



## REPORT TO THE LIBRARY BOARD

**MEETING DATE: September 19, 2007**

Session:	Public Session
Subject:	Marketing Update: Rebranding, Navigational Signage, New Marketing Campaign, New Website
Prepared By:	Lindsay Sage
Presented By:	Lindsay Sage
Purpose of Report:	For Receipt and Information Only <input checked="" type="checkbox"/>

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### Recommendation

It is recommended that this report be received.

### Issue / Opportunity

Over the past eight months the Marketing and Development department has undertaken a broad review of the Library's marketing and communications practices, specifically as they relate to the Library's brand and perceptions about that brand in the London community.

Library statistics indicate that currently just over 40% of Londoners are cardholders and fewer than 30% are active users of the Library. Further, there are significant growth opportunities in some important and currently largely untapped markets, such as the professional and general business audience. Focus group research with these key demographics has indicated that the Library is dealing with some significant issues related to the perception of Library collections and services (as outdated and somewhat irrelevant) and perceptions that the library experience is not dynamic or "in sync" with the times. However incorrect these perceptions may be, they do impact Library usage.

The marketing team has undertaken four major marketing projects with the overall objective of positioning LPL as a progressive and dynamic community hub that can meet the needs and expectations of all Londoners.

Our project goals are to:

- Expand our relevance and resonance with existing cardholders;

- Reach a new and diverse customer base by ensuring our new brand reflects our value promise and creates resonance and an emotional connection with new customers;
- Increase branch attendance, circulation and utilization of library services; and,
- Align our marketing efforts to our new value promise, vision and strategic goals.

This report is an update on those projects.

## **Background & Review**

### **Marketing Project I: Rebranding**



Approved by the Library Board in June, the new LPL logo has now been introduced to the London community. It appears on the front cover of our September-October issue of Access Magazine, which is distributed widely across our 16 locations. Additionally, we have

- Introduced it, via email, to our key community stakeholders, including City Council, community partners, former Library Board members, retired staff, and our volunteers;
- Presented the new brand to the Friends of the Library at their September meeting;
- Generated coverage in print media with stories in The London Free Press (Business Monday) and The Londoner over the past week.

The new brand will begin appearing online with the launch of our new website (further details below) on September 25. Per the roll-out plan approved by the Board, external signage at Pond Mills and Masonville will be replaced before the end of 2007, along with the re-facing of our three Library vehicles.

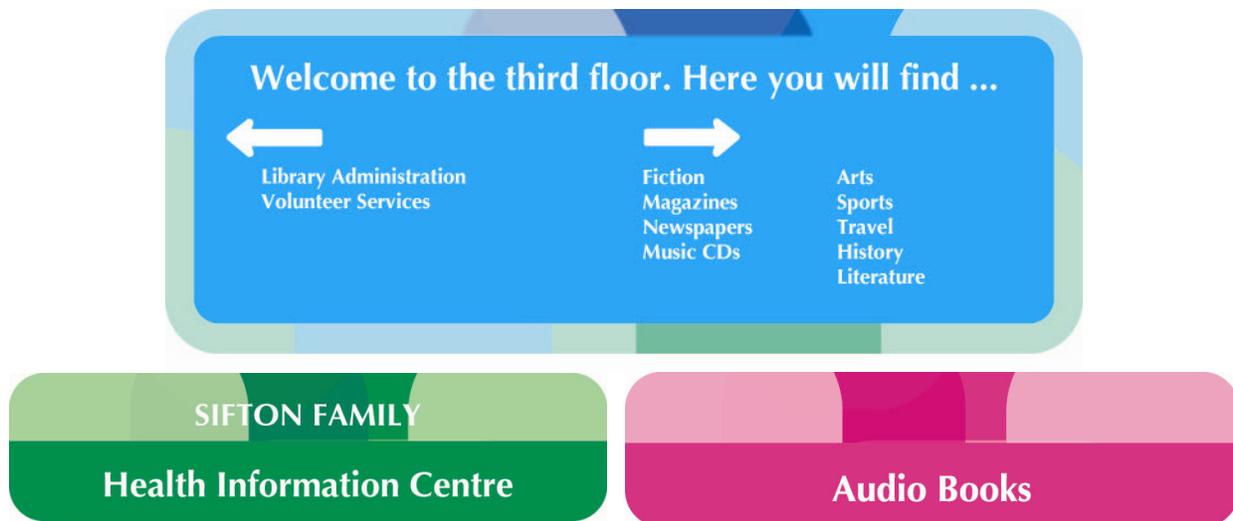
To date, feedback on the new brand has been generally positive, with the exception of a handful of concerns from the public regarding the fiscal implications of the rebranding, which have been addressed by sharing with them the long-term rollout plan approved by the Board.

### **Marketing Project II: Navigational Signage**

Following a large-scale review of navigational needs in the Library system, which began in 2006, a new solution for Library signage was first introduced in our refurbished Pond Mills branch in February. Pond Mills staff has reported many positive comments on the new signage solution and there has been an increase in attendance and circulation at the branch, as a result of the overall refurbishment. The new signage is designed to accommodate the many diverse navigational preferences of our customers, and so includes directional, Dewey and colour-coded options. Additionally, 75% of the solution can be produced in-house, reducing the costs for external outsourcing, with the remaining 25% produced at a cost much below that of past signage solutions. The new signage is currently being rolled out at the Central Branch, which is to be completed by early October and will be followed by

implementation of the solution across the system by the end of 2007. We are confident that the new navigational options will help improve the overall customer experience.

Signage samples:



### Marketing Project III: "My Library" Campaign

Slated to launch in October, the *My Library* campaign is intended to showcase the unique value of London Public Library and the breadth and depth of the Library system, by focusing on the personal, individualized Library experience and employing a fresh, fun approach to those experiences, targeted to specific demographic groups, i.e. London Public Library offers indie music concerts for teens = "My Library is a Rock Show". *My Library* will be the first strategic piece to introduce the new LPL brand and help reinforce the LPL value promise with the mapping of value promise words (*choose, connect, discover, learn, relax, simplify*) to the various experiences of these real Library users.

*My Library* will focus on 8 diverse Library customers in a variety of demographics, employing a simple, clean design with emotionally-appealing, close-cropped head-shots, and featuring a short story about the individual's unique experience paired with the tagline "My Life. My Library." as follows:

*My Library* is...

- ...*Magic* (young child)
- ...*a Stage* (actor, director, drama teacher)
- ...*a Group Hug* (new mother and son)
- ...*a Friend* (senior, longtime Library user)
- ...*a Rockshow* (teens, band members)
- ...*a Passport* (new Canadian)
- ...*a Blue Sky* (young professional)
- ...*the Ultimate Search Engine* (post-secondary student)

The simple underlying message of *My Library* is that no matter who you are, or what you need, you can find it at London Public Library, a message directly in line with our Value Promise.

Sample *My Library* ad (draft):



The *My Library* campaign will run from October 2007 – December 2008 and be featured in various print advertisements, on our website, and in an interactive flash presentation for multiple uses.

#### **Marketing Project IV: New LPL Website**

Our focus on the individual Library user experience will be extended to LPL's virtual presence with the launch of the new [www.londonpubliclibrary.ca](http://www.londonpubliclibrary.ca) site, slated for September 25.

The new site will present a dramatically different look and feel from our current website, and offer features that are leading-edge in both the Library and the corporate environment, including blogs (LPL-generated and user-generated), podcasts and vodcasts (video casts), which will feature book talks, author readings, special guest bloggers, and a regular segment entitled "What's Happening at LPL", among other features.

The site's unique structure is designed to facilitate ease-of-use based on customer needs (My Life. My Research. My Reading Room) with a plethora of relevant information in each, rather than on a more traditional website structure (About. Our Programs. Our Services.) For example, the Health and Wellness section under My Life has been dramatically expanded from the current site to include dozens of resources on specific conditions and diseases.

In addition, access to our collections will be greatly enhanced with the addition of a browse-able book carousel on the homepage, which will allow visitors to view our latest and greatest books, CDs, DVDs etc, with the simple click of a mouse. Our virtual customer service ability will be enhanced with "Ask a Librarian" windows on every page of the site and a comprehensive Help section, featuring FAQs designed to answer questions that Telefact receives every day. The new site will also enhance our ability to engage newcomer audiences with 'Guides to the Library' in nine different languages, with more to be added on a continual basis.

There will be a short demonstration of the new site at the September Board Meeting.