Library, “TCU READ Campaign”

Collateral Materials: University of North Texas Libraries, UNT Library Liaison Posters

Outdoor Advertising: Palo Alto College, Alamo Colleges, Library à la Carte

Honorable Mention Outdoor Advertising: Abilene Public Library, “Novel Destinations” Bus Wraps

**2012**

BEST OF SHOW: University of Texas at San Antonio (Non-traditional media promotions), Spring 2011 Social Media Campaign for National Library Week

**CATEGORY WINNERS**

Outdoor Advertising: Baylor University, Texas Collection

Broadcast Advertising: Baylor University, Texas Collection

Honorable Mention Broadcast Advertising: Denton Public Library, Library Larry’s Big Day Summer Reading Club Promotion

Editorial Strategies: Larry Justiss, San Angelo Public Library

Non-traditional Media: University of Texas at San Antonio, Social Media Campaign for National Library Week

Honorable Mention Non-traditional Media: Nancy Jo Lambert, Ruth Borchardt Elementary

PR Plan: Arlington Public Library, “Become a Part of Our Story: Volunteer!”

Print Advertising: Austin Public Library, “Read: Your Life Depends on It” Poster

Brands and Logos: Victoria Public Library, “Where the Journey Begins”

Honorable Mention Brands and Logos: Friends of Northside ISD, LibraryPalooza 2012

Collateral Materials: Tyler Junior College, “LEAP” materials, including tattoos

Honorable Mention Collateral Materials: McAllen Public Library

**2011**

BEST OF SHOW: Sara Stevenson, school librarian (Austin ISD) for Editorial Strategies

**CATEGORY WINNERS**

Speeches: Kerol Harrod, Denton Public Library

Outdoor Advertising: Austin Public Library, Bus Signage – Interior Placement, Spanish advertisements for APL’s New Immigrant Centers

Honorable Mention Outdoor Advertising: “Train Tickets Make Great Bookmarks…”

Non-traditional Media: Dowell Middle School in McKinney ISD, Kristen Spain

Year-Around Campaign: Texas Tech University Libraries, Seeds of Knowledge and Faculty Academic Contributions Exhibits (Face)

Special Events: San Antonio Public Library, Library Summit: A Global Perspective

Honorable Mention Special Events: Waco McLennan County, Opening of a New Facility

Print Advertising: Austin Public Library, Broaden your Horizons at the Library

Collateral Materials: University of Houston Libraries

**2010**

BEST OF SHOW: Houston Public Library for Brands and Logo

**CATEGORY WINNERS**

Outdoor Advertising: Austin Public Library

Speeches/Presentation: Lisa Pilgrim, Clinkscale Elementary, Burleson ISD

Broadcast Advertising: TexShare Consortium and the Texas State Library and Archives Commission

Print Media: University of Houston Libraries “Librarians are a Life Saver”

Non-Traditional Media: Texas State Library and Archives Commission and Education Service Center 20 – K-12 Database Promotional Videos

Special Events: Denton Public Library, “Benjamin Franklin: In Search of a Better World”

Honorable Mention, Special Events: Westbank Community Library District, Grand Opening of the Laura Bush Community Library

PR Plan/Campaign: Arlington Public Library: GOcard Campaign

Brands and Logo: Houston Public Library

Honorable Mention, Brands and Logo: South Texas College

Collateral Materials: Texas Tech University Health Sciences Center Library

LIS Student YouTube Category: Deborah Tomaselli, TexShare Databases

**2009**

BEST OF SHOW: University of Houston for Broadcast Advertising

CATEGORY WINNERS

Outdoor Advertising: Austin Public Library “Expand your Business across Miles and Miles of Texas” and “Medical Questions: Deep in the Heart of Texas.”

Editorial Page/Ongoing Media Coverage: Boerne Public Library

Print Media: Denton Public Library ads “Death and Dessert: A Mystery Reading Group for Adults; Come for the conversation, stay for the dessert.” “Gasoline is $4 a Gallon: The Library is Free,”

Non-Traditional Media: Visual Resources Collection, “Know You Know”, University of Texas School of Architecture

Special Events: Abilene Public Library, Mockingbird Branch opening, “Open your Mind. Open a Book.”

PR Plan/Year-Round Activities: University of Houston

Collateral Materials: Austin Public Library, “Keep Austin Reading”

**2008**

BEST OF SHOW: Travis Vanguard Academy (Dallas ISD), Testimony before the House Select Committee on Higher and Public Education Finance in the Speeches Category

**CATEGORY WINNERS**

Editorial/Newspaper Strategies: La Marque Public Library

Special Events: The Spirit of Place, a gala event, Texas State University—San Marcos

Honorable Mention, Special Events: Teen Tech Week

PR Campaign or Plan: “Let’s Get Literate” Campaign, Clear Creek Independent School District

Non-traditional Media: Harris County Public Library, “iHCPL: A Learning Experience”

Mascot iStar: <http://www.blogger.com/profile/03302667146069370166>

ouTube videos: <http://www.youtube.com/profile?user=ihcpl>

Customer blog: <http://ihcpl2.blogspot.com/>

Honorable Mention, Non-traditional Media: Texas State Library and Archives Commission, TexShare promotion

Brands and Logo: Austin Community College, “Know How”

Collateral Materials: The Texas State Library and Archives Commission, Texas Reading Club Jubilee Celebration

Broadcast Advertising: State of Tomorrow™, University of Texas System

Print Media: Austin ISD Librarians, “Libraries short on money, books” by Laura Heinauer

**2007**

BEST OF SHOW: University of Houston Libraries new logo

CATEGORY WINNERS

Outdoor Advertising: Austin Public Library, delivery vans as mobile billboard advertising

Editorial Page/ Newspaper Strategies: Ranger Public Library

Speeches and Speakers Bureaus: Josè Garcia De Lara, Supporter of the San Antonio Public Library

Broadcast Advertising: Austin Public Library PSAs, Wired for Youth Centers

Nontraditional media promotions: The University of Texas at Austin’s Fine Arts Library, website promotions

Special Events: Martin Luther King Early Childhood Center, Voter Education

Honorable Mention, Special Events: Grand Prairie Public Library System, Elizabeth I Exhibit

PR Plan: The University of Texas at Austin’s Fine Arts Library

Collateral Materials: Grand Prairie ISD, Read Across the Prairie Materials

Honorable Mention, Collateral Materials: University of Houston