

# CELEBRATING AND REWARDING MARKETING EXCELLENCE IN WELSH LIBRARIES, ARCHIVES AND MUSEUMS

#marketingawards

## MARKETING

## EXCELLENCE

## AWARDS

## 2017

## Entry form

ENTRY FORM FOR CATEGORY 1: DEMONSTRATING MARKETING EXCELLENCE AND CATEGORY 2: JOINT MARKETING PROJECT OF THE YEAR

Please complete this section if you are entering Categories 1 and/or 2 only. Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity, therefore please ensure all sections are completed accurately.

**Title** Mrs [x]  Ms [ ]  Miss [ ]  Mr [ ]  Dr [ ]  Other

|  |  |
| --- | --- |
| First name | Kara |
| Surname | Orford |
| Job title | Customer Services Manager |
| Organisation name | Estyn Allan y Gogledd |
| Organisation address | C/O Prestatyn Library+, 21 Kings Avenue, |
| Town | Prestatyn, Denbighshire |
| Postcode | LL19 9AA |
| Email address | Kara.orford@denbighshire.gov.uk |
| Twitter account @ | @ReadingDaringly @DarllenBeiddgar |
| Organisation profile/overview 100 words maximum |
| Estyn Allan y Gogledd is a working partnership of librarians working across North Wales. With representatives from all 6 Local Authorities in North Wales, one of the key focusses of the working group is to create and develop new opportunities for readers to take an active role in their own development and to share reading experiences with others. |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

[ ]  Public libraries [ ]  Further education libraries [ ]  Higher education libraries

[ ]  Health libraries [ ]  Archives [ ]  Museums

Category 2 – Joint Marketing Project of the Year

[x]  Joint Marketing Project of the Year

The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

Project title

Enter the title or name of the marketing project – this will be included in all relevant publicity.

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| Blwyddyn o Ddarllen Beiddgar / A Year of Reading Daringly |

Context

Describe the background/reason for this project. What challenges or opportunities were you faced with?

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| 2016 was promoted by Welsh Assembly Government as the ‘Year of Adventure in Wales’. As a working party, we were keen to demonstrate the engagement of Welsh library services with both local and national agendas and as we had already discussed that we were looking to devise a new and exciting reader development project for 2016, we decided to tie in with this idea of ‘Adventure in Wales’ as our focus. Our intention was to raise not only the profile of our respective authority’s social media accounts, but also the skill and confidence level of the professionals within our group in using social media as a promotional tool. We therefore made the decision to develop one, imaginative cross county project which would be a move away from more traditionally, library based reader development projects. We wanted to roll out a project predominantly using online platforms. The focus was to increase people’s enjoyment of reading, encourage established readers to read outside of their usual comfort zone and for us to take the pleasure of reading to an audience that we had never strategically targeted.The challenges that we were faced with were an extremely minimal budget and limited staff resource. With limited bookfunds available to us to purchase stock in each of our 6 counties, we knew from the planning stages of ‘Reading Daringly’ that in order to satisfy any significant demand for titles, we had to be mindful when selecting books that there were already existing copies on our catalogues. The Estyn Allan team are dispersed across a wide geographical area and effective communication and organisation was going to be paramount if the project was to succeed. No additional staff resource capacity was available so the promotion would have to run within the existing capacity of Estyn Allan members. |

Aims and Objectives

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for?
If possible, include budget and timescale information.

# What is a SMART objective? Specific, Measurable, Achievable, Realistic, Time-bound

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| * To create a book list of 12 Welsh and 12 English language titles to cover a year long, monthly programme of ‘daring’ and contemporary reading across 6 authorities in North Wales.
* To devise a bold, instantly recognisable and marketable brand for the project that is particularly strong for use on social media platforms.
* To engage with authors and publishers via e-mail and using Twitter in a bid to raise the profile and reach of libraries on social media.
* To engage with an audience dominated by ‘book buying’ readers.
* To improve the confidence, skills and knowledge of the Estyn Allan team in utilising social media as a promotional tool.
* To make use of a minimum of 3 online platforms to roll out the project.
* To post / tweet at least 100 times on Facebook / Twitter throughout the course of the project in order to maintain a sense of suspense and momentum.
* To challenge the traditional stereotype of what libraries have to offer by moving the focus of the reader development project away from the physical confines of a library.
* To establish and write our own ‘Reading Daringly’ blog.
* To establish a minimum of 100 followers on our respective project Facebook and Twitter accounts through the medium of both Welsh and English.
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Strategy & Planning

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have your developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

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| * We established an initial idea of an almost online based reading group, running simultaneously across North Wales on a month by month basis, engaging readers to feedback and comment on their thoughts for the book they had read for that month. From there we did a little research online to see if any library authorities had run similar projects. We found a couple in Canadian, American and Australian libraries which focussed more on the idea of a town or city all reading the same title simultaneously, but nothing covering such a large geographical area, nor anything heavily based in an online environment.
* We sought advice from Bethan Rogers of the Audience Development Team for Welsh Libraries with regards a social media strategy and the best ways to maximise our reach.
* We decided that our target audience was definitely adult, but that we would deliberately choose some interesting Young Adult titles, as well as some titles that would not be classed as traditional or core Adult Fiction stock. This was to reinforce our proposal that the reads were to be ‘daring’ and challenging.
* We decided that in order to be selected, a ‘daring’ book was:
1. Through its content, breaking down stereotypes.
2. Non-traditional / non-conventional in its style.
3. Bold and striking in its presentation (e.g. cover or format)
4. Widening conventional reading experiences.
* We planned that in order to maximise the variety of knowledge and areas of expertise to hand within our working party, each member of the Estyn Allan team would have the opportunity to bring to the table proposed titles for the booklist of 24.
* We decided that we would always select contemporary authors, but that alongside first novels and relatively unknown authors, we wanted to include a couple of high profile, more established names. We thought it was crucial to have some element of familiarity for the reader in order to spark their interest. We also hoped that by including some well-known authors and tagging them in tweets and Facebook posts, we may then get retweeted or ‘favourited’, therefore helping to raise the profile of the project as a whole.
* We had a very small budget of £1000, so we decided to focus this budget on the design and printing of promotional materials.
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Tactics and Implementation

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2017. What promotional activity did you undertake; did you use social media and/or traditional media?

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| * We planned to roll out the programme using a countdown approach in order to create a buzz on social media and an element of suspense.
* The first tweet for the project was written on December 11th 2015 in order to establish an online presence in time for a strong launch at the beginning of January.
* 3 days before the first of each month, our countdowns began utilising the striking yellow and black artwork of our ‘Reading Daringly’ branding. (See attached image A) As well as the bold countdown image, we used teasers - a pixelated image of the cover of the book of the month and a cryptic clues towards the title or author. (See attached image B) We used this format consistently across the 12 months.
* We wanted to establish a small, physical presence for the project in the libraries themselves. Whilst we were keen that this was a promotion firmly rooted in an online environment, we were also mindful that we wanted to make reference to it in our libraries and invite reader’s curiosity to investigate further, and to encourage channel shift onto social media platforms. This is where we decided it would be best to utilise our budget. We decided that a print run of posters promoting the ‘Reading Daringly’ branding, as well as postcards designed to invite readers’ comments for the titles that particular month would prove an effective middle ground and an opportunity to entice more traditional library users to dip their toe in the realm of social media. (See attached Postcard feedback)
* Tactically, we planned to give the promotion as much of a push at the January launch as possible. We were mindful that the period immediately after Christmas is traditionally very quiet for news, and we felt we had something positive and uplifting to shout about amidst the flurry of predictable ‘New Year, New You’ promotions. On January 1st 2016, we secured an interview on Radio Wales and a mention on Radio Cymru (See attached link C). These, alongside press releases from both Denbighshire and Gwynedd Councils (See attached D) helped to give ‘Reading Daringly’ a strong launch.
* In order to maximise the impact of our social media presence, one of our tactics was to make the best use of opportunities presented by Twitter. For example, we scheduled Welsh language tweets for 8pm on Wednesdays using the hashtag #yagym (Yr Awr Gymraeg ‘The Welsh Hour’). This dedicated Welsh language hour would maximise our reach and invite numerous retweets and follows. We also planned to capitalise on the use of more localised hashtags such as #WrexhamHour to broaden our reach.
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Results/Measurements/Outcomes

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (Google Analytics, Facebook insights, Tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?

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| Results* We consider the project to be successful, with all of our aims and objectives met.
* We selected, launched and promoted 24 daring titles (12 Welsh and 12 English) two a month, for a 12 month period.
* The finished branding is exactly what we set out to achieve. It is bold, striking, and the use of yellow and black suggests an element of imminent risk or danger. It is instantly recognisable and definitely fit for purpose in terms of its use as a social media logo. With printing of posters and postcards, the branding was the only direct cost for the ‘Reading Daringly’ project. We came in under budget at a cost of £804.89 (£660.89 was design cost and posters, the printing of postcards cost £144)
* We contacted the respective publishers and authors in advance of the reveal of each monthly title with varying success. Authors Stuart Prebble and Margaret Murphy were extremely responsive, both tweeting about the project from their own accounts, as well as retweeting our posts (See attached link E and F) our tweets were also favourited and retweeted by the accounts of publishing houses. We also had authors follow our accounts who were not featured as part of the project (Stephen Booth for example) which we took to be a sign that the ‘Reading Daringly’ project had been well received and captured people’s imagination. Publishers also followed and retweeted (eg @ylolfa)
* We received powerful comments from readers who had engaged with the project on both Twitter and Facebook about how ‘Reading Daringly’ had impacted their reading and broadened their horizons. (See attached link G for an example, tweet from Paula G. explaining that through reading November’s title, she had gone on to read subsequent titles from Stephen Lloyd Jones and attachment Postcard.Feedback)
* We are followed on social media by a diverse range of individuals and organisations, ranging from young adults, to authors, to publishing companies, schools, teachers, a cabinet member and Mr Gay Wales. We like to think that the wide range of engagement goes to illustrate that the ‘Reading Daringly’ campaign has reached beyond our core, traditional library users.
* We used Twitter, Facebook, Blogger, Hootsuite and Storify to effectively promote the ‘Reading Daringly’ project, thereby meeting our aim of engaging with at least 3 social media platforms and developing staff skills in social media platforms.
* We exceeded our aim to post at least 100 times on our ‘Reading Daringly’ Facebook and Twitter accounts. We actually posted 202 tweets from our English Twitter account, 178 from our Welsh Twitter account , 215 posts on the English Facebook account and 120 on the Welsh Facebook.
* We received feedback commenting upon the creative and innovative nature of the ‘Reading Daringly’ concept (See attached) which we think goes some way to banish the often held, quite incorrect stereotype that libraries are old fashioned and behind the times.
* Our blog was successfully established using blogger and though it did not, perhaps garner the same level of engagement as the Twitter and Facebook pages (we did not receive any comments to any posts) we did find that we had a consistent readership. (Attached link H)
* By the end of the year, our Welsh Twitter account had 250 followers and our English account, 165. Our Welsh Facebook page had 188 ‘likes’ and our English, 195. This level of engagement surpassed our expectations.

Outcomes* In terms of knowledge, skills and confidence utilising social media as a promotional tool, the benefits for the core team working on ‘Reading Daringly’ have been significant. Individuals have gone from never using the likes of Blogger, Hootsuite and Storify before, to using them with both frequency and confidence.
* The partnership working approach over such a long term project has undoubtedly strengthened the existing Estyn Allan partnership.
* We found that a significant proportion of our followers on social media were based outside of Wales, so, unintentionally, the ‘Reading Daringly’ project has become a positive promotion of Welsh Libraries as a whole.
* Many frontline staff working in libraries across North Wales became so well engaged in the ‘Reading Daringly’ promotion that they began to use their own initiative, developing their own spin off promotions (See attached I)
* The response from readers has been extremely positive, more than one individual has asked what our next project will be! This is encouraging and suggests a now existing audience to use as a building block to further promotions.

Evaluation / Lessons Learnt* We found that engagement with our Welsh language Twitter account had a much greater impact than our English language account, especially when considering the proportional representation of Welsh speakers in the 6 counties. Upon reflection, we think that this due to specific targeting and following of high profile, key individuals who regularly tweet about books and reading. For example, the Chief Executive of the Urdd, representatives for Menter Iaith and well known Welsh poets and authors. This targeting came as a result of the existing knowledge and experience of the Estyn Allan team. We found that these high profile individuals could be relied upon to follow back and consistently retweet our content. This clearly had a great impact. Were we to run a similar project in future, we would be mindful to spend time researching some similarly influential individuals from the English language side in order to maximise our impact and reach.
* We lost some planned staff resource from the beginning to the end of the project and in a year of reduced professional capacity across all 6 authorities, maintaining momentum with regards appropriate social media content became something of an issue. Were we to roll out a similar programme in future, we would delegate to a larger team, incorporating frontline library staff to a greater extent.
* One limitation to the impact and effectiveness of the ‘Reading Daringly’ project was that in the beginning, not all of the 6 public library services in North Wales had their own social media accounts. Counties such as Anglesey and Conwy were able to post on the larger, corporate council sites, but did not have library specific accounts. This left those counties to a far greater disadvantage for promoting the 24 ‘Reading Daringly’ titles and the impact of the project in such counties was understandably less. On a positive note, evidence of the successes of ‘Reading Daringly’ will, in future provide sound and undeniable evidence that library based social media accounts have a key part to play in engaging with readers and promoting library services. Conwy did establish a library specific Facebook towards the end of ‘Reading Daringly’ and actually used the project as a clear example to justify the need to establish a profile specifically for their service.
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Date of Project

Provide the start and (if appropriate) finish dates of the project.

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| The project launched on January 1st 2016 and the last books were announced on December 1st running to the end of the 2016.  |

Summary

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

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| Sparked by the Welsh Assembly Government declaring 2016 ‘Year of Adventure in Wales’, A Year of Reading Daringly / Blwyddyn o Ddarllen Beiddgar was a yearlong reader development project devised by the Estyn Allan y Gogledd working party of librarians across the 6 local authorities of North Wales. The programme for ‘Reading Daringly’ involved the selection and promotion of one Welsh and one English language title a month specially selected to encourage readers to read more widely and introduce them to a broad range of authors. Utilising predominantly online platforms ‘Reading Daringly’ aimed to provide readers with the opportunity to discuss and contribute an opinion on their reading to the wider community. The project aimed to encourage people to read for pleasure, engaging them in a shared, creative and enjoyable reading experience for 2016, whilst at the same time creating an opportunity to upskill our own team, improving our confidence and competency in making better use of social media as a promotional tool.  |

ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

# Please tick the relevant box below

# [ ]  Library Marketing Champion

# [ ]  Archives Marketing Champion

# [ ]  Museum Marketing Champion

|  |  |
| --- | --- |
| Name of nominator |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |



Why are you nominating this person?

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

# [ ]  Notable achievements [ ]  Challenges and barriers overcome

# [ ]  Differences made to the service [ ]  New partnerships

# [ ]  Examples of innovative or creative working [ ]  Examples of engaging colleagues in marketing

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Contact details of nominee

|  |  |
| --- | --- |
| Name of nominee |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |

Please submit the entry form and any additional documents to jane.purdie@wrexham.gov.uk by 20th January 2017.

Thanks for entering the Marketing Excellence Awards 2017.

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