

# Grassroots and Shoestrings

## Successful Marketing Campaigns

- Introduction: Marketing to Teens  
(perceptions/characteristics)
- Thunder Bay Public Library  
Teen Initiatives, Youth Advisory group, program examples, etc.
- Exercise Your Mind...Read Poster project  
What, where, how, when, why?
- Questions/Answers



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# Marketing to Teens

- **Adult perceptions of Echo/Y Generation:**
  - Destructive, disruptive, rude, self-centred, uncivilized, non-readers
- **Teen characteristics**
  - Diverse, tolerant, confident, optimistic, socially aware, Internet users, multi-taskers, financially savvy, consumers, readers

# Teens and the Public Library

- Few libraries have youth/teen specialists
- Not all libraries have teen areas
- Service to teens is not a priority (there is a perception that it's inevitable that "we lose them when they're teens and hopefully they'll come back to us as adults")
- This approach is detrimental to literacy development and the future of public libraries

# Thunder Bay Public Library

## Teen Action Plan

- Youth Advisory Council
- Improved teen collections, including a very popular graphic novel collection
- Teens contributing ideas for collection, programs, web content, newsletter and feedback to staff
- Improved teen areas
- Exercise Your Mind...
- Read Poster project

# Thunder Bay Public Library Youth Advisory Group (YAC)

- Goal  
To provide the Library with a formalized vehicle for direct contact and dialogue with its communities of young adults regarding young adult services, including information & reference services, programming, collections, current interests and any other issues related to young adults which may have potential connections to Library activity, both at the local branch level and system-wide.

# Membership Details

- The YAC assists the library by providing a forum for staff and teens to work together to build a service that is relevant to teen users.
- Members between 12 - 19 years of age
- Meet monthly
- Willing to review materials
- Have an interest in the library

# Activities

- Read and review materials in a variety of formats suitable for young adults and recommend purchase or write reviews to encourage other teens to read or use the material.
- Review Library policies and services and recommend changes or enhancements to best serve the interests of young adults/teenagers.
- Program suggestions & design for young people
- Design of teen areas/displays/book lists and pamphlets
- Promote reading and library use to as many teens as possible.

# Meetings

- Convenient time and place in the library
- monthly
- small group - 10 - 25
- take meeting notes
- feed them
- challenge them -- review books, magazines, CDs -- plan programs for younger children
- recognize them and count their hours



# Exercise Your Mind Posters

- Concept brought to the library by the YAC
- Posters would appeal to this age group
- Used YAC members and high profile athletes from Lakehead University teams
- Goal of posters: to promote reading and the library to children and youth
- To obtain support from local media/other partners

# Poster Project Planning/Implementation

- *Fall, 2001* - idea brought forward by Youth Advisory Council
- *March, 2002* - Lakehead University approached - posters featured 4 Lakehead University athletes who are well known to the community. Two of the posters featured Library Youth Advisory Council members - a cheerleader and a football player and a breakdancer.

# Poster Project Planning/Implementation

- Local media approached to support the project through “contra” advertising. The Chronicle-Journal, our local daily newspaper responded positively, as did Magic 99.9 - a local radio station. The newspaper ran all ads at no charge - and they featured a full page, full colour ad of each poster. The radio station also ran all radio ads at no charge and they produced an ad for each athlete extolling the virtues of “exercising your mind”.
- *March, June 2002* - Photography & poster design; production plan; promotion plan

# Poster Project Planning/Implementation

- *Summer, 2002* - Printing quotes - Printer selected
- *September, 2002* - Posters printed
- *October, 2002* - Poster project announced during Ontario Public Library Week with all partners, athletes and library staff present.
- *October, 2002* - 250 sets of posters distributed to all local schools, day cares, youth organizations & literacy groups. Display set up at local mall (Intercity Shopping Centre) and at all libraries.

# Poster Project Planning/Implementation

- *October, 2002* - ads start in local media and poster sales begin
- *November, 2002* - Autograph session held at the library with all athletes depicted in the posters
- *December 31, 2002* - \$850.00 in poster sales between mid-October and December 31, 2002.
- (Posters were sold to the general public for \$5.00 each or a set of six for \$20).

# Project Costs

<i>Item</i>	<i>Cost</i>
➤ Posters (6 different designs)	
➤ 500 of each	\$5506.20
➤ Poster Tubes (for mailing)	\$ 348.03
➤ Postage	\$ 200.00
➤ Photographer	\$ 345.00
➤ Staff Time - 70 hours x \$22.00	
➤ (average hourly rate)	\$1540.00

## *How the Library Paid for the Project*

- Alpha Delta Kappa Ontario Nu (a retired teacher's association)  
Donation \$1500.00
- Friends of the Thunder Bay Public Library  
Donation \$2500.00
- Library Advertising Budget \$2399.23
- Staff costs – from regular operating budget
- In Kind Donations (Advertising) \$23,000.00

# Results

- Community excitement
- Athletes visit schools to talk to classes about library/reading
- Storytimes in the library with athletes
- Relationship building
- Feedback from the community/principals/teachers



# Impact

- Increased profile for library
- Newspaper – full page ads/daily radio ads
- Lasting partnerships
- Increase in youth advisory membership
- Increase in circulation (highest in 6 years)
- Youth market penetration
- OLS North Innovative Marketing/Advocacy award

# Conclusion

1960 – Teenagers travel in droves, packs, swarms...To the librarian, they're a gaggle of geese. To the cook, they're a scourge of locusts. To department stores, they're a big, beautiful exaltation of larks...all lovely and loose and jingly. Bernice Fitz-Gibbon, Director of Advertising, Macy's

Generation Y will change the way public libraries do business. John Guscott

Web site: <http://www.cplrmh.com/>



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