

Washington State Library
Marketing Committee Meeting
June 15, 2004

Committee and Team Introductions

Key discussion topics:

- Campaign inclusiveness - Public and specialized (academic libraries). "Library" must communicate all libraries.
- Information v. knowledge as a concept - does knowledge have an elitist connotation or does it yield more personal results - empowerment? Knowledge is specific information that enhances personal lives whereas information is just a collection of data. There is too much information and not enough knowledge.
- Geography - eastern Washington in addition to Seattle-centric "capitol of the information age" focus.
- Free/Affordable - misrepresentative; does it imply no value? Position usage numbers/books checked out to demonstrate real results on public dollars. Libraries represent tax dollars spent with a tangible return of a valuable resource. Huge ROI.
- Access - see brainstorm exercise; also a relative term. Not as accessible as the Internet; poor positioning. Relates to ADA/disability and transportation issues. Negative connotations of too much access.
- A consumer-oriented approach - What motivates people to use libraries? The campaign must champion the consumer benefits of libraries as an attractive alternative to the Web or bookstores.

GA Creative Process/Summer Project Schedule:

Discovery: Gather information through committee questionnaires, brainstorm exercise, library community questionnaire, external research, communications audit.

Dates: June 10 -July 13

Strategy: Brand, media, and PR planning based on intelligence gathered through the discovery process.

Dates: July 13 - August 10

Creative: Design and Copywriting (as determined by final plan)

Dates: August 10 - August 31

Implementation: Production of Materials/Campaign Launch (as determined by final plan)

Dates: August 31 - forward

Brainstorms:

ACCESS - THE GOOD

Free

Unique

Open to everyone

Easy
Multi-dimensional
Easy
Democratic
Available
Opportunity
Quick
Instant
24/7
Results
Answers
Physical structure
In every community
Choices
Irreplaceable
Open door
Quality
Equality
Asset
Investment
Gateway
Portal
Window
Customer-service
Multi-dimensional v. bookstore or Web

ACCESS - THE BAD

Porn
Limited hours
Not valuable - doesn't mean anything
Strangers, homeless
Overused, vague term
Obstacles
No filter

ACCESS - THE UGLY

Loss of opportunity
No opinions
Lack of trustworthy information
Unemployment
Ignorance
Loss of diversity, equality
Loss of professional expertise, knowledge
Loss of history, community center, sanctuary, civic pride
No story hour
Once it's lost it's gone

TARGET MARKET: Households with school age kids

I LOVE MY LIBRARY BECAUSE:

Free/affordable
Homework help
Safe place to go
Wholesome
Summer reading
Babysitting
Lots of books
Choices
Knowledgeable staff
Establishing a reader - young kids
Building a love of books - older kids
A place to go when the weather is bad
Social /community
Family activity
"Explore"
Fun
Good
"Better" kids books, videos, etc. that aren't available through retail
Can check out stacks of books
Variety
Quality
Satisfaction of being "in the know" about the library
Resource
Helps make kids independent
Entertainment
Parenting information
Resources, meeting place for teens with group projects

TARGET MARKET: Seniors 55+

I LOVE MY LIBRARY BECAUSE:

Genealogy information
Computer use/Internet
Tradition/history/library as community center
Community
Medical Information
Seniors are "readers"
Free/economical
Relationship with staff
Help/expertise
Meeting rooms for club and community events
Something to do/get out of the house
Stimulates the mind

Read newspapers

A destination

A place to go when the weather is bad

Large print materials

Specialized outreach programs, such as home service and community/senior centers

Research travel

Feel experienced/independent - "traditional" library users

Comfortable with community environment

Volunteer opportunities

Feel invested - donate money

Note: Group votes; very traditional understanding/appreciation of library; intimidated by emphasis on technology; opportunity for education.

TARGET MARKET: Multi-Cultural, Minority

I LOVE MY LIBRARY BECAUSE:

Citizenship materials

How to-s - job search

ESL services

Fee/affordable

Staff speaks language

Internet/e-mail use

Future of kids - aspirational

Materials in my own language

Established immigrants - use to maintain culture

Find social services

Explore information and knowledge on own

"Realize dreams"

Note: Group does not vote; has limited access to information about libraries

Campaign Web site:

Library-community directed. To be used by staff to access campaign tools and templates.

Washington State Library Campaign Target Market Recommendation

Overview:

Target market definition is important to the success of the library awareness campaign on several levels. First and foremost, it establishes a means to measure campaign outcomes. By defining a target market, the market research team will be able to effectively measure pre-campaign awareness levels of a geographically and demographically representative sample of respondents across the state. Baseline awareness, together with results from a second survey at the completion of the campaign, will then be used to assess the shift of target audience perceptions based on marketing efforts.

Secondly, defining a primary target market assists in spending marketing dollars efficiently. With limited resources, a defined target market lends itself to specific media tactics, messaging, and creative strategies. A campaign that resonates strongly with a well-defined target audience will have more value than an unfocused campaign that tries to be everything to every audience.

It is important to note that defining a target market does not exclude other audiences from the campaign. Media vehicles, such as print media and library Web sites used in the campaign, are consumed by a number of different audiences. In addition, a compelling campaign will generate positive word-of-mouth which can extend across audiences.

Target Market Recommendation: Households with school age children

Rationale:

- Statistically, households with school age children are the biggest users of libraries based library card ownership. This group was also chosen as "most important" to a successful outcome of the campaign by the Library Marketing Committee.
- As indicated in the Committee meeting brainstorm, the library offers households with children a diverse array of benefits, both as a family unit, and as individual consumers. This lends itself to a multi-dimensional campaign with strong marketing messages on many levels.
- By targeting households with children, the campaign can foster "readers for life" by appealing to younger audiences. This gives the campaign influence over a longer timeframe.
- Households with school age children are most likely to have experience with, or cross-over awareness and a positive perception of, non-public libraries, such as academic, legal, and business libraries, and would be more receptive to the "complete" library story.
- Messaging directed at families has broad appeal - not only to a household unit, but also to grandparents (seniors are a very important secondary audience) and extended family members and caregivers. Family-focused messaging also resonates cross-culturally, and irregardless of socio-economic status.
- A household/child-focused campaign is non-controversial. It would be more difficult to negatively portray it as a waste of taxpayer money.
- The target audience lends itself to compelling issue-related platform extensions. Literacy, early childhood education, and access to information are possible angles for media coverage.

- The positive earned media potential of PR efforts and media events that feature children is very high, much more so than focusing on any other group.
- This target market lends itself to marketing and PR strategies that create synergies with sports teams, schools, and important community groups. They also align well with current ALA and PLA initiatives.
- Households with children are enormous media consumers. As such, this group lends itself to an integrated campaign utilizing multiple media tactics and vehicles. These efforts leverage each other and can create economic efficiencies across both big-and small-budget tactics.