



Sacramento Public Library Authority

April 23, 2009

Agenda Item 4.6: Library Advertising Campaign

TO: Sacramento Public Library Authority Board Members

FROM: Gary Shaffer, Director of Marketing

RE: Library Advertising Campaign – “Better Every Day!”

RECOMMENDED ACTIONS

1. **Acknowledge** the creation of a new branded and coordinated Library Web site.
2. **Recognize** the recently completed Library advertising campaign which promoted new Library service changes.
3. **Acknowledge** the recent changes that have been implemented to leverage existing resources to advertise library services by converting bookmobiles and library vans into moving billboards.

REASONS FOR RECOMMENDATIONS:

Web Site Redesign

In 2008 the Library hired a Web Developer and moved the oversight of the Web site from the IT Department to the Marketing Department. A Web Team was formed, comprised of individuals from every level across the Library system and led by the Library’s Web Developer and Visual Communications Supervisor, with the specific charge of reengineering and redesigning the Web site.

The team met monthly and designed the site from scratch, re-working every element. The team was also tasked with updating content and moving content from the old site to the new. No outside service providers were utilized in the Web site redesign or reengineering. The result: A user friendly site for customers and staff that positions the Sacramento Public Library as technologically savvy, relevant, and able to meet customer needs. **This marks the completion of Assessment Item 237 - Research, develop, design, and launch a new branded and coordinated Library Web site.**





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Library Advertising Campaign

In order to support the new Web site and all recently completed assessment initiatives, the Library launched an advertising campaign titled "*Sacramento Public Library: Better Every Day!*" No external service providers were utilized, save for printers. All design, planning, and procurement of media was conducted in-house.

Elements of the campaign included the following advertising: bus and bus shelter signage, billboards, Internet banner ads, radio (both general market and Hispanic), newspaper inserts and rack cards, direct mail, and banners. All visual elements were similar in design, verbiage, and coloring to the below image, with slight variations as needed to accommodate the medium used.



Total impressions for the campaign were 16,451,382, meaning, on average, all residents of Sacramento County, save for Folsom, saw or heard the message an average of 12.65 times. **This completes Assessment Item 238 - Advertise new Library service changes after launches of Web site, new public catalog interface, and other initiatives.**

Bookmobiles as Moving Billboards

The Library recently converted its delivery trucks into moving billboards per the assessment item goal to utilize vans, bookmobiles, and delivery trucks as moving billboards to advertise Library services (Recommendation 242). Other vehicles yet to be converted include: bookmobiles and vans. The front panel, featuring the "*Better Every Day*" message, can be switched out to accommodate future Library campaigns (e.g. *Summer Reading, One Book Sacramento, etc.*).



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FISCAL IMPACT

The primary work of creating and developing the Library's advertising campaign has been performed by staff from the Marketing Department without incurring any additional costs. The Library also used limited savings from this year's advertising budget to fund the delivery vehicle conversion project.

NEXT STEPS

The Marketing Department will next begin work with two concurrent internal visual communications committees: one focused on redesigning print communication pieces, and the other on signage and wayfinding for existing buildings.