Lonesome Pine

REGIONAL LIBRARY

Branding & Communication Plan | 2018

contents

REBRANDING
Objectives

Develop insight into LPRL's users and target audience to help create an effective campaign.

Create a big idea that breathes new life into LPRL's messaging and branding.

Stir renewed interest in the children and teen programs through fresh designs and names.

Credits

ACCOUNT MANAGER
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Rachel Heatherly

COPYWRITER
Bradley Malone

RESEARCH ANALYST
Mykala Reynolds

MEDIA PLANNER
Emelea Talford

SOCIAL MEDIA MANAGER
Emily Armstrong

EDITOR
Katie Day

Target audience

Sally | 5 | Female
kindergartner

James | 14 | Teen
high school freshman

Nick | 25 | Male
college student

Nora | 66 | Female
retired social worker

Leslie | 40 | Female
mother of two

LPRL Competition

Practically every book is now sold online and can be read from a computer or a tablet. The internet also provides a vast resource of information in the form of websites and digital content such as video and streaming. Because of the transformation of society by these technologies, people highly value speed and convenience. If something takes too long to do or is to inconvenient, they are much less likely to do it. Streaming allows people to view thousands of movies and videos quickly, and services like Audible and tablets allow people to access a vast resource of books that they can bring with them anywhere.

Other competitors the library faces are competing childcare and teen services, online book clubs, and online social groups.

We are confident however that the library has enough competitive edge for it to create a special niche among the community. Many people still prefer using physical books over digital copies, and the increasing digitalization of society often leaves people craving actual social contact. One of the library's advantages is the human contact and sense of community people it can provide people.

Research

For our primary research, we used a survey that the library had recently conducted for our information on what people thought of the library itself.

STRENGTHS

- The system has a small town, cozy environment.
- Administration is receptive and open to change.
- A connected system allows Lonsome Pine to share and have more access to resources among the locations.

WEAKNESSES

- People have access to information via personal technology, so they may be disinterested in visiting a library.
- Community excitement and brand awareness is low.

OPPORTUNITIES

- There is no other public library competition in the area.
- The library is a system rather than a single entity, and this allows it to be stronger and provide resources to more people.

THREATS

- School libraries are more accessible for children and teens.
- Streaming services such as Amazon, Netflix and YouTube
- Being located in a lower socio-ecomonic area, residents may be unaware or unable to visit the library.

Insights

adult female
respondents

56%

As for primary research respondents, 56 percent were adult female. This is not unique to Wise County, VA. Our secondary research, via Pew Studies, indicated that this margin was typically the norm. On average, women are more likely to believe that libraries contribute to communities.[1]

library staff

> " The staff go way beyond the call of duty to help you. "

The respondents had very high opinions of the staff and their customer service.

One of the respondents' favorite things about the library was consistently the staff. The library staff and customer service consistently got the highest ratings in the survey out of the services provided by the library.

1. PEW RESEARCH CENTER. "Libraries 2016." March 7-April 4, 2016.

Branding

WISE COUNTY PUBLIC
LIBRARY LOGO:

Wise County
Public Library
Est. 1964

TRAIL BLAZERS TEEN
PROGRAM LOGOS:

TRAIL BLAZERS

TRAIL BLAZERS

LITTLE PINE LEARNERS
CHILDREN'S PROGRAM
LOGOS:

Little Pines
Children's Programs
Wise County Public Library

Little Pine Learners
Children's Programs
at WCPL

LONESOME PINE REGIONAL LIBRARY LOGOS

1

Lonesome Pine REGIONAL LIBRARY

2

Lonesome Pine REGIONAL LIBRARY

3

Lonesome Pine REGIONAL LIBRARY

4

Lonesome Pine REGIONAL LIBRARY
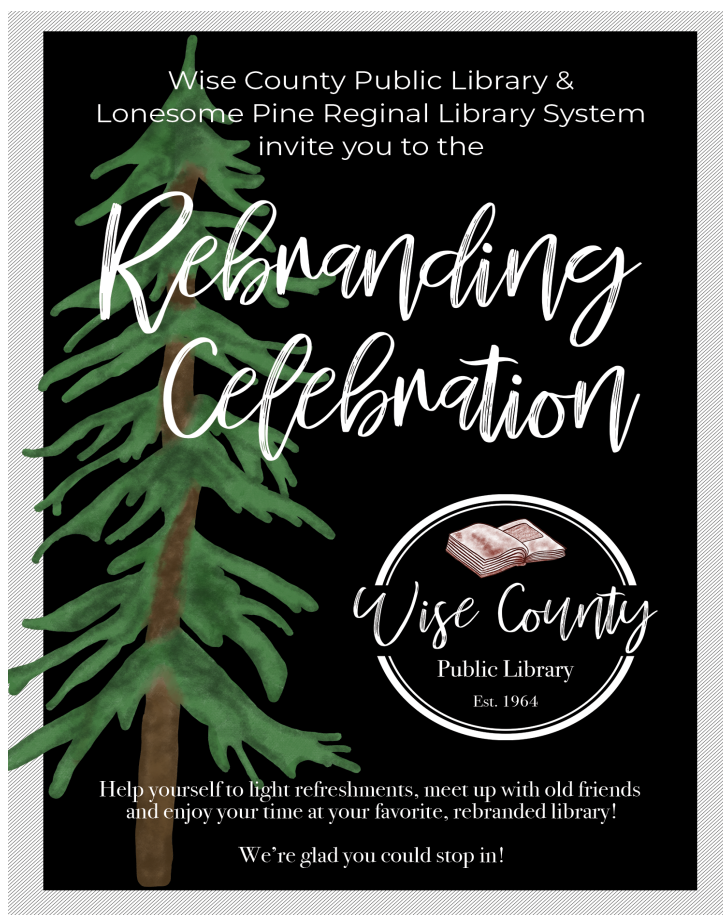
5

Lonesome Pine REGIONAL LIBRARY

LPRL
Rebranding Event

Time to invite the community in to see what's new! Hosting a rebranding, drop-by event will garner community support and increase awareness of rebranding efforts.

We put our minds together and asked each team member, "what kind of event would cause you to stop by?" The answer was an event structured to encourage community interaction and does not require a particular block of time.

We took these things into account and created a branded invitation and an adaptable event program.
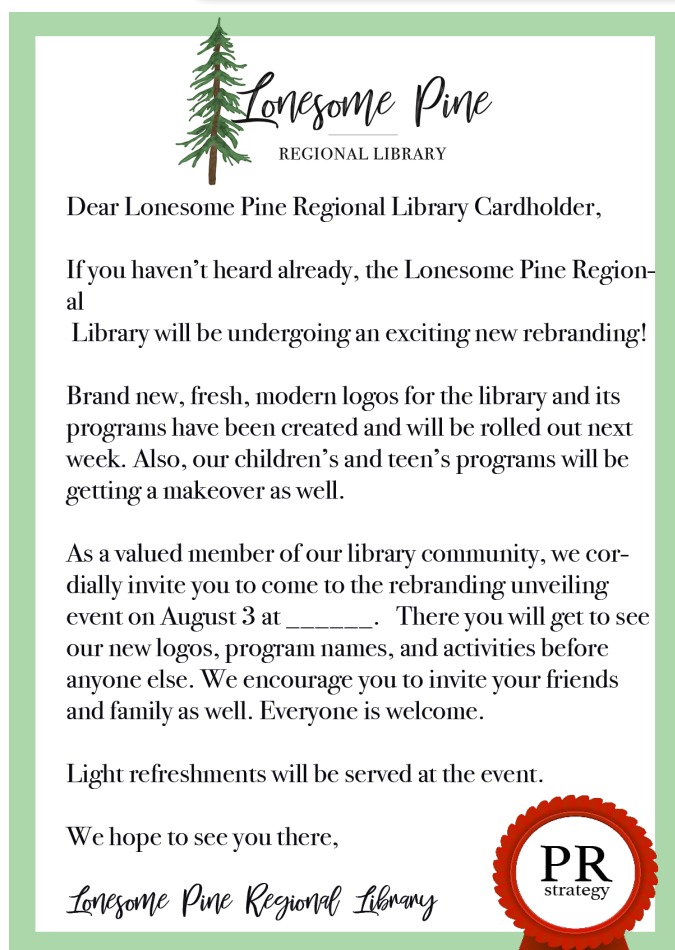
Wise County Public Library &
Lonesome Pine Reginal Library System
invite you to the

Rebranding Celebration

Wise County
Public Library
Est. 1964

Help yourself to light refreshments, meet up with old friends and enjoy your time at your favorite, rebranded library!

We're glad you could stop in!

Lonesome Pine
REGIONAL LIBRARY

Dear Lonesome Pine Regional Library Cardholder,

If you haven't heard already, the Lonesome Pine Regional
Library will be undergoing an exciting new rebranding!

Brand new, fresh, modern logos for the library and its programs have been created and will be rolled out next week. Also, our children's and teen's programs will be getting a makeover as well.

As a valued member of our library community, we cordially invite you to come to the rebranding unveiling event on August 3 at _____. There you will get to see our new logos, program names, and activities before anyone else. We encourage you to invite your friends and family as well. Everyone is welcome.

Light refreshments will be served at the event.

We hope to see you there,

Lonesome Pine Regional Library

PR
strategy

PR strategy

TACTIC:
MEDIA KIT
Fact sheet + press release

OUTCOME:
This tool will allow media sources to quickly access information about the library that can be used for publicity purposes, such as the press.

PLACEMENT:
Lonesome Pine Regional Library website

TACTIC:
NEWSPAPER AD

OUTCOME:
A newspaper ad will be a call to action, for citizens to use their local library.

PLACEMENT:
The Coalfield Progress, The Dickenson Star and The Post

Children & Teen Programs

We understand that the purpose of the library's children and teen programs are for the benefit of the community. We also understand that parents value children's programs that are education based and that teens are easily influenced yet hard to reach. With these things in mind, we strategically rebranded. The goals behind the rebranding process are for patrons to have a better understanding of the programs offered, to bring more patrons to the library, and to give out more library cards.

We chose to rename the programs. The children's program was renamed to "Little Pine Learners" to reflect the name of the library itself and to emphasize its educational value, and the teen program was named "Trail Blazers" to encourage teens to live a purposeful life. Logos that reflect the rebranding have been created for both the children's program and the teen program and are ready to be implemented.

Library Cards

FRONT:

I am a Little Pine reader!

BACK:

This library card belongs to

_____

Wise County Public Library

Start here. Go anywhere.
Wise County Public Library

Quiet! I'm reading!

Little Pines love to read at Wise County Public Library.

STICKERS

BOOKMARKS

Little Pine Learners

Children's Programs at WCPL
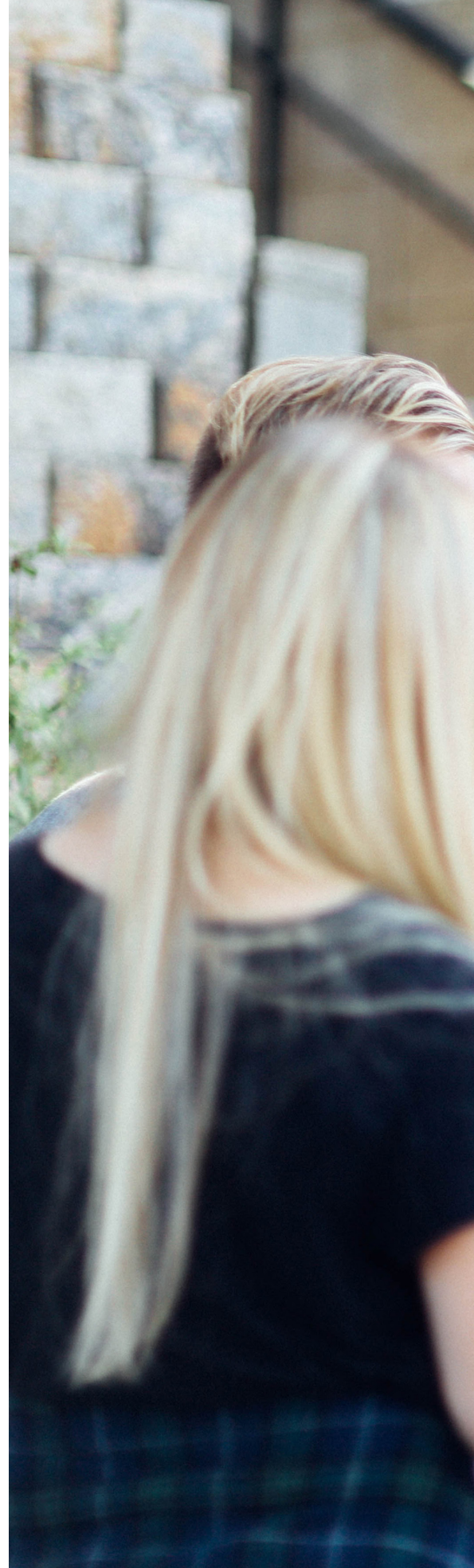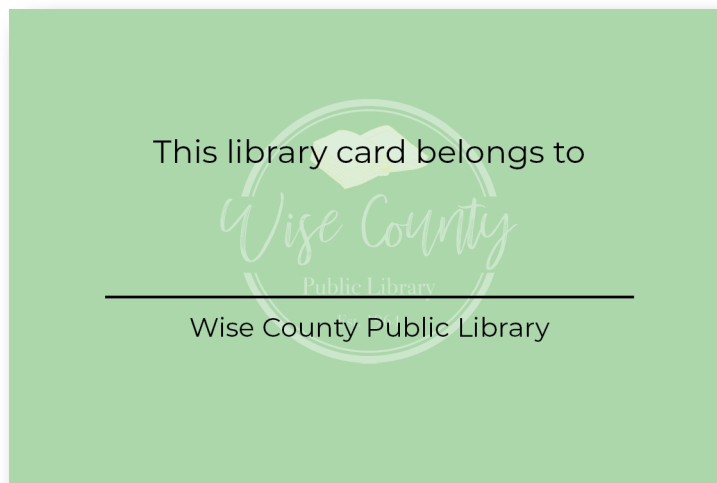
T-shirts

TACTIC:
T-SHIRTS

OUTCOME:
Little Pine Learners t-shirts will be an initiative to create brand loyalty as well as brand recognition within the community.

REBRANDING
Evaluation

Media Monitoring

Initial A/B testing for LPRL- see what logo design is preferred by patrons, staff and board members

Initial A/B testing for children's program- see what logo design is preferred by patrons, children, staff and board members

Metrics, Analytics and Data

Clipping services

Track visitor behavior quarterly

Track new library cardholders

Track visitors on Facebook

Measure how many new members the library gets during the campaign.

Measure how many members join library programs and stay in them every three months during and after the campaign.

Track how quickly the budget for Google AdWords is being used per month.

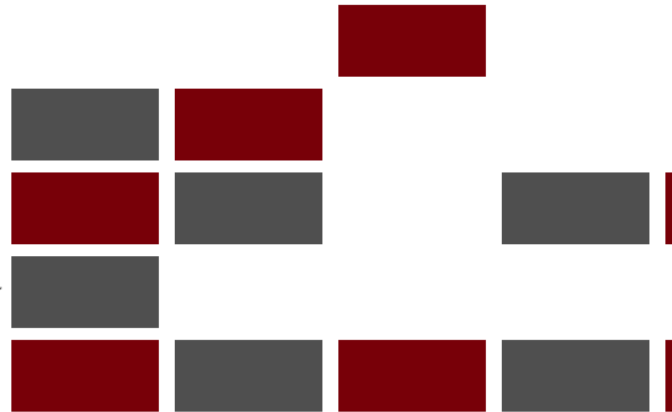## Classic Approach

Interview library patrons

| Media Type	aug	sep	oct	nov
Print				
1 Col. x 3" NP Ad			maroon	
2 Col. x 5" NP Ad	gray	maroon		
3 Col. x 5" NP Ad	maroon	gray		gray
News Release & Media Kits	gray			
Posters	maroon	gray	maroon	gray
Direct				
T-shirts, Stickers & Hats	gray	maroon	gray	maroon
Bookmarks	maroon	gray	maroon	gray
Library Cards	gray	maroon	gray	maroon
Unveiling Event	maroon			
Outdoor				
Billboard	gray	maroon		

*Maroon and Gray boxes mean the same thing. The

Calendar

dec | jan | feb | mar | apr | may | jun | jul
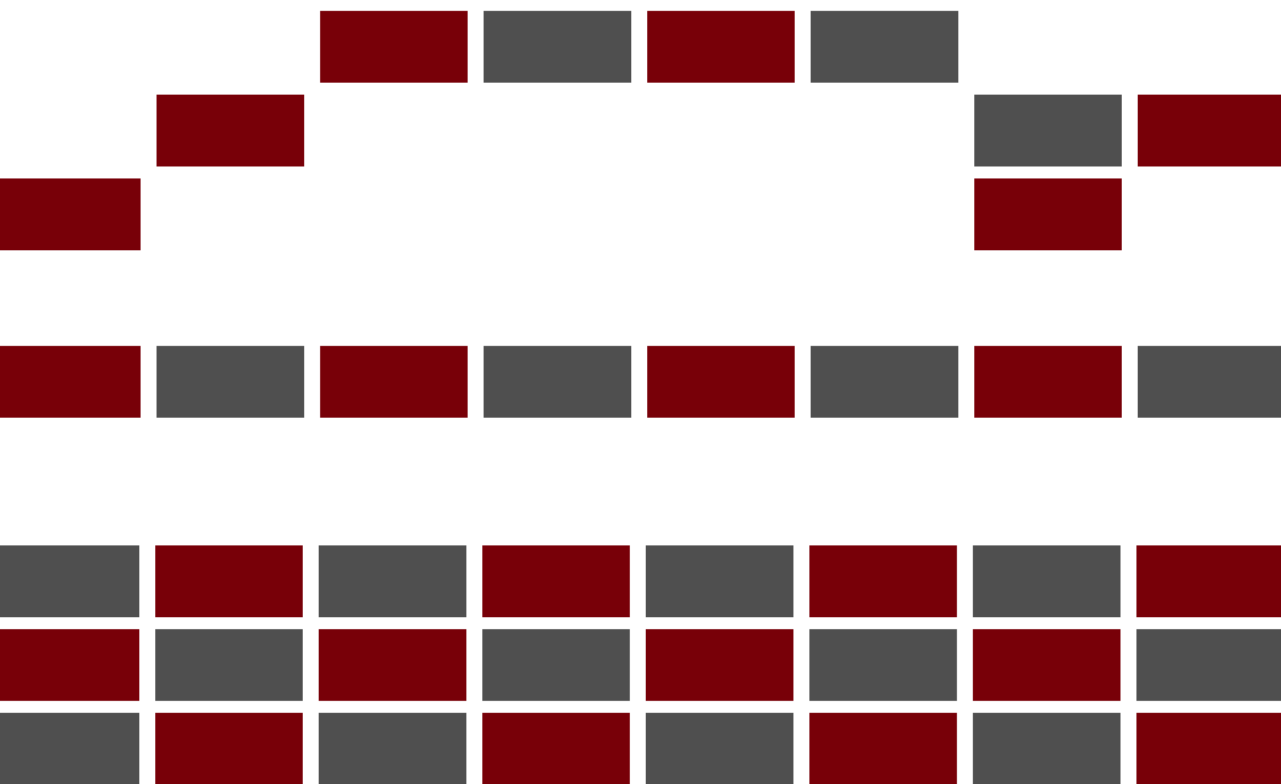
there is not a different meaning for a different color.

	Mon.	Tues.	We
9 a.m.			
10 a.m.	�	▐	▐
12 p.m.			
1 p.m.	▐	▐	▐
2 p.m.			
3 p.m.	▐	▐	▐
4 p.m.			
6 p.m.			
7 p.m.			

*Subject to change due to content.

...ed.	Thurs.	Fri.	Sat./Sun.
		5 p.m.	

budget

| Medium	Tactic
Newspaper	2 col. x 3″ 2 col. x 5″ 3 col. x 5″
Outdoor	Billboard
Social Media	Facebook Instagram
Media Kits	Radio TV Newspaper
Online Advertising	Google AdWords
News	Press releases to newspapers Press releases to radio stations Press releases to news stations
Unveiling Event	Invitations Food Drinks Plates Cups Napkins Cutlery Branded table cloth Regular table cloth Flyers
Direct	Bookmarks Posters Library Cards T-shirts Stickers

Itemized Cost	Total Projected
$145.20 (5 weeks)	$726
$242 (5 weeks)	$1,210
$363 (5 weeks)	$1,815
$1,500 (3 months)	$4,500
$0	$0
$0	$0
$0	$0
$0	$0
$0	$0
$1,200	$1,200
$0	$0
$0	$0
$0	$0
$1.29 (100)	$129
$100	$100
$20	$20
$5	$5
$3.99 (2 pk)	$7.98
$3.29	$3.29
$2	$2
$179.99	$179.99
$3	$3
$0.25 (100)	$125
$0.16 (500)	$80.29
$1.38 (30)	$27.60
$0.04 (500)	$21.80
$9.27 (200)	$1,852.50
$0.05 (500)	$25.08

Total Cost: **$9,492.53**
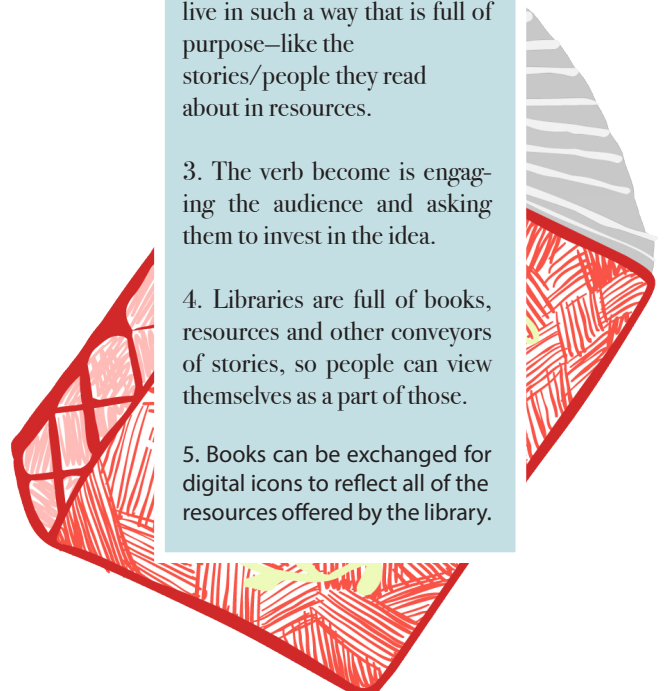
MY
LIFE
STORY

APPLE TREE

I AM

Bec

Stor

26
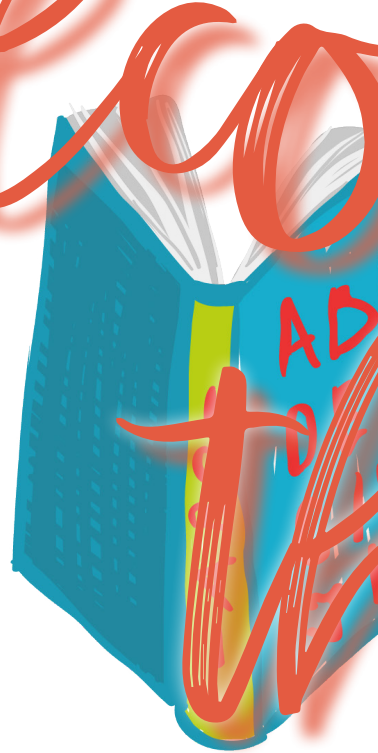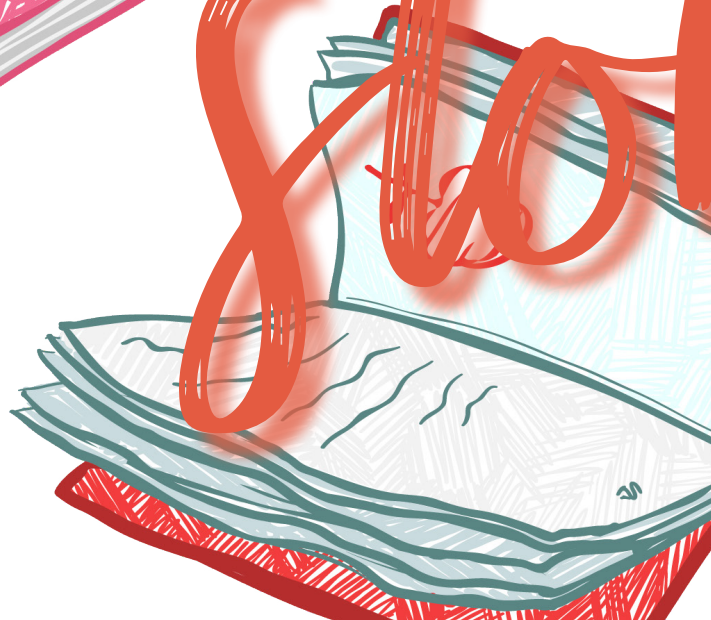
1. Our research supports that visitors of the LPRL love the staff, because the staff is invested in the lives of those who come to the library- they care about their stories.

2. In an effort to encourage children/teens to reap the benefits of the library's resources, this phrase would support a campaign that encourages young people to live in such a way that is full of purpose—like the stories/people they read about in resources.

3. The verb become is engaging the audience and asking them to invest in the idea.

4. Libraries are full of books, resources and other conveyors of stories, so people can view themselves as a part of those.

5. Books can be exchanged for digital icons to reflect all of the resources offered by the library.

We have chosen various advertising/PR tactics that are designed to complement the structure of the Wise County area and best serve the library. All designs are consistent and complementary to the rebranding and messaging of "Become the Story."

Tactics

OUTCOME:
A LPRL BILLBOARD WILL CREATE AWARENESS AND DRIVE TRAFFIC TO THE LIBRARY.

Posters

TACTIC:
POSTER

OUTCOME:
COMMUNITY PLACEMENT OF LPRL
"BECOME THE STORY" POSTERS WILL DRIVE
INTEREST TO THE MESSAGING AND PURPOSE
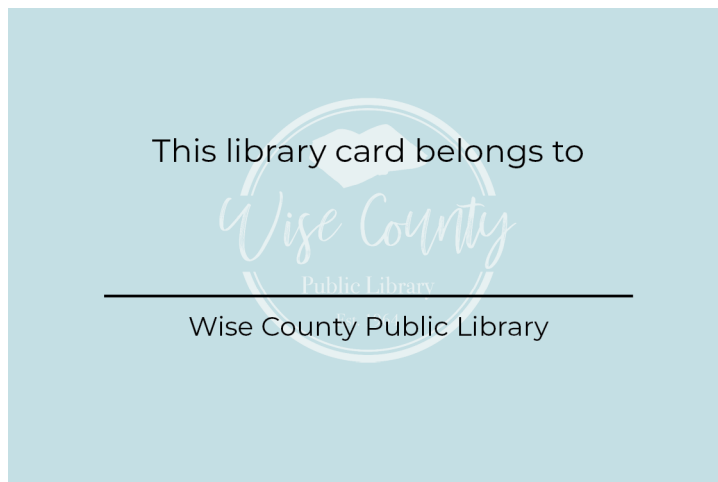OF THE LIBRARY.

TACTIC:
BOOKMARKS

TACTIC:
STICKERS

FRONT:

BACK:

PROMO CAMPAIGN
Evaluation

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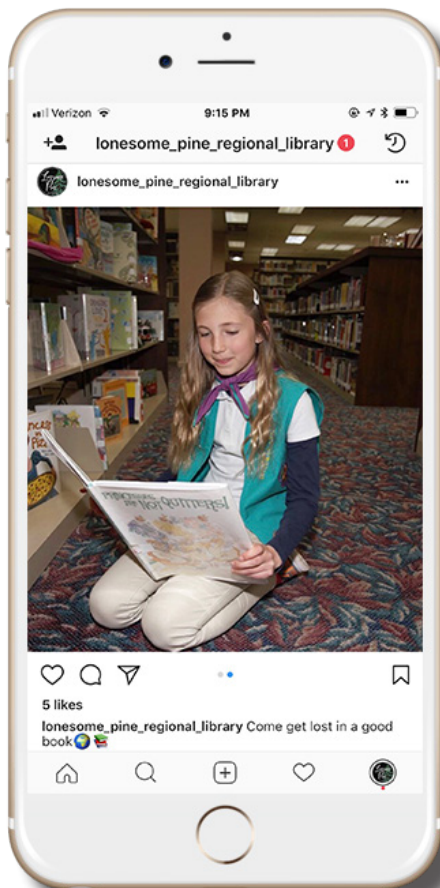
Classic Approach

Interview library patrons

Social Media

Consider the library's social media efforts as a vital component of this rebranding and overall communication plan. Our team has designed strategic messaging for Instagram and Facebook. The library has the opportunity to create an online voice and presence among community members via social media. The interactive platform of social media will aid in LPRL's objectives and allow for long term communication with library users. Best of all, Instagram and Facebook are free services!

PLATFORM: INSTAGRAM

PLATFORM: FACEBOOK