

Marketing the Children's Library Service: Isle of Anglesey County Council

Objectives

- Promote and further child membership
- Create a unique image for members of Anglesey libraries
- Create a unique character that children are able to identify with as well as promote the service.

Project Summary

- It was decided we needed new library membership cards specifically for children. In the past only one card has been available for both children and adults.
- A local artist was commissioned to create a character.
- 3 child membership cards were produced to appeal to different ages and give children a choice
- We contacted the Spectrum Plastics company to produce the cards.
- A leaflet was produced giving opening times for Anglesey libraries, to be used specifically in the Bookstart bags but also to be used during visits to our libraries by groups of schoolchildren or when we as a service attend events such as the Anglesey Children's Festival, Nursery Roadshow, Language Initiative Fun Days, Adult Education Week etc to promote the library service.
- A new mobile library for schools was purchased and three of the characters on the cards were used to decorate the van
- The characters are also used inside the van as signage for relevant stock.

Expenditure

Commissioning an artist to create original characters - £750

Ordering 20,000 child membership cards	£2,950
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Printing 3,000 Your Local Library leaflets £300
Graphics for the school mobile library are included in the cost of the van.

Promotion

Information about the cards appeared on the County Council website for a long time and a column appeared in the local press under the title 'Birds of a Feather Read Together!' The cards won the Spectrum Plastics prize for best card of the year.

Article in Cymal, Winter 2010 edition

When the new cards went out to our local libraries, staff were asked to make a concerted effort to draw attention to them and exchange old cards for one of the children's choice.

We have just completed substantial renovation work at Llangefni Library and visited local primary schools to talk to classes of children about the library service. The membership cards are a strong tool to draw children's attention and have proved very popular.

Evaluation

The children's reaction has been the best evaluation of this campaign. It's varied from WOW! Cool! to one small girl in our smallest branch saying "I've never had anything like this before. Oh thank you thank you thank you ...I'm going to ask Mum to bake you a cake to thank you and I'm going to tell all my friends!

The potential of these three characters is limitless and we can build on this in the future and create more promotional material.