RFP PROJECT IDENTIFICATION:

Kingston Frontenac Public Library is a busy and progressive library system; however, in order to remain relevant the library must indentify, articulate, and utilize the attributes that make it unique. There is a gap between the existing perception of the library as a book depository, and the **desired perception of the library as a favoured destination, and a place that will provide information, skills development and opportunity in today's knowledge-based economy**.

This request seeks proposals for a vendor to develop a KFPL brand that will help to
- Position the library as a relevant and essential community service
- Reposition and heighten the library's visibility within the community, and
- Raise recognition through consistency of design

The purpose of the project is to
- Establish a distinct brand message and well defined brand identity that reflects the library's unique services, and clearly articulates the library's value to the community
- Design a consistent visual identity: logo mark/symbol with usage specifications
- Develop an implementation plan whereby the new brand is translated into everyday communications

BRAND IMAGE

1. THE ORGANIC IMAGE:

   General awareness of a place through outside influences such as media coverage, books, movies, family and friends, and educational studies. What is *Expected* of a place based on others perception and relayed information

2. THE MARKETING IMAGE:

   Based on marketing communications, such as advertising, public relations, Websites, brochures and sales presentations built through promotional messages in addition to the organic image or basic awareness of the place. *Control* over your message and the medium

3. THE EXPERIENTIAL PROMISE:

   Ones first-hand encounter of the place. *Consistency* of the brand message and image through the experience.

WHO IS THE CLIENT?
KFPL

WHO IS THE AUDIENCE?

- Library Users
    - Schools (as a group trip)
    - Students (individual use: University & College)
    - Seniors
    - Families
    - Individuals
    - Business????? (meeting rooms)
    - Community Groups
    - New people to town (library and extension of our living rooms)
    - Online/Service users

- Non-Library Users
    - Don't think of a library as a place to go, what is offered, what is available, people who struggle with learning disabilities
    - Don't use the physical building but access online
    - Person who buys the book/internet/CD goes to other places for information/support – go to alternatives rather then the library
    - Group of people who have not been brought up in the culture of the library – are unaware: seniors
    - Libraries have a social class/history – barrier (ie. the ones that read well)
    - 'One-Offs' come in a single time
    - Think of them as 'Mom and Apple Pie' good image but may not venture into the building. Interest in the Library but don't necessarily use them.

BRANDING MANDATE & GOAL
Pages 5- 7 from The PLA Service Responses

Ability to partner with other associations within the community

MANDATE: EMOTIONAL: A Destination for the imagination/explore/community
MANDATE: TACTILE: A Hub for the community: more accessible than traditional learning institutions – a different way of interacting with the information vs online

A Destination for the Community
A Destination to Explore
A Hub for the Community (put spokes on the Hub – connectedness)

- Pleasurable experience
- Interested in but may not purchase – tactile / fingertips
- Indulgence
- Can help you find what you are looking for
- Not about making money – but about meeting needs
- A hub of activity
- Free: computer games & video games (borrowed)
- Café
- Is a comfortable place/sanctuary
- Support: family, community, haven, educational, knowledge
- Neighbourhood Library – 'My Library' – hub, community resource
- PRIMARY REACH: Public
- SECONDARY REACH: Community Groups, Organizations, Associations, Businesses 'Center'

Place that will provide information, skills development and opportunity in today's knowledge-based economy.

1. FIRST: Create Young Readers: Early Literacy (A place to bring your children)
2. SECOND: Stimulate Imagination, :Reading, Viewing and Listening for Pleasure
3. THIRD: Satisfy Curiosity : Lifelong Learning

4. Celebrate Diversity : Cultural awareness
5. Connect to Online World: Public Internet Access
6. Get Facts Fast: Ready Reference

7. Make Career Choices : Job and Career Development
8. Visit a Comfortable Place: Physical and Virtual Spaces
9. Welcome to Kingston: Service for New Immigrants

Library: boring, intimidating, dramatic

HISTORY AND INFO

- Cohesive and integrated organization
- Definite community within the organization
- Lines of communication open throughout the librarians

KFPL LANDSCAPE – SCOT ANALYSIS

STRENGTHS	CHALLENGES
- A place to bring your children - Internally: We ARE Innovative - Strong support groups within each community around the library - Feel of comfort - Empowering young children of ownership - Always offering new services - Ease of information access - Breadth of collection – far more library within the system then in the stores - Access to expert information - Expertise in how to access information - Hands-On with Patrons - Various programs offered ie: childrens programs - Solid history & tradition - FREE and UN-FEE - Online access - Safety - Café - Being local – multiple branches - Bulletin Board/Events - KFPL: Third party events that the libraries hold	- Need it now mentality - Old décor/furniture/ stale - Unaware of services - Having something readily available - Can be a challenged for those intimidated by the computer - Not as interactive in terms when visiting the library and accessing i.e. library card quickly easy - Uncool - Video Games: good for the kids but a frustration for the adult - Price to rent the room has gone up: no lower cost for non-profit - Library hours/access - *eBook and Internet is challenging our reference abilities*

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OPPORTUNITIES	THREATS
▪ A place to pick-up documents ▪ A new direction/New picture of where we are ▪ Unaware of services ▪ Signage: Directional or informative ▪ Cool ▪ Accessing new mothers: Pre-natal classes, mid-wives, healthy baby initiatives ▪ Welcome Wagon ▪ Success by 6 ▪ FamTour ▪ Bring in food and drink into the library ▪ Event board that contains information about all 16 communities ▪ To educate patrons that the library is a great place to use for events ▪ When it would be worth while to reducing the fee ▪ Library hours/access ▪ *eBook and Internet is challenging our reference abilities*	▪ Amazon ▪ Lack of brand awareness in terms of services offered ▪ Internet ▪ Chapters ▪ Shopping Mall ▪ Uncool ▪ *eBook and Internet is challenging our reference abilities* ▪ Funding

LIST OF COMPARATORS/ALTERNATIVE

PERCEIVED	ACTUAL
1. Bookstores 2. Schools 3. Internet 4. Social networks	1. Bookstores 2. Schools 3. Internet 4. Social networks

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THE BRAND INTERVIEW: Q&A

1. *What is the heart of this organization?*
   a. The People
   b. Resources

2. *Unique selling point?*
   a. *FREE*
   b. *Accessibility to historical and valid resources*
   c. *Various offerings & Resources*

3. *What sets you apart? Main reason for being?*
   a. <u>The Sweet Spot – Service</u>
      a. Good customer Service
      b. Knowledgeable

   b. <u>The Sweet Spot – Tactically</u>
      a. Community based
      b. Access to 'valid' information
      c. Local

   c. <u>The Sweet Spot – Emotionally</u>
      a. Comfort
      b. Safe
      c. Interesting

4. *Does your target audience/potential customers understand this?*

5. *What is the part about your product is difficult to explain or get across to others?*
   a. All that the library has to offer

6. *Brand Fulfillment - how would your customers describe your services to others?*
   a.

7. *What does the KFPL do and not do?*
   a. *Does:*
   b. *Does Not:*

8. *What services do you provide and not provide?*
    a. *Provide:*
    b. *Not Provide:*

9. *Words that describe what you do in order of importance*
    a.

HUMANIZING THE BRAND

BRAND PERSONALITY - PRESENT	CURRENT AUDIENCE UNDERSTANDING	VISUAL LANGUAGE
- Open / non-judgemental - Friendly / Welcoming - Victorian, Traditional, Tea Drinker - Patient - Knowledgeable - Female - Earnest - Stodgy - Controlling - Is judgement 'be quite' - Reserved - Sense of Pride - Reactive - Wall-up	- Homeless/Mental Health people come here - Great washrooms - Shush - FREE - Browsing 'Quick' via the website - Library fine - Resources are NOT up-to-date	'Town Crier' - Respectful of heritage and history but exciting - Traditional and exciting - Richness: depth and breadth of information - Pod/space - Honeycomb - Portal - Entranceway – easy way to get into - Seduction - Dance - Organic - Forming, un-forming - Record of life as we understand it - Growing and Changing - Warm/welcoming - Yellow, orange, red, gold - Soft/velvety - Soft texture/edges - Rope/Guide/
BRAND PERSONALITY - FUTURE	**KEY ELEMENTS TO AUDIENCE BUY-IN**	
- Non-Judgemental - Vibrant 'Town Crier': Noisy, warm, informative, kids love him - Exciting - Knowledgeable - Encouraging & Engaging - Integrity - Sense of Pride - Great Communicator - Proactive - Inviting - Stimulating	- Creative 'hot house': library to be stimulating - Lifelong establishment: serves different needs at different times during their life - Resources ARE up to date - NEED INFORMATION of initiatives, programs, events etc - Marketing of benefits & services - Accessibility: online, email, in-person and by phone	

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SWEET SPOT: WHY WE CAN 'OWN' KEY ELEMENTS

Families	Businesses	Visitors	Zoomers 65+	Adults	Students

ANALYSIS OF AUDIENCE NEEDS – THE BRAND'S DIRECTION

	Of The Client	Of Visitors	Of Staff
Frustrations	1.	1.	1.
Needs	1.	1.	1.
ROI Brand measure of sustainable success	1.	1.	1.
Drivers/Motivation	1.	1.	1.

WHAT WE CAN OWN – WHAT MAKES US DIFFERENT

Personality: What is our face that makes us real, personable to the consumer?	▪ People ▪ New branches light, airy, inviting ▪ Merchandising of collections ▪ Friendly welcoming people ▪ Programs with genuine relationships
Identifying Attribute: How do consumers see us?	• Staid, institutional, solid= bank • Oasis that allows you to step out of the world
Perceived Product/Service Quality: What makes our products and services high-quality?	• Friendly knowledgeable professionally trained staff • Reliable resources • Vital "third space" • Constant influx of new material for the collections
Symbols/Icons: Logo, accreditations (see Creative Brief)	•
Perceived Value: Worth the money; What you've been looking for; can't even put a price on	• Actual ROI figures re city budgets (every citizen receives $45 In services for every $1.00 invested by the city) • TRANSFORMATIONAL force

physical/emotional lift, yet still seems fair?	
Emotional Benefits: How do our products and services provide emotional benefits?	• Safe, relaxed, non-judgmental
Functional Benefits: Functional benefits to the audience	▪ FREE, fast, from home
Heritage: History – where we come from…what's our story?	• democratic right to have free access to information and ideas

WHAT WON'T DIFFERENTIATE US

BRAND SITUATION: THE OPPORTUNITY

Motivation	▪ traditional library ▪ cultural centre ▪ event venue ▪ public gathering place ▪ bookstore/gift store ▪ Internet hot zone ▪ arcade ▪ street haven/shelter
Brand Requirement for Success	▪ Materials borrowed? ▪ Amount of information served? ▪ Diversity of offerings? ▪ Number of visitors? ▪ Number of questions answered? ▪ Number of staff assignments completed against plan? ▪ Use of library services/penetration by geographic area?
Brand Neutrality	▪

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Issues	▪

FUTURE STRATEGY
- creating of champions
- creating of ambassadors
- consistent messaging
- Overarching event calendar
- Show the evolution of the library patron
- KFPL is listening, reacting and evolving with demand
- Need information of what is missing

BRAND MARKETING STRATEGY

SUGGESTED METHODS FOR BRAND LAUNCH AND MANAGEMENT