



Reading Auction

A Creative Campaign for Reading Promotion in Taiwan (National Library of Public Information)

Background

- Taiwan Reading Festival is a nation-wide and annual reading promotion campaign in Taiwan
- The Festival takes place annually on the first weekend of December
- National Library of Public Information (NLPI) launches the events of different themes every year
- Reading Auction was a creative and unique theme that NLPI adopted in 2017



Purposes

- Encourage the public to read in various modes
- Family members, friends, colleagues join together to read
- Increase people's happiness through reading



Features

- Attract people to join the reading campaign to get the “knowledge points” issued by the NLPI
- Transfer the “knowledge points” as the concept of money.
- Bid the desired prizes provided by the NLPI through joining the Auction



Procedures

Before the Auction

Get the Point Collection Booklet



Participate in festival activities to get points

Collect as many knowledge points as possible during a one-month festival



On Auction Day

There were 3 auctions for bidding

Those who had 250+ points are eligible to join the auction

Replace cash with points to bid for prizes

The winner bidder get desired prizes with their knowledge points



Touching Stories



An old lady bid for a set of language study books for her grandchildren



A principal from a remote school successfully bid an iPad for his students



Results

- ★ 12,800 people took part in the festival
- ★ Effectively increase the borrowing rate ↑ 12.35%
- ★ The number of visitors grew significantly ↑ 3.08%
- ★ A personal / family reading record of readers has been established

