



Advertising



bringing the world to wyoming

- a case study -



Wyoming Libraries decided that they could bring the world to Wyoming, but letting Wyoming residents in on that little secret was the next challenge.

A committee of seven individuals, including Tina Lackey, Publications and Marketing Manager set out on their expedition to do one thing and one thing only... bring the world to Wyoming.

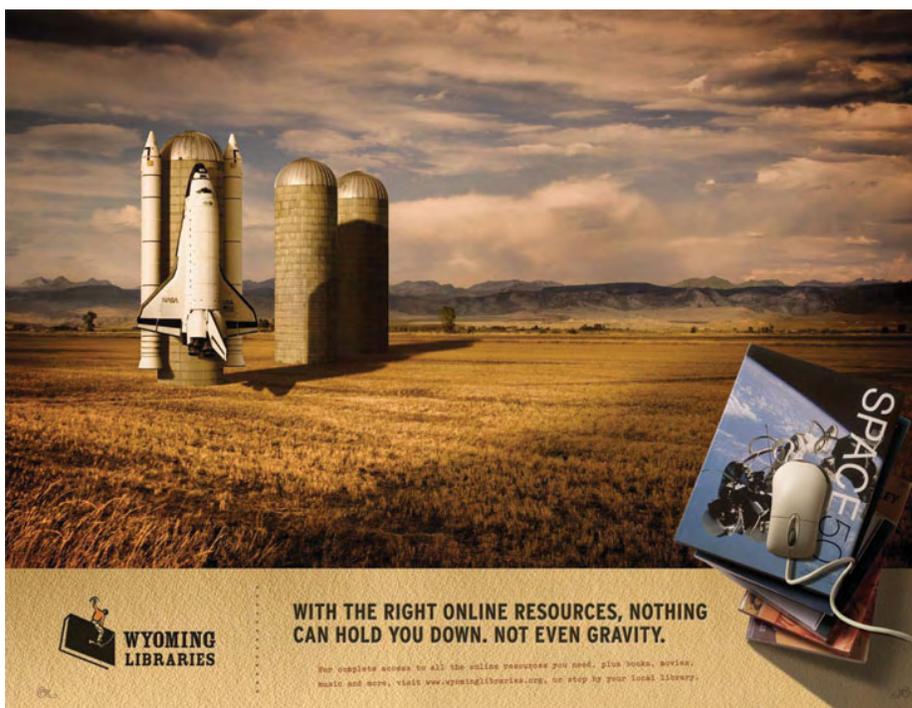


The committee, along with representatives from Barnhart, the campaigns advertising agency spent months developing just the right campaign. During the initial meetings, concepts and ideas were tossed about and one thing that everyone kept landing on were their personal library experiences. One thing that they realized was that all stories included that one common thing, the library and finding out specific information at the library. Each one of their stories included an element of surprise, a "Wow!" The "wow" factor is one of the elements that they want people to walk away with from this campaign.

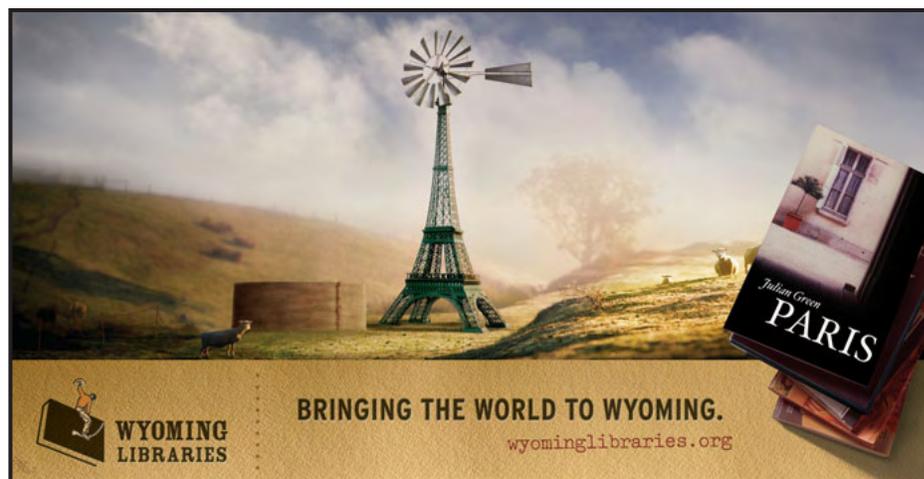
One committee commented that they want people to realize that, "There is something for them at the library and they can grow, explore and wonder."

As the committee continued to develop this campaign, they wanted people to see how extensive the library system is and at the same time, see that their local library is as close as down the road.

"Libraries offer more than many people realize, and we want to reach out beyond our regular users to let people know this," said another committee member. "The new statewide marketing campaign is designed to increase understanding, use and support of Wyoming libraries."



One of the billboards designed by Barnhart, USA for the Wyoming Libraries campaign.



When the group finalized the campaign, "Bringing The World To Wyoming," they knew they had landed on something grand and wonderful.

"When you see an Eiffel Tower topped with a western windmill or a pickup with a Trojan Horse trailer, you'll know that libraries have brought the world to Wyoming - and the people in this state have been changed by the experience," commented Tina Lackey.

"Wyoming's libraries are reliable and exciting. They're filled with information and staffed with great people. They're open to everyone and easy to use. They offer many services beyond books, and are anchors in their communities. They add value to our lives."

Visit www.wyominglibraries.org.

Barnhart Campaign for Wyoming Library receives 2007 John Cotton Dana Award

Wyoming State Library recently was one of seven library systems nationwide to receive a prestigious award for strategic communications from the American Library Association. The award carried a \$3,000 cash prize to each winner.

Denver agency Barnhart Communications created Wyoming Libraries' statewide marketing campaign that was launched in February 2006. Consisting of radio and print advertisements and billboards, the campaign resulted in a 21

**You Can Have My Book
When You Pry It From
My Cold Dead Fingers.**

wyominglibraries.org



WYOMING
LIBRARIES

WE'RE SHIFTING GEARS!

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**If you can read this you
might enjoy the library.**

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WYOMING
LIBRARIES

**MY OTHER CARD
IS A LIBRARY CARD.**

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SOME INTERESTING FACTS FIGURES ABOUT WYOMING'S CAMPAIGN

percent increase in cardholders across the state (306,550 to 389,050). “The extraordinary collaborative partnership we enjoy with Barnhart resulted in a creative campaign that worked. It generated a great deal of buzz in Wyoming.” Said Lesley Boughton, Wyoming state librarian.

The tag line, “Wyoming Libraries: Bringing the World to Wyoming,” combined Wyoming lore and cowboy culture with global, literary and travel icons — raising the profile of the library to statewide administrators and lonesome cowboys alike. Bill Schumacher, president and owner of Barnhart, said, “The campaign is both creative and visually surprising and captures the imagination of the public.”

The second segment of the campaign is a guerilla marketing effort. We are using bumper stickers in the libraries as a way to bring an element of humor to libraries and make them more interesting to residents who do not normally use the library.

Also in the second segment of the campaign is mudflap girl. This campaign's only purpose is to market the Chilton Library auto repair database. Mudflap girl stickers meant to be put on vehicles, were sent to auto repair stores across the state advertising the Chilton database.

Barnhart, the advertising agency for the campaign, worked with Wyoming every step-of-the way.

The campaign first launched in the Cheyenne area only and then expanded to other areas throughout Wyoming including Laramie, the state capital.

When the idea of the statewide campaign was first introduced to library directors throughout the state, many of them frowned on the campaign and resisted. Now, after the campaign has launched, many are excited about the campaign and are active members within the campaign.

There are multiple advertising pieces to this campaign, including radio spots, billboards, bookmarks and much more. Sellable items such as clothing and office supplies were also introduced to further push the brand identity of the campaign.

A “passport” was designed to showcase the entire campaign to library employees. The “passport” was designed to look just like a passport, complete with entry stamps. The passport talked about the campaign, the story behind it and then showed the various elements of the campaign.

The Eiffel Tower in the ad to the left is approximately five inches tall and sits behind someone's desk on a bookshelf.

Radio spots have been the main source of communication for this campaign because more people listen to the radio in Wyoming than watch television.

Google Ad Words

If you want to advertise over the Internet, one of the easiest, and least expensive methods is Google Adwords. If you're familiar with the "Sponsored Links" section of Google, then you've seen ads posted by organizations with an Adwords account. Google Adwords is a good tool for a number of reasons. First, you can decide how much you want to spend per month on advertising. Secondly, you only pay when a user clicks on your ad and goes to your web site. In addition, your advertisement will only display to users in your local area, thus specifically targeting the local community. You can use Adwords to run an ongoing campaign for your library, or you can have multiple "campaigns" with specific start and end dates to highlight special activities like summer reading clubs or library programs.

Adwords is based on the concept of keyword advertising. When you open your free account, you select keywords that you think a customer might type into Google that are relevant to your product or service. When they type those words, your ad will show up on the results page. You can refine your list of keywords as you go too, once you see which ones are the most popular. There are also performance and reporting features that let you monitor your ad campaign to see how effective it is.

The most popular type of ad is a text ad, but you also have the option to include an image, video and a few other formats.

Text ads generally contain the following four lines:

- **HEADLINE** (25 characters, including spaces): The title attracts users who might be interested in your products or services.
- **DESCRIPTION** (two lines of up to 35 characters each, including spaces): These two lines contain your product, service, and other details (such as promotions). The

San Bruno Library

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borrow free DVDs, CDs and books
www.sanbruno.ca.gov
701 Angus Ave W, San Bruno, CA

*A typical
AdWords
text ad
looks like
this.*

content in these lines should be clear enough to communicate your intent and compelling enough to convince the user to click your ad and visit your site.

- **DISPLAY URL** (35 characters, including spaces): This line indicates which website the user will visit if they click your ad.
- **DESTINATION URL** (up to 1024 characters): This is the actual page where users land when they click your ad. The URL won't appear in your ad. Many advertisers link their ads to particular destination pages within their website, but use the simpler URL of their homepage as the display URL.

Google AdWords offers two types of accounts: Starter Edition and Standard Edition. Starter edition is fine for a single, ongoing ad for a library, but has no ad groups, rich ad formats or other advanced features. Standard Edition includes multiple ad campaigns, ad formats and all the features of the Starter Edition. You can always begin with the Starter Edition and upgrade to Standard later, still at no charge.

Another plus to an Adwords account is that you can control how much you spend each month. Since you pay on a "per-click" basis of users navigating to your website, you can set your account to stop running if the maximum monthly account allowance has been reached. For more information you can visit Google Adword's web site, which has very detailed information about setting up an account and running a campaign.

Visit www.google.com for additional information and details.