

**MARKETING INNOVATION AWARDS 2014
JOINT MARKETING PROJECT
CARDIFF CENTRAL LIBRARY – CROESO EVENT SEPTEMBER 2013**

THE PARTNERS

Cardiff Central Library

Cardiff Central Library opened in March 2009, in the heart of the busy and vibrant capital city, and operates over 6 floors. In 2012 an application to open a next generation European Direct Information Centre within the Library was successful. In 2013 a Cardiff EDIC opened on the fourth floor. Library staff provides EU information and advice to the public, and throughout the UK. The team work closely with the European Commission on the delivery of a European Work Programme which includes web presence, social media activity and events work.

The European Commission

The European Commission provides support – including financial - to deliver the work programme of the Cardiff EDIC. The programme includes several strands but includes events for targeted audiences. The partnership with the EC is one of mutual benefit. The Library team provides outreach opportunities for the Commission which in turn secures promotional opportunities for the Library Service.



Cardiff University

Founded in 1883, Cardiff is established as one of Britain's leading universities. The University prides itself on its global community and has links with over 50 countries. It has a thriving international student community which originates from over 120 different countries.

Cardiff University is granted funding based on the number of new International Students they take on each year, per student. For them positive experiences and increasing their wellbeing whilst living in Cardiff are paramount, especially for attracting more students to the area. Working with the library added an increased value to the welcome programme, which in turn was mutually beneficial.

THE TARGET AUDIENCE – INTERNATIONAL STUDENTS

Cardiff has a large Student Population. There are over 70,000 students in the city-region; 36,000 in Cardiff – and Postgraduates now make up more than one in three students studying in Cardiff's higher education institutions. International students make up 26.3% of those studying in Cardiff (9,400 in total), which compares to 16.4% of students studying in Britain as a whole.

International students comprise some 17% of the total student population. The induction process for these students means that they arrive earlier than students from the UK and come from countries all over the world. The students are closely looked after for the first few weeks to welcome and introduce them to Cardiff via an Induction Programme.



THE PROJECT: CROESO – A WELCOME TO INTERNATIONAL STUDENTS

The Library team knew that it wanted to deliver a targeted event to Students in collaboration with the European Commission and the University. Previous attempts by the team to infiltrate Cardiff University for the purposes of gaining new public library members had not been overly successful. It was therefore with some trepidation the team approached the International Office of Cardiff University and outlined their initial proposals – an evening event with free alcohol, music and food (somewhat stereotyped to the typical student to attract our audience). Staff at the International Office were very welcoming and worked with the team to develop a more appealing event to our potential audience. They pointed out that many international students would not attend an event with alcohol and suggested that a different approach would be more successful. The International Office offered to include the Croeso event in the International Induction programme and worked with the team on appropriate scheduling so that the public library event did not clash with any of the Universities Induction programme activities.

The event that emerged following talks with the University was a welcome event that offered tours of the Central Library, a taste of Welsh food – cawl and Welsh cakes, music, an opportunity to meet other students, be given European welcome packs and of course join the Library. More importantly the partnership with the University offered marketing channels not previously open to the Library team.

THE MARKETING: A CROSS PROMOTIONAL APPROACH

The library team were fully aware that effective marketing for this project relied heavily on forming a marketing partnership with the University. It was therefore decided to cross market where possible and mirror the University marketing activities for the Induction programme with similar actions – as below.

PRINTED MATERIALS

A4 & A FLYERS

Promotional activity was driven through Cardiff University, and utilised their facilities and direct links to the International Students. A limited print run of flyers was produced to attract other International Students from the two other universities in the area, Cardiff Metropolitan and University of South Wales.

LIBRARY WELCOME PACK

The Library team put together a pack to be given at the event itself which included European Information, promotional items, a guide to the Library, a list of upcoming events, and a Library card and application form to be activated at the event.

UNIVERSITY WELCOME PACK

The University included the event in their induction programme flyer that was given to all International and European students when they first arrived. The Croeso flyer was placed in all the student's welcome packs and advertised on the University Induction web pages for Erasmus and other International Students



DIGITAL

THE LIBRARY

SOCIAL MEDIA

The Library team utilised the 3 Facebook accounts i.e Welsh, English Library Accounts and the Europe Direct Information Centre Account to promote the event. Digital images of the flyer were used to promote the event. Facebook was also used to interact with Cardiff University and Cardiff International Students Accounts.

The Library twitter account was also used to promote to the target audience. Alongside this a unique hashtag was created #croeso13 as an additional tool for promotion. Attendees also actively used the hashtag to engage with the library and fellow students.

OTHER DIGITAL

Images of the Croeso Flyer were placed on digital screens on all floors of the Library. Cardiff Council's central Communications team, also supported the advertisement of

this event and put the flyer on digital screens in other public outlets include the 5 Cardiff Hub's (which offer advice on the services available from the Council) and 14 Leisure Centres to attract International Students already settled in the area and further promote library services.

EDIC INTRANET

The Library team placed details regarding the event on the Europe Direct Information Centres Intranet. This Intranet reaches approximately 500 further centres across Europe who collaborate in promoting European based events.

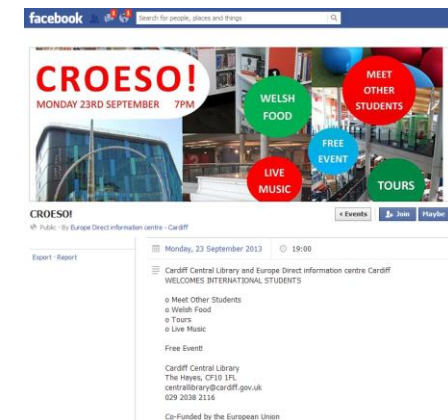
CARDIFF UNIVERSITY

Cardiff University placed information regarding the induction programme on their International Students Facebook account. This included a video featuring the induction materials included in their welcome pack and included the Croeso flyer. The flyers were also placed onto their web pages.

CARDIFF UNIVERSITY STUDENTS' UNION

Images of the Croeso Flyer were placed by the International Students Office on the plasma screens in the Students Union. The event was highlighted in the 'Freshers Fortnight' calendar as part of the welcome pack, which is given to all 28,000 new students to Cardiff University.

Every year the Students Union employs 80 student staff as part of the 'Welcome Crew', this team is fully briefed on all events and share the information whilst giving tours of the University, Students Union and City Centre.



THE EVENT

The success of this event was rather overwhelming to the Library team. They hoped for at least 30 students and ten minutes before the event started there seemed to be few people waiting outside the Library. However in reality over 500 International students attended the event. The Library team welcomed students from Countries as diverse as India, Ireland, Germany, Panama, Greece, China, Japan, Austria, Lebanon. The students enjoyed tours of the Library and the European Direct Information Centre. There was also lots of opportunity for socialising and making new friends. The students enjoyed the music and the food of course. More importantly there was a very long line of students who queued to join the Library. In terms of specific marketing goals i.e. increased Library membership, this event has been by far the most successful in the Central Library events programme to date.

POSITIVE COVERAGE

EXECUTIVE COUNCILLOR MEMBER LETTER TO THE PRESS

With many new students settling into the city for the start of the new academic year, I wanted to make them aware of the fantastic library services we have on offer in the city. With 19 branch libraries and, of course, Central Library, there are plenty of resources to use.

I am delighted that over 500 international students came to a special event at Central Library this week to welcome them to the city. Students from a variety of countries including India, Ireland, Germany, Panama, Greece, China, Japan, Austria and Lebanon attended the libraries 'Croeso' event.

During the evening, students enjoyed tours of Central Library and the European Direct Information Centre that is housed inside the library. The event also provided the opportunity for people to socialise and make new friends.

The team at the library also introduced the students to traditional Welsh Fayre including Cawl and Welsh cakes.

The event was a result of a collaboration with the Central Library team, the European Commission and the universities and colleges within Cardiff.

The students who attended were very complimentary about the building and many joined the library - in fact there were queues to join.

I would like to thank everyone who helped make the event so successful and wish all new and returning students good luck for the upcoming academic year.

Cllr Lynda Thorne
Cabinet Member for Communities, Housing and Neighbourhood
Renewal

SOCIAL MEDIA ENGAGEMENT



EFFECTIVE USE OF RESOURCES

The staff time to organise the actual event was not extensive in relation to the marketing reach that was achieved. All costs for carrying out the event were borne by our European Commission partner.

PRINTED MATERIALS

Flyer Design – In house - £0

Printing of Flyer by Library team for in house marketing - £5

Printing of Flyer for Inclusion in University Induction Pack –
Costs borne by Cardiff University Partner

Event Costs - costs all borne by European Commission partner

Bands - £200

Food - £800

Welcome Packs - £100



SUSTAINABILITY OF THE PROJECT

The positive partnerships that have been developed by the Central Library team are continuing. The Library have just been informed that they will receive funding to continue the European Work Programme by the European Commission. The International Office of Cardiff University were very pleased with the success of the Croeso event and it's promotion of Cardiff as a vibrant and attractive destination city to students.

Following the success of the collaboration - Croeso 2014 will be delivered in September 2014

Kishan Vasani from Bubblebase, a bubble tea specialist which serves authentic Taiwanese Bubble Tea and frozen yoghurt, was astounded by the event.

"From the briefing I had from the library team, I was expecting to meet around 30 students and introducing them to Bubblebase. I very quickly realised I had not brought enough for all, (even though I had catered for 150). Luckily my shop is situated very close to Central Library and was able to dash and get more provisions. The teas flew out, and I have seen many of the students I met that night at my establishment since. This was the first time I worked with the library, but after the success I'm more than keen to grow a partnership."

DR Rachel Jones, International Student Support Officer at Cardiff University:

“Cardiff University advertised the event in our induction programme flyer that was given to all International and European students when they first arrived in Cardiff, as part of the students’ welcome packs. It was also promoted on our induction web pages, and social media platforms. Our second year students take the new arrivals on ‘The Discover Cardiff Tour’ which happened on Friday 21st September, two days before the Croseo event. As part of the tour, the second years showed where Cardiff Central Library was, within the city centre, so it could be easily found again. Whilst in front of the building the students were again reminded of the Croseo event, and were told what a great opportunity it would be to meet others and would be the perfect chance to join the library. I’m so glad the event was so well attended, and the quality of information the students received whilst there. Croseo 2014 will be promoted to the new academic intake in the next academic year.”