

Effective Branding Brings Results: The Oakville Public Library Journey



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Outline

- What is a brand?
- The Need to Brand
- Branding Objectives and Process
- Oakville Public Library's New Brand
- The 5 point solution model
- Brand implementation
- What We've Learned



What is a brand?

- A brand is more than a name, logo or tag line.
- A brand is about who you are, what you do and why it matters
- A brand explains an organization to itself, its customers and its stakeholders
- A brand is the DNA of your organization
- A brand captures the essence of how customers perceive a product or company.
- A brand establishes a core idea or position in the mind of the customer and is nurtured and ingrained over time.



Well-recognized Brands

- Nike – persistence, hard work, success
- McDonalds – family orientation, community
- Campbell’s Soup – homemade, quality
- Lexus – status, luxury
- Molson Canadian – Canadian, recreation, life!
- Starbucks – quality, community, environmentally friendly
- Oakville Public Library?



The Need to Brand

- Market research showed an inability for public to understand what the library stood for
- Relevance and image of library and librarians required clarification
- Lack of focus was the core problem



Branding Objectives

- Compelling message and strong customer focus was needed to solve core problem
- Increase usage
- Increase value
- Increase awareness
- Align culture



Brand Strategy Process

- Phase I Message development
- Phase II Voice & Image Development
- Phase III Launch Strategy
- Phase IV Communication & Tactics
- Phase V Measurement



Closing the Gap

Shared Values

Desired Experience

Mine
Safe
Meeting Place
Known
People like me
Doing something for me
Informative
Place to spend time



Current
Forward
Interactive
Innovative
Social
Energized
Exciting
Exploration

Oakville Public Library's New Brand

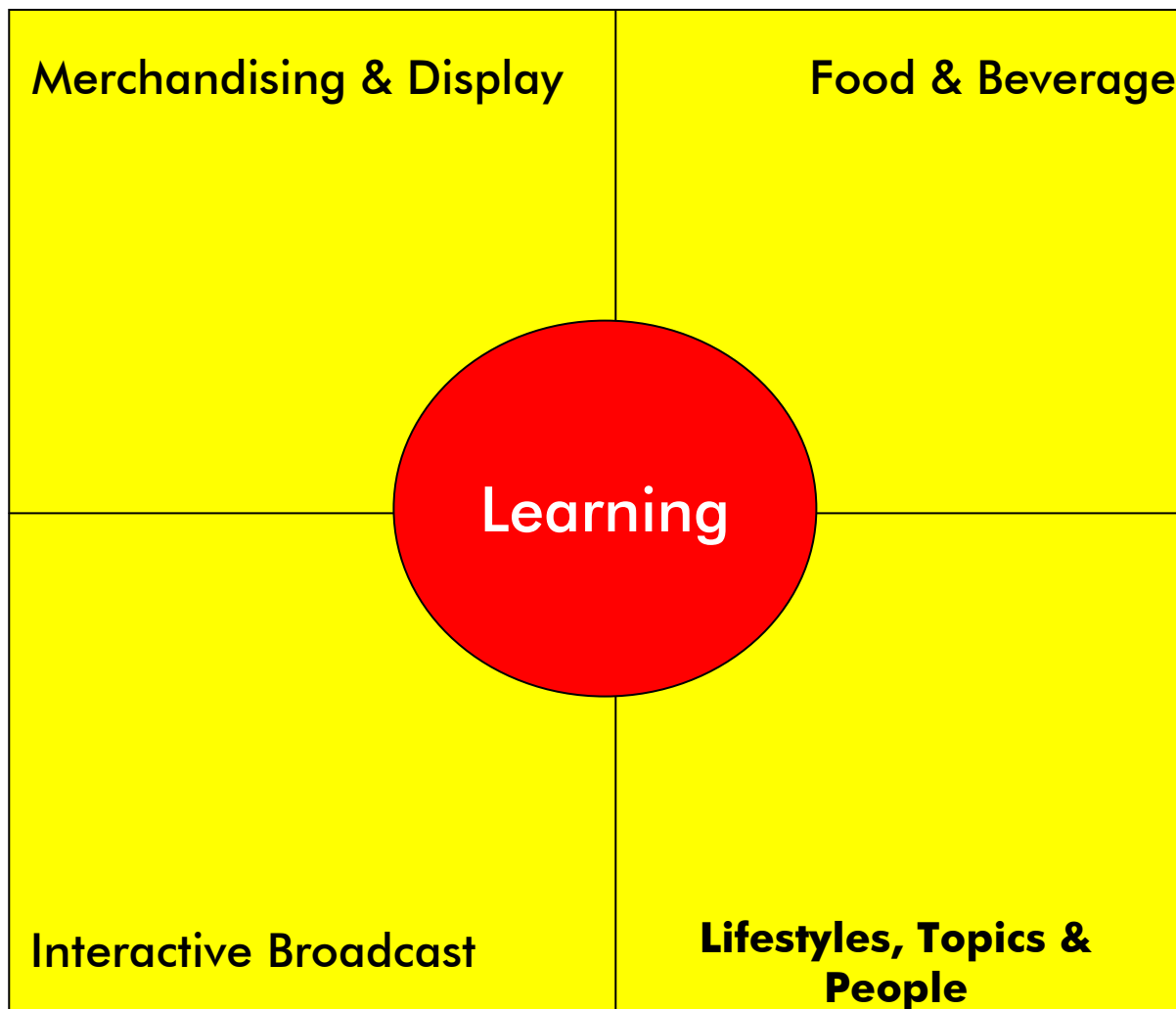
What does OPL stand for?

Learning

- The Oakville Library is all about learning
- Its about knowledge, being curious
- It's about information
- It's about broadening one's mind, one's world



The 5 Point Solution Model



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Merchandising & Display

The physical space in which today's consumer engages in **Learning** must be upgraded to a more contemporary experience.



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Food & Beverage

We need to stimulate all the senses to deliver on the desired customer expectations of a social, interesting and innovative experience.



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Interactive Broadcast

Our library customers demand current, interactive and exciting environments for learning.



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Lifestyles, Topics & People

Learning How to... brought to you by...

Learning is about broadening one's mind ...
broadening one's world.



Canadian Living



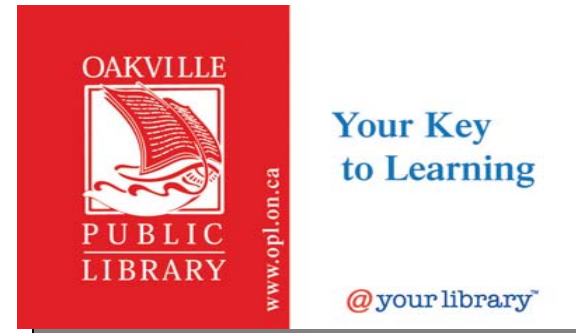
Oakville Chamber
Orchestra

Implementing the 5 Point Model

- Team leaders for each category (Summer 2003)
- Internal launch
- Every staff member invited to be on 2 teams
- Core team developed
- Charged with developing Best of Class recommendations
- Priority initiatives chosen
- External launch (Public Library Month 2003)



Corporate Look and Feel



- Less clutter
- More photos, fewer words
- Building blocks of Learning - Red, green, yellow, blue

Interior Design Strategy

- A physical “footprint” that pulls together the key market-proven tactics that deliver the OPL Learning brand attributes and support an enhanced Learning brand experience



Interior Design Strategy



December 16, 2010



Rice Brydone Limited
design to inspire

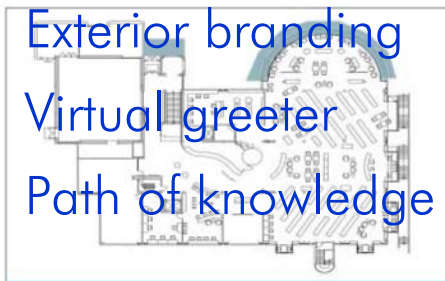
Interior Design Strategy Assumptions

- To develop an Interior Design Strategy that supports the library staff in implementing a customer focused service delivery model
- Customers 1st, processes 2nd
- Roaming approach to information services - friendly approachable staff
- Floor plans that facilitate customer traffic flow from one collection to the next – this is the merchandising concept (flow)
- Display, display, display



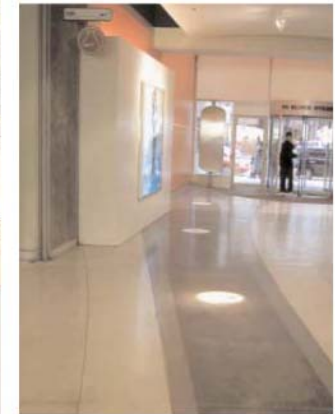
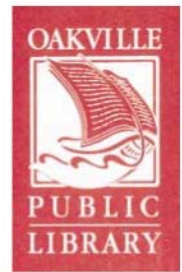
Key Concepts – Street Entrance

- Exterior projection screens
- Exterior branding
- Virtual greeter
- Path of knowledge



Street Entrance

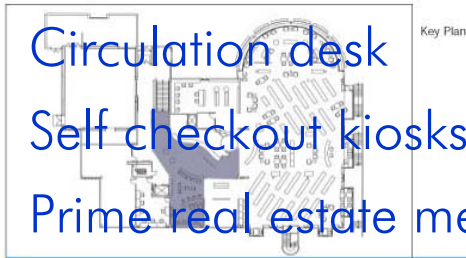
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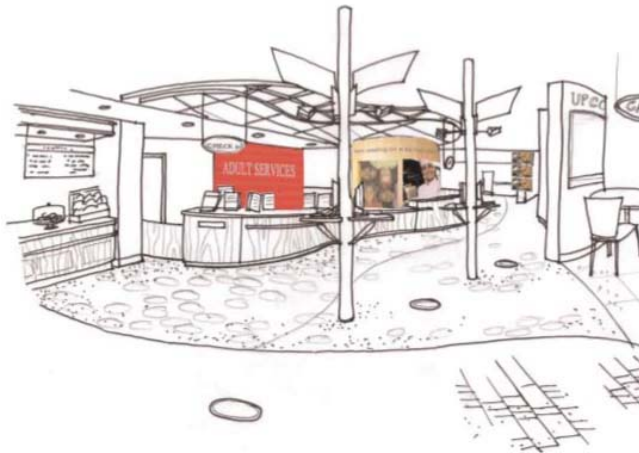
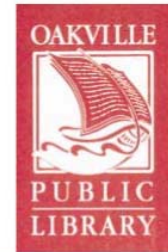
Key Concepts – Beyond the Entrance

- Café
- Café seating with Internet bar
- Circulation desk
- Self checkout kiosks
- Prime real estate merchandiser



Adult Services - Entrance

- cafe
- cafe seating complete with internet bar
- circulation desk
- self check-out kiosks
- prime real estate merchandiser



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Key Concepts – Community Area

- Flexible community space
- Soft seating
- Information desk
- Mobile display
- Feature banners

Key Plan



Adult Services - Community Area

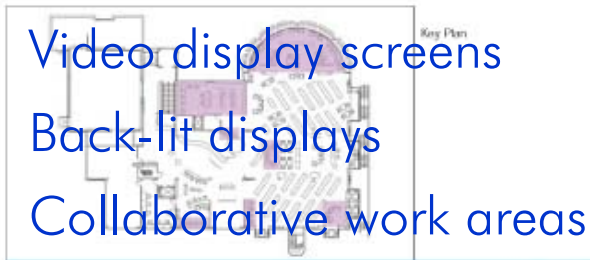
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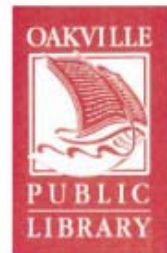
Key Concepts –Interactive Learning

- Current, interactive, exciting
- Multimedia PCs
- Video display screens
- Back-lit displays
- Collaborative work areas



Adult Services - Interactive Learning

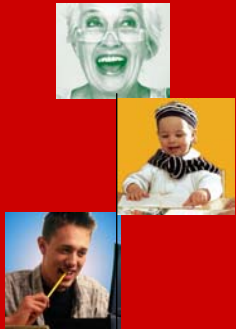
- multimedia PCs
- soft seating
- video display screens
- collaborative work areas
- back-lit displays



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Key Concepts –Parking Entrance

- Exterior branding
- Virtual greeter
- Engaging entrance



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Key Concepts – Children’s Services Entrance

- Window merchandising & display
- Prime real estate merchandising
- Guinea pig pen



Key Plan

Children's Services - Entrance

- window merchandising and display
- circulation desk
- prime real estate merchandising
- guinea pig pen



PLAN VIEW - SCALE 1/2" = 1'-0"



ELEVATION VIEW - SCALE 1/2" = 1'-0"



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Key Concepts – Children’s Services Community Area

- Bookcase “topper” displays
- Video displays & sound domes
- Multimedia PCs
- Fun furniture



Children's Services - Community Area

- bookcase “topper” displays
- video displays and sound domes
- multimedia PCs
- fun furniture



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Where Do We Go From Here?

- Phase 1 – Preparation
- Phase 2 – Co-ordination and Prioritization
- Phase 3 – Revitalization
- What success will look like:
 - Increase in value, usage and awareness
 - Words and actions are aligned
 - Brand values are internalized by staff

What We've Learned

- Fundraise. Use other people's money
- Brand integration across all departments
- Passion and leadership must be evident from the top (board, CEO and senior management)
- Collaborate with experts who have the expertise you need
- Involve staff at every stage
- Repeat the same consistent message
- Celebrate each step
- Encourage, grow and support staff "enablers"
- Dream ...

