



Merchandising Makeovers: using collection analysis and visual merchandising skills to effectively promote collections

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Branch Merchandising Makeovers

Session Outline

The Importance of Merchandising

The Right Materials

The Right Place

Staff Training

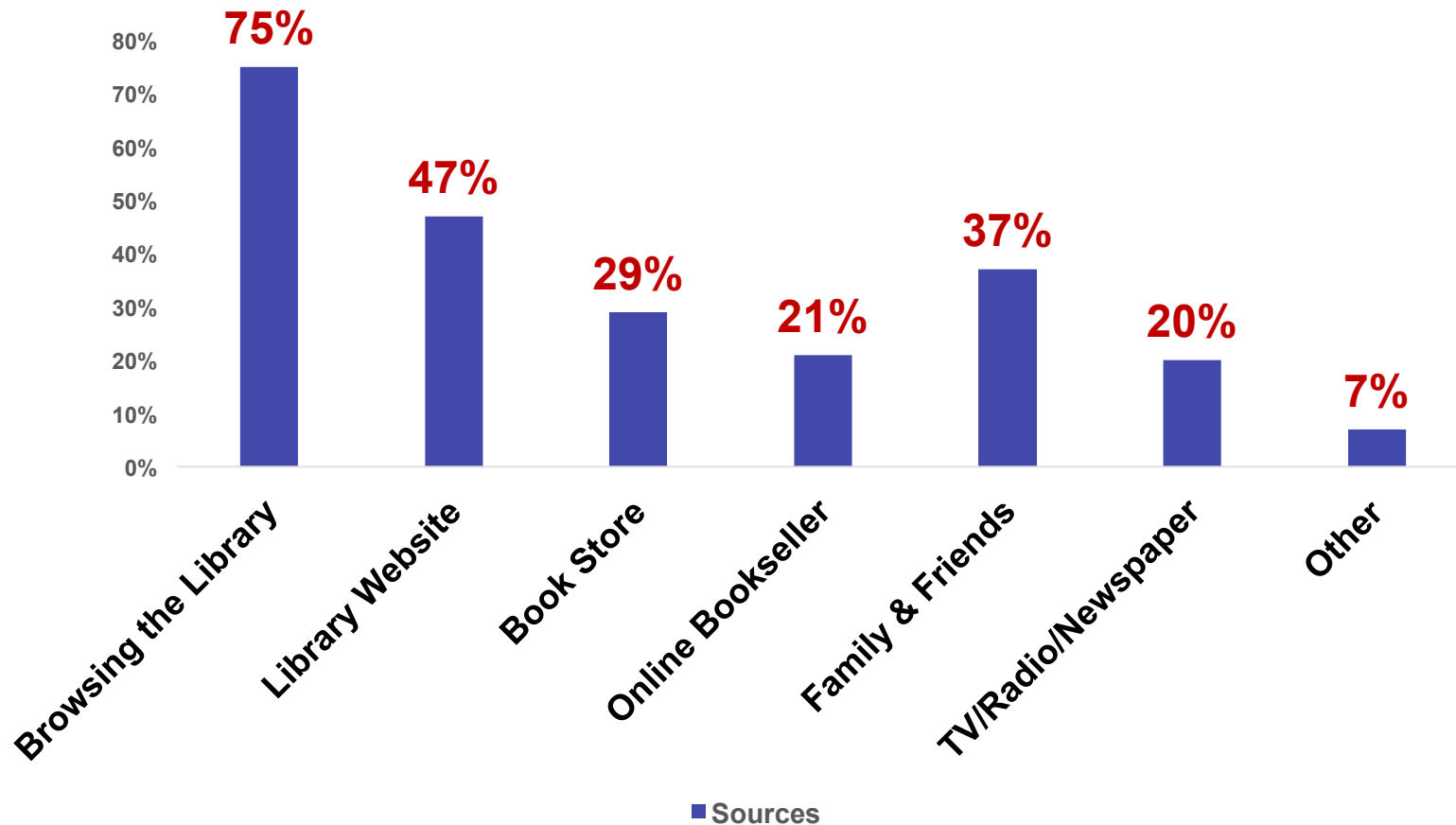
The Evelyn Gregory Branch Makeover Project

Final Thoughts

Importance of Merchandising

Customer Survey

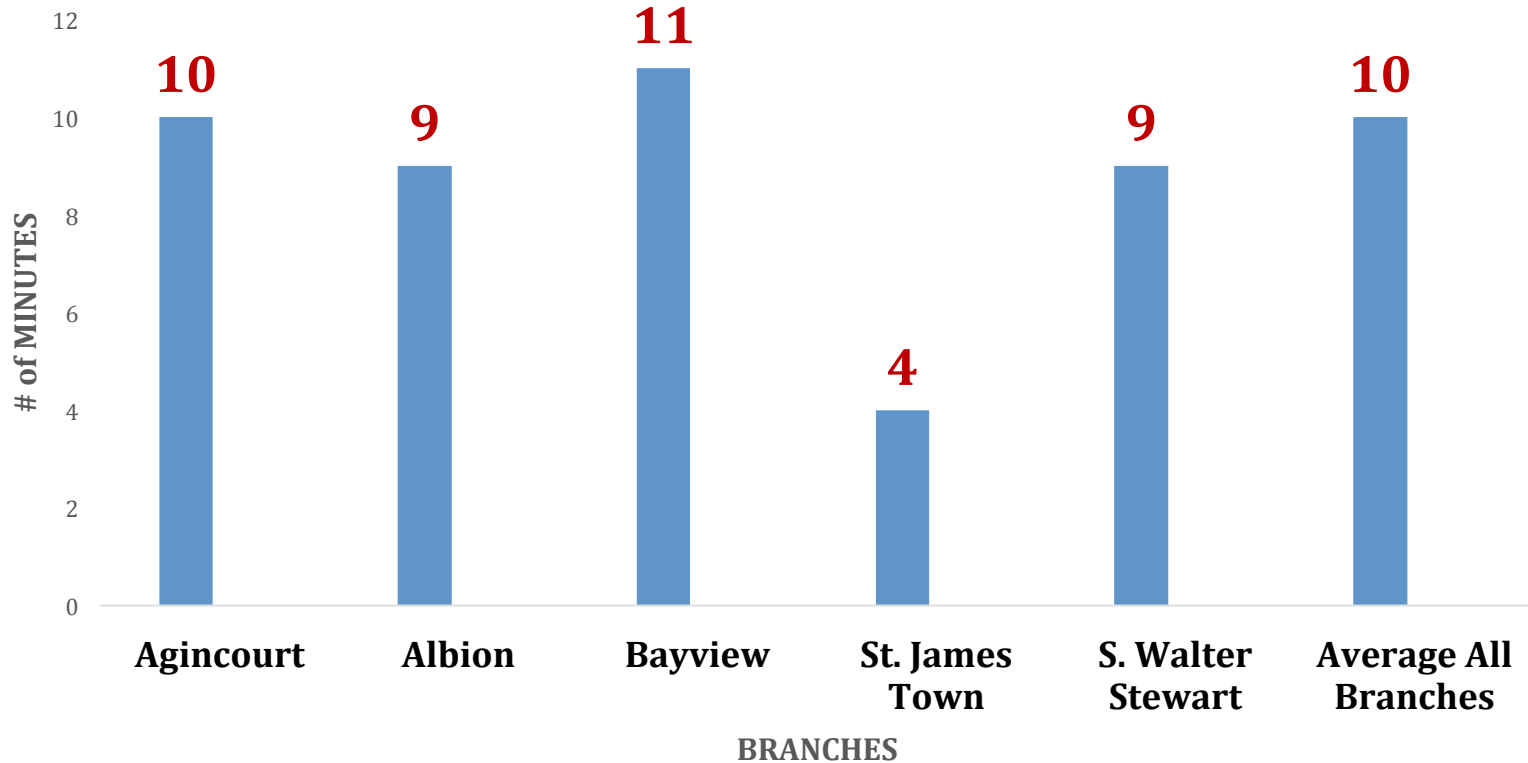
Customer Browsing--Information Sources



Importance of Merchandising

Observation Study

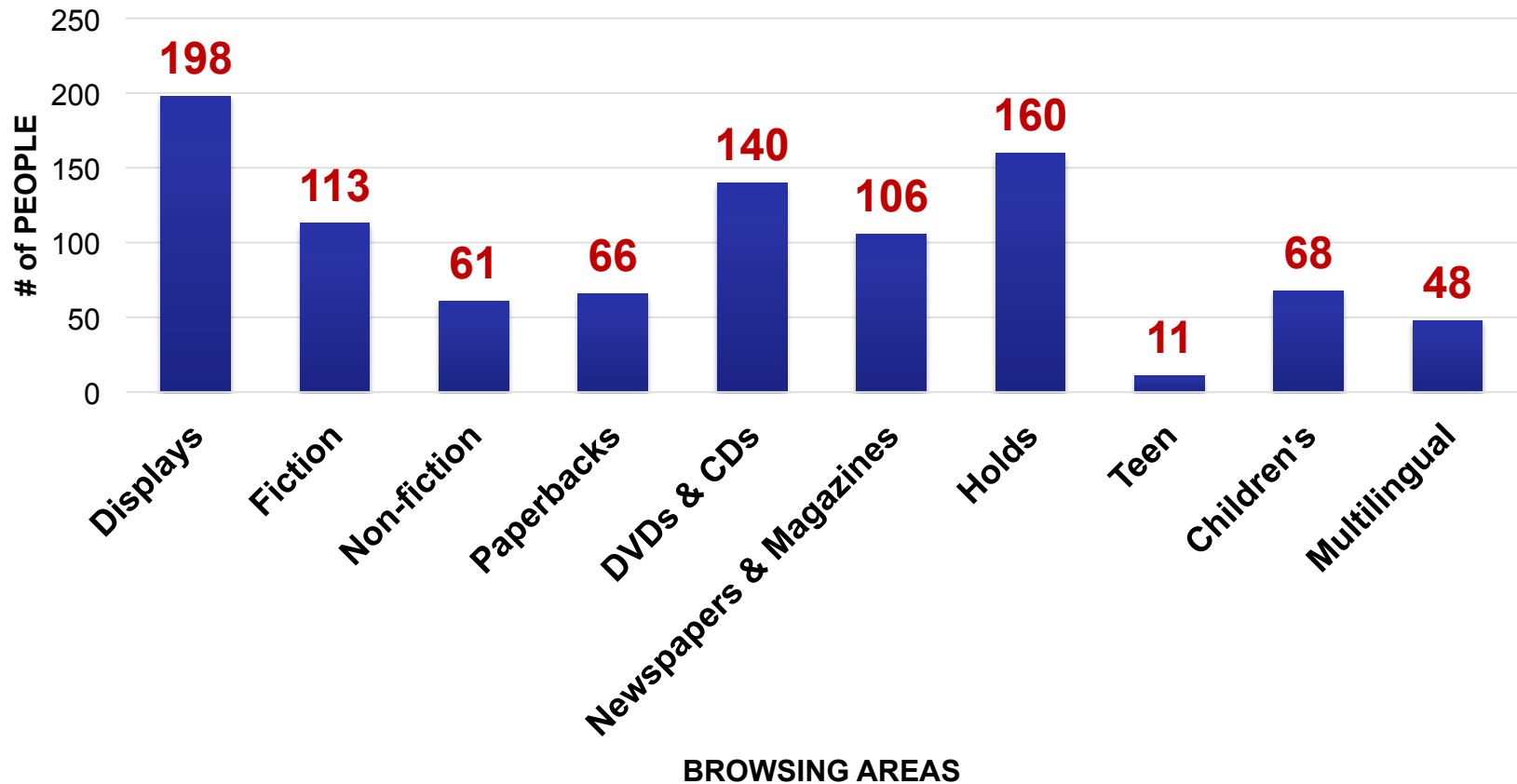
Average Minutes Spent Browsing



Importance of Merchandising

Observation Study

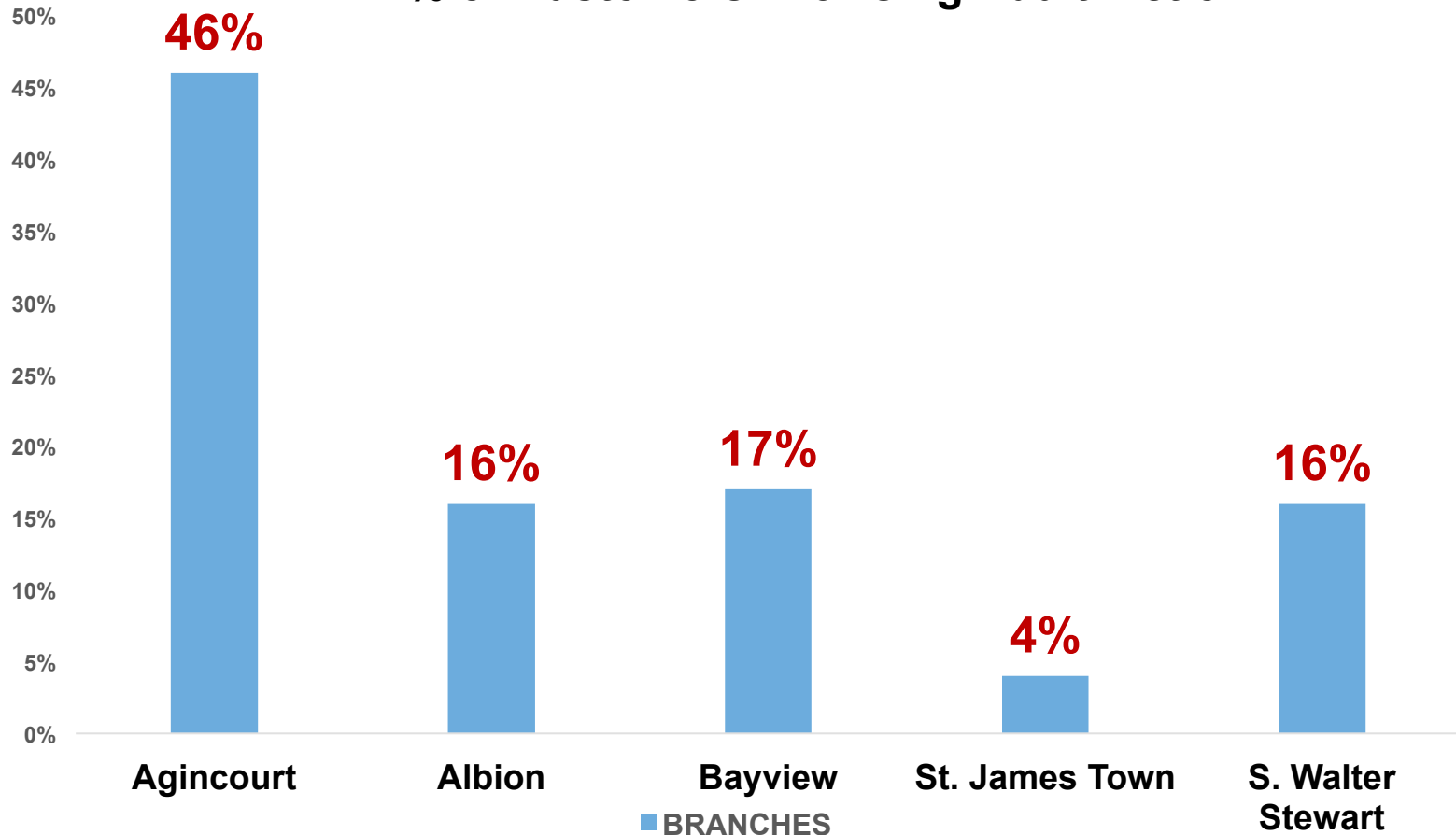
People Observed Browsing



Importance of Merchandising

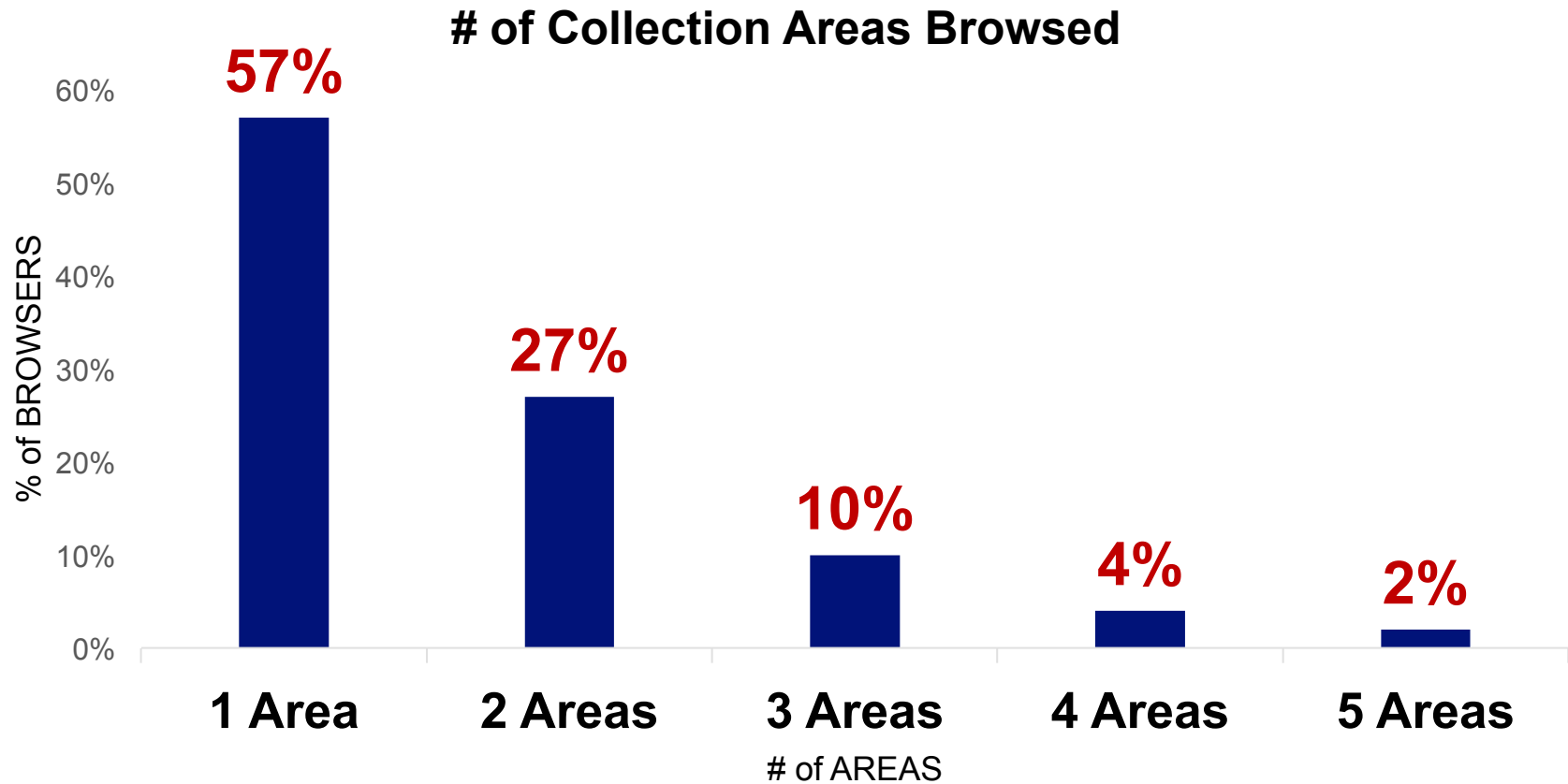
Observation Study

% of Customers Browsing Adult Fiction



Importance of Merchandising

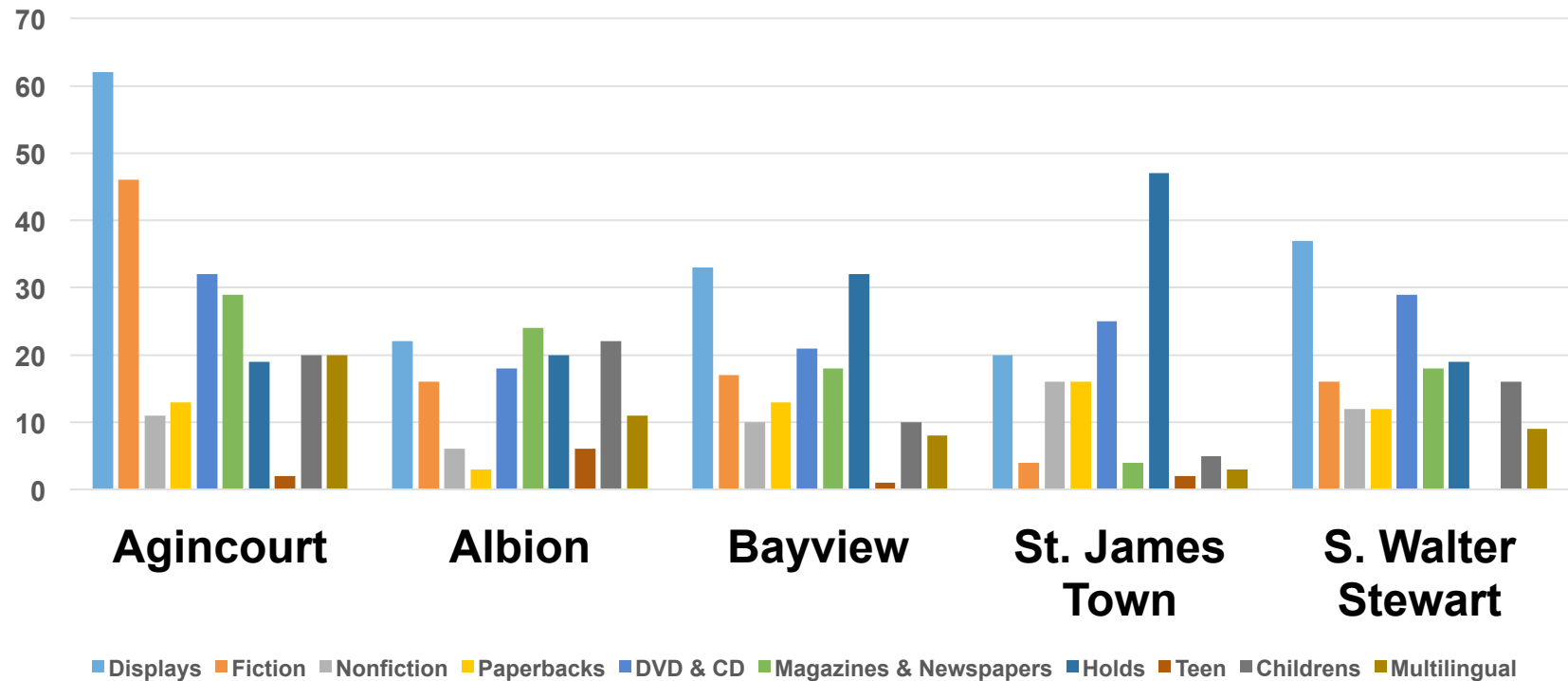
Observation Study



The Right Materials

Observation Study

% of Customers Browsing by Collection



The Right Materials

Collection Analysis

Collection	Branch Stock	Branch Circulation	Branch Turnover Rate	TPL Turnover Rate	Difference
780's Music	307	1223	4.0	2.6	+1.4
790's Recreation & performing arts	1410	16,240	11.6	7.7	+3.9
Large print	887	1227	1.4	2.5	-1.1
Teen Graphic books	1288	2977	2.3	5.2	-2.9

The Right Materials

Shelf List Chart

Call #	Author	Title	Year Pub.	# of checkouts	Date copy added	Date last checked out
Fic ATW	Atwood, Margaret	The Tent	2006	24	07-05-200 5	03-24-201 5
Fic AUE	Auel, Jean M.	Shelters of Stone	2002	79	02-18-200 2	06-30-201 5
Fic BLO	Bloor, Thomas	Bomber Boys	2008	1	10-02-200 9	08-06-201 3
Fic BOY	Boyden, Joseph	The Orenda	2013	19	12-04-201 3	09-02-201 5

Weeding Tool--transfer a shelf list into Excel and limit columns

- **# of check outs**
- **Date last checked out**

Branch Audit Zones

- Front Entrance/Foyer
- Service Desks
- Children's Areas
- Adult Areas
- Teen Areas
- Bulletin Boards
- Foundation Materials
- Meeting Rooms
- Staff Files
- Staff Workspaces

Branch Audit--Decluttering

Branch Audit

Branch: _____

Date: _____

Zone 2—Service Desks	Yes	No	Action Required
Acrylic sign/flyer holders are clean and in good condition; limited to no more than 2-3 units	X		
Flyers and handouts--current, well stocked and tidy	X		
Desk is tidy—no posters, signs or decorations taped to desk	X		
Computer monitors are clean, no notices taped to them		X	Remove note taped to monitor and remove tape residue

The Right Place

Action Chart

Teens	To Be Completed As Soon As Possible	Budget Required	Completed
1	Weed Teen collections	No	
2	Relocate Teen display cube closer to the stairs; add face-forward titles on every possible shelf end; use acrylic holders	No	Request acrylic holders
3	Remove Teen paperback spinner; interfile titles into Teen Fiction	No	Facilities work order required
Teens	Changes Requiring Further Consideration	Budget Required	Completed
1	Consider adding more group study tables and chairs	Yes	
Teens	Changes Requiring Further Planning and Budget	Budget Required	Completed
1	Increase the number of plug-ins in this area	Yes	
2	Consider adding gaming equipment to this area	Yes	

WHO USES THE BRANCH?—gender & age demographics

WHERE USERS GO?—library collection zones

WHAT USERS DO?—in-branch activities

The Right Place

Observation Study

WHO USES THE BRANCH?

GENDER—male/female ratio

AGE—child, teen, adult, older adult

WHERE USERS GO?--shadowing

- Displays
- Fiction
- Non-fiction
- Paperbacks
- Audiobooks
- DVDs & CDs
- Magazines & Newspapers
- Holds
- Teen
- Children's
- Multilingual

The Right Place

Observation Study

WHAT USERS DO?—area sweeps

- Reading
- Public Computers only
- Personal Electronics
- Other notes (ie: Babytime from 10:30-11am)

The Right Place

Observation Study

MI Merchandising Makeover 2015--shadowing tracking form

Branch: Mimico (MI)

Observer: Paula

Date: _____

User	M/F	Age	Displays	FIC	NF	PAs	Audio books	DVD's & CD's	Mags & Holds News	Teen	Kids	ML	Read	CIRC only	PC's only	Personal Electronics only	Other Notes
1	M	A	1		1												
2	F	A	1														
3	M	T								1							
4	F	A									1						
5	F	T	1														
6	F	T	1														
7	M	A														1	
8	F	A									1						
9	F	C									1						
10	F	C									1						

The Right Place

Observation Study

MI Merchandising Makeover 2015--Area Sweeps

Branch: Mimico
Observer: Paula

Ob #	Displays	Fiction	Non-Fiction	Paper backs	DVD's & CD's	Mags & News	Audio books	Holds	Teen	Kids	ML	Reading	Public Computers	Personal Electronics
1	2	3	1	1	1	1			1	11		2	7	9
2	1		2						1	8		5	3	1
3	1	1	2						1	9	1	6	5	1
4	1		1						1	9			7	1
5										9			2	3
	5	4	6	1	1	1	0	0	4	46	1	13	24	15

Evelyn Gregory Branch Merchandising Pilot Project



James Murchison
Branch Head
Toronto Public Library

Presentation Outline

- Evelyn Gregory: A Few Facts
- Contest Application: Why Evelyn Gregory?
- Collection Analysis: Right Items, Right Places
- Implementation
- Quantitative Tracking
- Qualitative Tracking.

Evelyn Gregory: A Few Facts

- Small neighbourhood branch, opened in 1968.
- Currently in a Neighbourhood Improvement Area in the former municipality of York
- Several nearby community agencies
- No recent renovations and/or updates
- Diverse community, with a large amount of Portuguese and Spanish speaking residents



To Merchandise or Not to Merchandise?

That was the question, and it was a simple one for me. It was a question which I responded to with a resounding "Yes!" as soon as the e-mail landed in my Inbox about the opportunity for one lucky branch to participate in the Branch Merchandising Pilot Project.

I landed at Evelyn Gregory in mid-February and was faced with some hard facts....



Why Evelyn Gregory?

The **HARD** Facts:

	2013	2012	2011
• Circulation decreases	-13.2%	-2.8%	-2.6%

- Circulation decreases
- Impressive, yet underutilized collections
- Excessive signage, need for aesthetic enhancements
- Older facility in need of improvements
- Ten minds are better than one!

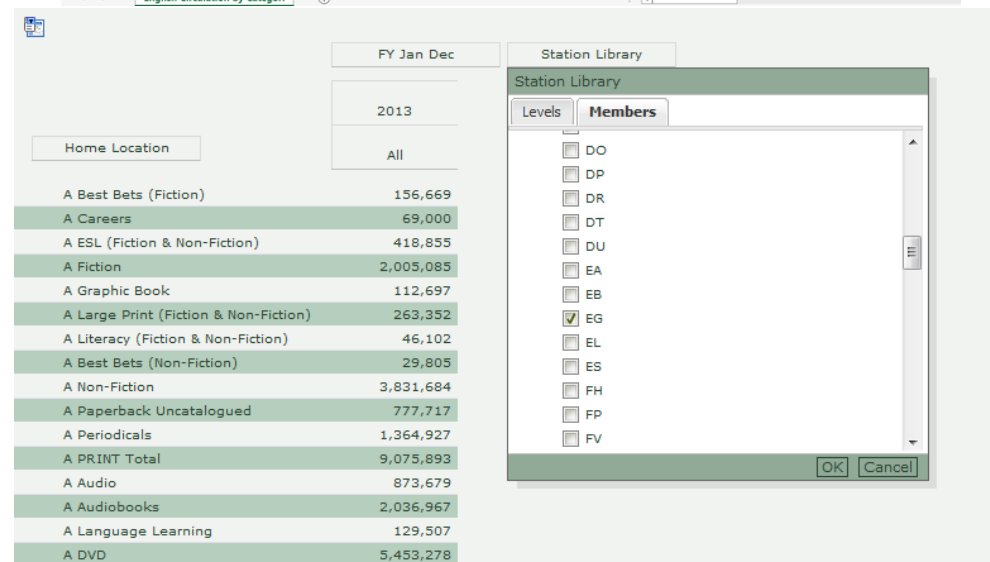
Right Items, Right Places

Circulation analysis software and MS Excel were used to analyze:

1. Which collections were the right ones to merchandise
2. Which collections were potentially under utilized and/or over utilized
3. How did our borrowers' patterns contrast from other TPL locations

Statistics were tracked for various collections, displays and display card check-outs

	A	B	C	D	E	F	G	H	I	J
1	English Circulation by Categories			English Current Stock by Categories			Collection Ratio		English Circulation by Categories	
2	All Checkout Measures (Historical)			All Catalog Measures					All Checkout Measures (Historical)	
3	Checkouts					Total Copies			Checkouts	
4		2013							2013	
5		EG				EG	EG		TPL	
6	A Careers	138	A Careers	45	3.067			A Careers	69000	
7	A ESL (Fiction & Non-Fiction)	664	A ESL (Fiction & Non-Fiction)	321	2.069			A ESL (Fiction & Non-Fiction)	418855	
8	A Fiction	4106	A Fiction	3220	1.275			A Fiction	2005085	
9	A Graphic Book	421	A Graphic Book	158	2.665			A Graphic Book	112697	
10	A Large Print (Fiction & Non-Fiction)	482	A Large Print (Fiction & Non-Fiction)	403	1.196			A Large Print (Fiction & Non-Fiction)	263352	
11	A Literacy (Fiction & Non-Fiction)	158	A Literacy (Fiction & Non-Fiction)	568	0.278			A Literacy (Fiction & Non-Fiction)	46102	
12	A Non-Fiction	8058	A Non-Fiction	6549	1.230			A Non-Fiction	3831684	
13	A Paperback Uncatalogued	3329	A Paperback Uncatalogued	2875	1.158			A Paperback Uncatalogued	777717	
14	A Periodicals	5506	A Periodicals	1327	4.149			A Periodicals	1364927	
15	A Audio	1778	A Audio	927	1.918			A Audio	873679	
16	A Audiobooks	3872	A Audiobooks	260	14.892			A Audiobooks	2036967	
17	A Language Learning	177	A Language Learning	89	1.989			A Language Learning	129507	
18	A DVD	17584	A DVD	1759	9.997			A DVD	5453278	
19	A Video	42	A Video	46	0.913			A Video	14245	
20	A CD-ROM	8	A CD-ROM	14	0.571			A CD-ROM	1029	
21	J Beginning Readers & Easy to Read	2656	J Beginning Readers & Easy to Read	927	2.865			J Beginning Readers & Easy to Read	1104436	
22	J Board Book	847	J Board Book	350	2.420			J Board Book	289560	
23	J Comic Book	550	J Comic Book	372	1.478			J Comic Book	117392	
24	J ESL (Fiction & Non-Fiction)	314	J ESL (Fiction & Non-Fiction)	125	2.512			J ESL (Fiction & Non-Fiction)	68765	
25	J Fiction	1566	J Fiction	1107	1.415			J Fiction	565915	
26	J Graphic Book	943	J Graphic Book	255	3.698			J Graphic Book	251037	
27	J Picture Book (JAPIC & JPIC)	4840	J Picture Book (JAPIC & JPIC)	2214	2.186			J Picture Book (JAPIC & JPIC)	1402878	
28	J Non-Fiction	3063	J Non-Fiction	4932	0.621			J Non-Fiction	1169752	
29	J Paperback Uncatalogued	4604	J Paperback Uncatalogued	2276	2.023			J Paperback Uncatalogued	912420	
30	J Parents	62	J Parents	107	0.579			J Parents	32763	
31	J Periodicals	27	J Periodicals	34	0.794			J Periodicals	47376	
32	J Audio	295	J Audio	238	1.239			J Audio	70987	
33	J Audiobooks	131	J Audiobooks	45	2.911			J Audiobooks	137312	
34	J Kits	541	J Kits	124	4.363			J Kits	226213	
35	J Language Learning	10	J Language Learning	5	2.000			J Language Learning	22727	
36	J DVD	7346	J DVD	1084	6.777			J DVD	1751683	



The screenshot shows a software interface for collection analysis. On the left, there is a list of collections with their corresponding circulation counts. The 'Home Location' is set to 'All'. On the right, a 'Station Library' dialog box is open, showing a list of members with checkboxes next to their names. The 'EG' member is checked.

Collection	Count
A Best Bets (Fiction)	156,669
A Careers	69,000
A ESL (Fiction & Non-Fiction)	418,855
A Fiction	2,005,085
A Graphic Book	112,697
A Large Print (Fiction & Non-Fiction)	263,352
A Literacy (Fiction & Non-Fiction)	46,102
A Best Bets (Non-Fiction)	29,805
A Non-Fiction	3,831,684
A Paperback Uncatalogued	777,717
A Periodicals	1,364,927
A PRINT Total	9,075,893
A Audio	873,679
A Audiobooks	2,036,967
A Language Learning	129,507
A DVD	5,453,278

Right Items, Right Places

An emphasis was made to put popular collections in high traffic areas:



BEFORE



AFTER

Implementation Plan: Two Main Phases

- To Be Completed As Soon As Possible (March to end of April)
- Changes Requiring Further Budget and/or Consideration (May 2014 to October 2014 and beyond)



Signage Was a Major Issue at Evelyn Gregory...

- Excessive and outdated signage removed
- Hand-made signage removed
- TPL standard signage and templates were implemented
- Negative and duplicate signage discarded



BEFORE



AFTER



A large amount of shifting was conducted for a variety of reasons:

- Highlight popular collections
- Create new displays
- Adjust shelf heights
- Remove excess shelving



Evelyn Gregory has terrific collections, it was time to show them off!

- Slopers added to Magazine shelving, spines turned face out
- Face forward item added to the end of every shelf
- Ongoing weeding to remove outdated and unattractive materials
- Community publicity drastically reduced and repositioned



BEFORE



AFTER

Implementation

Merchandising



BEFORE



AFTER

A variety of major improvements were identified and implemented...

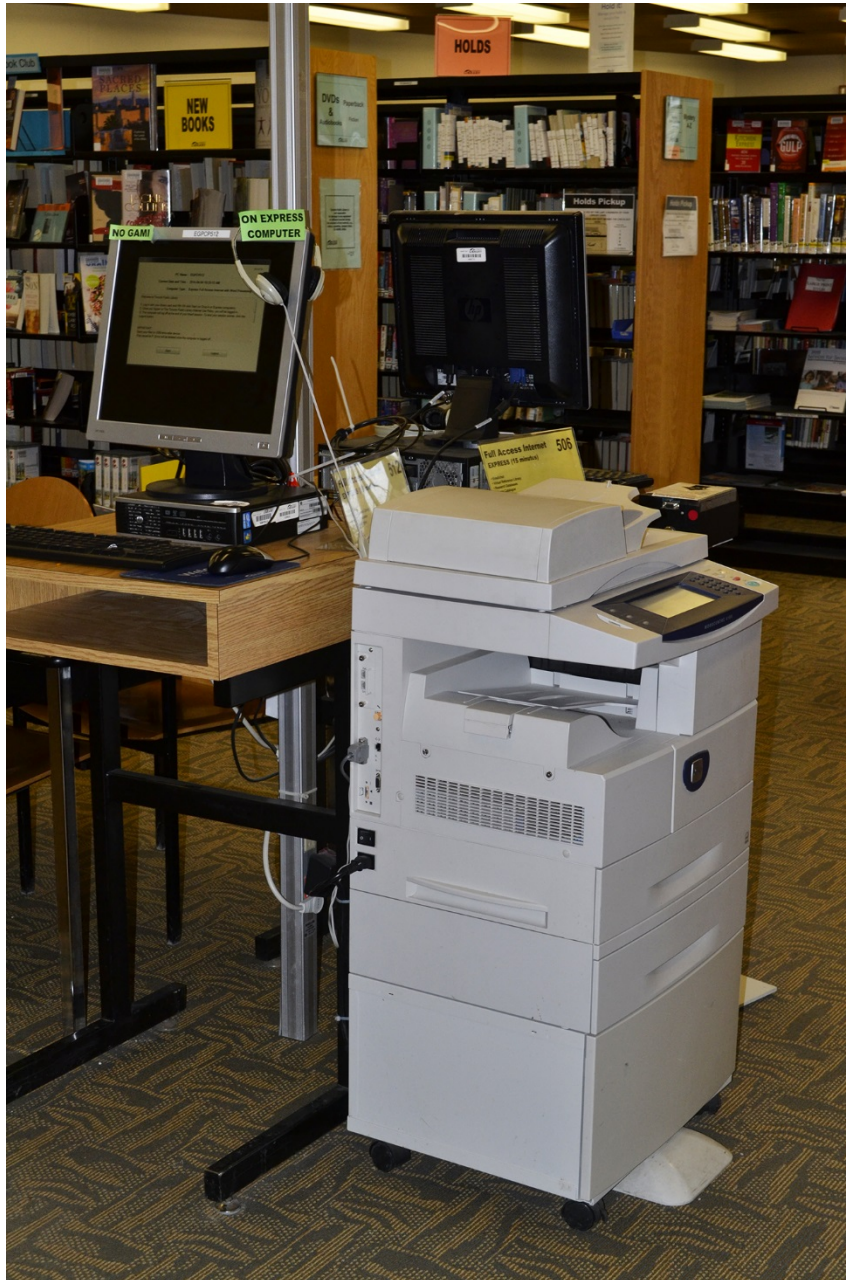


- Furniture reorganized in Children's department



- Gondolas added to create more merchandising opportunities

BEFORE



Implementation

Enhancements

- Catalogue computer grouped with Express PCs, photocopier moved to less visible corner

Implementation

Enhancements



AFTER

Implementation

Other Enhancements



- **Quiet Study Room** opened to public for more access to outlets

Facilities staff were a key part of the success of this project:

- Removal of unwanted tape residue, blue tac, excess shelving, etc.
- Furniture removal and addition of garbage totes and Smart Sort bins
- Bulletin boards removed
- Painting and molding replacement
- Furniture cleaning
- Some landscaping issues addressed

Evelyn Gregory staff took several strategies to attack clutter:

- Complete repurposing of desk space – publicity and acrylics removed
- New acrylics requested for slat wall that came with RFID installation
- Poster rods behind desk removed
- Board book bins eliminated



BEFORE

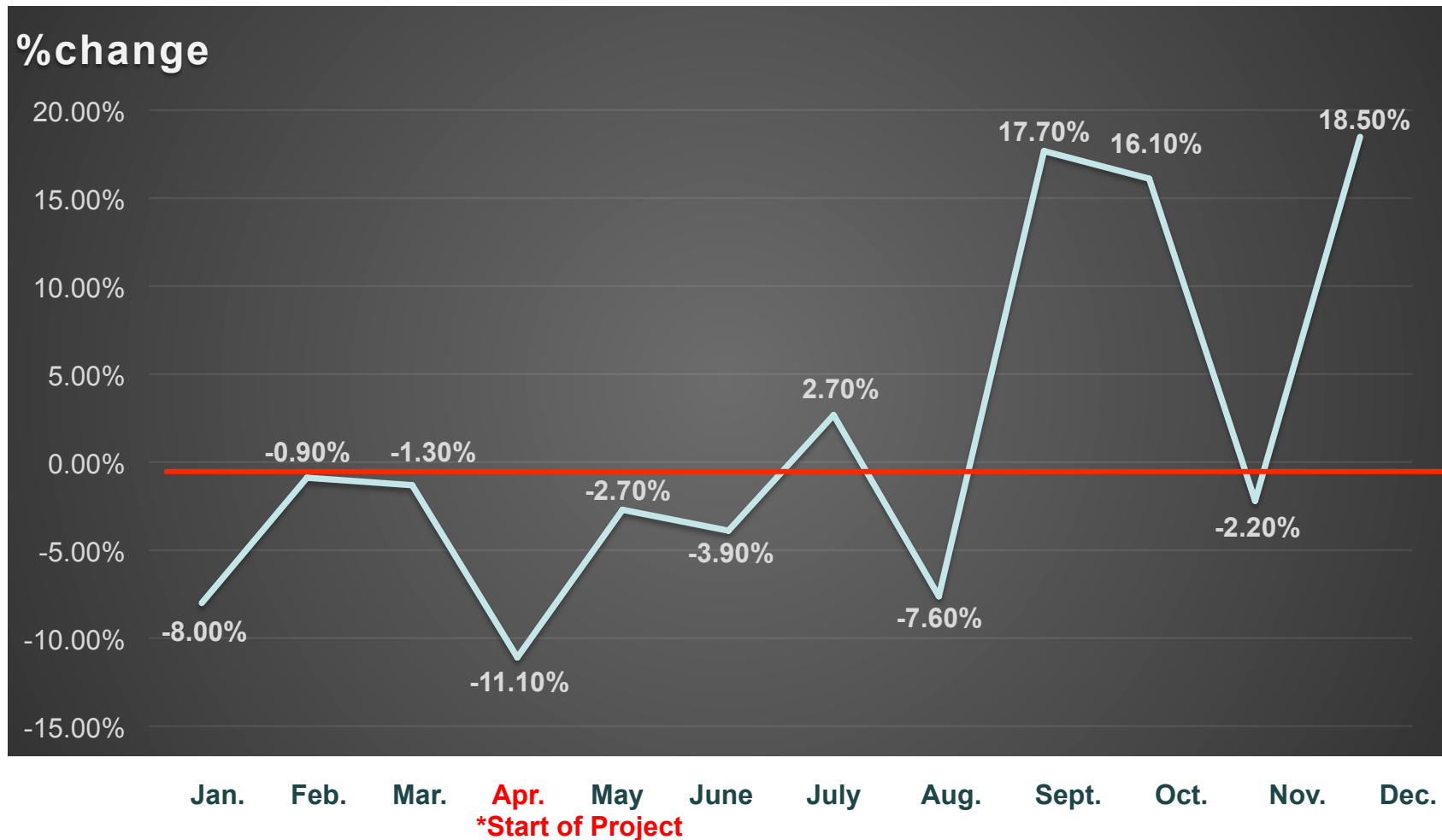


AFTER

- Staff were consulted to ensure they were comfortable with the changes.
- Staff were a constant source of suggestions for additional changes throughout the course of the project.



A number of months witnessed a significant increase from 2013 to 2014:





Quantitative Tracking

Circulation

There was a pronounced difference between **First Half** and **Second Half** circulation statistics (2014).

Month	%change
January	-8.0%
February	-0.9%
March	-1.3%
April	-11.1%
May	-2.7%
June	-3.9%
TOTAL	-4.8%

Month	%change
July	+2.7%
August	-7.6%
September	+17.7%
October	+16.1%
November	-2.2%
December	+18.5%
TOTAL	+6.4%



Quantitative Tracking

Circulation

- Evelyn Gregory boasted one of the best overall circulation percentage changes (+0.7%) throughout all of TPL in 2014.
- Circulation from Children's cards **increased** 9.1%, teen circulation **increased** 0.7%, while adult circulation **decreased** 1.8%
- Evelyn Gregory did experience a slight -2.55% decline in 2015

- Many of the merchandized collections and displays showed substantial increases in circulation:

Dewey Range	2013 June/ July	2014 June/ July	%change
150-159	91	121	+33.0%
610-619	321	311	-3.1%
640-649	213	250	+17.4%
790-799	558	953	+70.8%
Totals	1183	1653	+38.2%



Quantitative Tracking

Other Statistics

- Other positive outcomes occurred in 2014 such as increases in registrations (+31.8%), programs (+39.7%) and program attendance (+38.3%)
- An enhanced focus on customer service, programming and outreach contributed positively toward the project.



The majority of customers were thrilled with the changes, complementing the new seating arrangements, merchandising efforts and revitalized spaces.



Negative feedback was minimal, yet was received openly and led to the alteration of some changes.

Merchandising Makeovers

Final Thoughts

Merchandising Collections—8 part video series available on YouTube

<https://www.youtube.com/user/torontopubliclibrary/videos>

Living Well branch display challenge

Visual Merchandising Principles & Techniques—scavenger hunt

CBC Marketplace episode—”Retail Tricks”

<http://www.cbc.ca/marketplace/episodes/2015-2016/retail-tricks>

https://www.youtube.com/watch?v=zVplgl3-pRM&index=1&list=PLeyJPHbRnGaZmzkCwy3-8ykUZm_8B9kKM

Merchandising Makeovers

Living Well Multi-channel Promotion



Merchandising Makeovers

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