

The 3rd IFLA 3M International Marketing Award

By Christie Koontz

The Management and Marketing Section of the International Federation of Library Associations and Institutions (IFLA) and 3M Library Systems joined to announce the winners of the 3rd IFLA/3M International Marketing Award. First, second, and third prizes were presented in August at IFLA's Annual Conference in Buenos Aires, Argentina.

Criteria and Applications

For this third award, applications were available in the five official IFLA languages (English, Spanish, French, Italian, German, and also Mandarin/Chinese) on the Web sites of both sponsors, IFLA and 3M. The deadline was November 30, 2003. Altogether there were 52 applicants from all five continents, sent in from 16 countries including : Russian Federation, Australia, Spain, Nigeria, New Zealand, India, United States, Canada, Ivory Coast, Philippines, Cuba, United Kingdom, Sweden, Romania, Indonesia, and Chile. Any library, agency, or association in the world that promotes library service was eligible to receive the award.

This year's applicants were judged on the following criteria:

- Strategic approach to marketing communications, indicated in the research and planning stages of a submitted project
- Creativity and innovation as demonstrated by the originality of solutions to marketing and communications challenges
- Potential for generating widespread public visibility and support for libraries, irrespective of the kind or amount of resources employed
- Effectiveness illustrated by efforts to emphasize the organization's communication and marketing goals
- Commitment to ongoing marketing and public relations activities
- The project had to have taken place no earlier than 1998.

The committee revised the criteria to facilitate increased understanding of marketing, and participation by a broader range of countries. A new goal that was reached was to recognize marketing efforts by developing countries with fewer resources.

Who Won This Year?

First place was given to the school library of Australian Islamic College, located in Kewdale, WA., Australia for using library resources to promote reading and computer literacy to 300 refugee children from Afghanistan, Iraq and Somalia. The library's slogan is "I came, I saw, I read." The first-place winner will receive airfare, lodging, and registration for the 2004 IFLA General Conference and Council to be held this year in Buenos Aires, Argentina, and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

Second place went to the Krasheninnikov Regional Research Library, Kamchatka, Russia, for developing and offering outreach programs and services to the elderly and disabled and others in this region who are psychologically and socially vulnerable. The library's campaign is called, "Remedy for the Soul." Third place went to the African Rice Center in Abidjan, Ivory Coast, for its project to offer current information to the agricultural researchers in the National Agricultural System (NARS) in West Africa.

I'll give you more detail in the following summaries of each of the top three winners, culled from the entrants' own words.



A Review of Some of the Other Applicants

As I said at the beginning of this special report, there were a total of 52 applicants. I want to highlight some of these fascinating projects. I gathered information for this report from those applications that were in English. I don't have permission to name all these applicants, but I can summarize their campaigns. If you'd like more details, please contact Daisy McAdam, award chairman, at the University of Geneva, Switzerland: daisy.mcadam@ses.unige.ch.

Public Library Awareness Campaigns

Public libraries were by far the largest group of applicants, probably because they have the most diverse groups of customers and the greatest need to continually identify changing markets and changing information needs. Consequently, I'll showcase more public libraries than other types here.

Bulgaria: A program was developed to popularize remote access to public library databases (thus far access had only been available on the premises) to new virtual library users with specific needs or requirements, including businesspeople, the physically disabled, and students. Free access was promoted and provided through word-of-mouth in the community and in the library facilities, as well as through media advertising. To add value, qualified professional librarians were enlisted to respond to online questions. The staff is gathering ongoing feedback from the new users in person and online.

U.S.A.: A statewide public awareness campaign, "It's Never Too Early," was designed to connect parents and caregivers of children (from birth to 5 years old) to public library services. It utilized special listservs to train local coordinators, and reached the target groups via a multimedia approach that included campaign giveaways, public service announcements, billboards, press releases, and story placements over a 4-year period.

Canada: New library cards attached to information brochures explaining library facilities and services were sent to a city population of 87,000. The goal of the campaign was to bring new customers into the library to discover the wide range of resources the library has to offer. The library measured an increase in circulation of 12 percent. Phase Two of

the campaign sending library cards to all elementary school-age children in the city was launched 18 months after Phase One.

U.S.A.: An integrated 1-year public awareness campaign was run in a large suburban area by a multi-type system made of 665 public libraries. It aimed to inform the public about programs available at the 21st-century library and to tout the value of those library services. The campaign utilized cable television, public service announcements, Web sites, and an interactive TV program where viewers could "talk" to a live librarian. The campaign also developed a relationship with the major local newspaper to promote library issues. A series of training sessions to help member libraries enhance marketing skills was developed.

Canada: There was a province wide campaign to promote "easy, anytime access to libraries." The campaign showcased the electronic services currently and newly available in public libraries that were identified through a survey as going un-used. Research also identified that nonuse was due to lack of knowledge by the public that they could access their library online. So a TV ad ran in prime-time slots for 6 weeks. The ad highlighted a Web site for viewers to click on for a complete tour of the new library online resources. Extra print materials were distributed beyond the 6 weeks of the television ad.

Poland: A public library serving 12,000 people in a community with 20-percent unemployment is developing services and materials to help individuals seeking jobs and those struggling to develop their own small business, as well as ancillary materials and services that explain the state of the local economy. The goal of the program is to increase the number of new users and to increase relevant materials and services during these difficult times, as well as to ultimately decrease unemployment. The project also aims to increase overall familiarity with and access to computers and databases. The project is ongoing.

Italy: A public library is developing a multimedia project to target the burgeoning group of retirees in the community who are less technically literate than younger people. The library hopes to encourage the over-50 group to use the library in the early-morning hours when there is less use by others. Specifically, the librarians desire to "facilitate access to the library's information technology resources through a user-friendly approach aimed at overcoming new technology illiteracy with in-library training." The staff is directly contacting this potential customer group by setting up kiosks with library information in key locations that the over-50 group frequents, including department stores, shopping centers and malls, and outdoor neighborhood markets throughout the city. The program is running for 4 months in the fall of 2002. (Italy)

College Library Campaigns

Here is a summary of three disparate and diverse marketing campaigns conducted by college libraries.

Romania: A central university library facing a "period of great financial constraint" is trying to increase library usage during the period when there are fewer classes held on campus. A campaign was devised to increase use by 40 percent by rearranging the available space of the meeting rooms to accommodate new programs and events that will attract students, by looking for new partners for cultural events to increase meeting room use, and by redistributing the "old" computers for increased and free access to the Internet. The campaign will last for 1 year. In the librarians' own words, "we do not have enough money to buy books, we do not have enough money to continue our subscriptions, we realize our only solution is to plan a better use of our library. It is very hard to plan something like this, and even harder to succeed. We must show our public we are interested in their needs and try hard to improve and develop all of our potential services."

U.S.A.: A law library staff recognized that the first days and weeks of law school are overwhelming and intimidating for new students. The library created a diversified promotional program for first-year students that employs media presentations, posters, and enticing giveaways to welcome them, encourage them to visit the library, introduce them to library service staff, and familiarize them with collections and services in a non-threatening and entertaining way. The program components include a PowerPoint presentation, a library kiosk presentation and virtual tour for new students, a large welcome sign with balloons on an artist's easel at the front door, a library audiotape tour, a legal research survival packet (on disc), a coupon for free computer-assisted legal instruction (CD-ROM), and the gift of a free magnet for those students taking the audio tour. The campaign lasted 1 month, and was evaluated by comparing the number of coupons redeemed with the previous year's statistics on how many students listened to audiotapes, and also by anecdotal input.

U.S.A.: A college library conducted an ongoing awareness campaign to increase the perception of library value to the college community by increasing the awareness of the quality and variety of its resources and services. This was in response to the announcement of a \$13 million gift to build a new library to generate support and user satisfaction over the building period. The campaign also had a goal to increase faculty use of the library by 25 percent over 5 years. The primary target audience is faculty, then students. The library utilizes displays, press releases, fliers, posters, e-mail, and faculty meeting announcements to enumerate and publicize resources and services.

School Library Campaign

And finally, here's a look at one school project.

U.S.A.: A school system conducted a campaign called "Bus It For Books" during the summer months when school is not in session. It had buses travel on designated routes to pick up students and drive them to a branch of the county library system. The buses return to the library every 45 to 60 minutes and provide transportation back along the same designated route. This happens once a week during the 10-week summer vacation. Students need a valid library card to ride the bus, thereby promoting library card

ownership. A banner will communicate to the community-at-large. (The program could be expanded to seniors.) The program ran in the summer of 2002, and was promoted through the school system, Web sites of school system and library, posters in community stores, local cable, and public service announcements. The program will evaluate how many students boarded the buses at what stops, how many students checked out books, and how many students participated in the summer reading program.

A Very Special Entry: Kenya's Camel-Mobile

While bookmobiles are being replaced in many modern countries by "infomobiles" (which provide Internet access), in rural Africa, camels are literally carrying information on their backs to meet the growing needs of populations cut off from all types of information access.



One of my absolute favorite projects was submitted by a longtime participant of the Management and Marketing Section, Daniel Ruheni, a librarian at Daystar University and a representative of Kenya National Library Services. His project is "The Promotion and Marketing of Camel Mobile Library Services to the Pastoral Community of Garissa in Kenya." Yes folks, you are reading it right—this is a successful program bringing books to schools and refugee camps via the back of a camel—six camels to be exact!

The Camel Mobile Library Service was launched in 1996 with only three camels in the caravan. It has now expanded to six. Since every part of the camel's body is considered valuable, the fact that villages have donated these animals for the project indicates the growing concern for and importance of the need for a better-informed and enlightened population.

The service operates from a library facility in Garrisa, which is one library within the network of Kenya Library Services. The goal of the project was to reach people who migrate in order to continually find grass for farm animals. The illiteracy rate is 85 percent, as compared to an average of 31 percent in the country. The project covers a radius of 20 kilometers that have no roads. The camels create their own way through the sparsely populated, semi-arid region of northeastern Kenya. Tents are set up and groups of adults and children frequent the tents, utilizing books and services while the camels are in the area. At present, this service is their only source of information.

As western countries and their professional librarians lament the digital divide and consider how libraries can help bridge that gap, this project helps us to realize what most of the world is dealing with a complete lack of any type of information for growing numbers of impoverished and rural populations. A report on this project is available

from: IFLA Headquarters, P.O. Box 95312, 2509 CH, The Hague, The Netherlands;
ifla@ifla.org. Or look online at <http://www.ifla.org/V/press/pr0228-02.htm>.

The Commitment to Marketing

Both sponsors—IFLA's Management and Marketing Section and 3M Library Systems—share a strong commitment to increasing awareness about the value of libraries marketing their services. This shared commitment serves as the foundation for the partnership between IFLA and 3M, and it led to the creation of the IFLA/3M International Library Marketing Award. The M&M Section hopes to provide a continued forum through this international award so that libraries in all countries can share just how they are bringing customers what they really want and need information that people can use to enhance the quality of their lives.

It is significant that 3M, a major international business, would partner with the library field to award best marketing practices. "Effective marketing is vital to a library's success. And there is no better time for this award," says Don Leslie, coordinator of the program for 3M Library Systems. "With the @ your library campaign well underway in the United States—and now being implemented throughout the world—there are a lot of great marketing programs out there. This award gives libraries and institutions the opportunity to share their successful work."

Applications will be available for the 2004 award at http://www.3M.com/library/events/IFLA_app.doc or through the IFLA Web site, <http://www.ifla.org/>.

Information on IFLA

IFLA, the International Federation of Library Associations and Institutions, is the global voice of the information profession. Founded in Edinburgh, Scotland, in 1927, it just marked its 75th birthday. It now has over 1,700 members in 155 countries. To learn more, see <http://www.ifla.org/>. New members are always welcome and encouraged to participate in the work of the section whether or not they are able to attend the IFLA conferences. Much of the work of the section is done by e-mail in addition to postal services. You can find more information at <http://www.ifla.org/VII/s34/somm.htm>.

IFLA conferences are held in August or early September in a different city each year. Delegates meet to exchange experiences, debate professional issues, see the latest products, conduct business, and experience something of the culture of the host country. In 2005 IFLA will meet in Oslo, Norway. The Management and Marketing Section invites you to join them at its meetings, which are listed in the annual IFLA program.

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Information Studies at Florida State University, and conducts marketing workshops for colleagues around the globe. She is the author of Library Facility Siting and Location Handbook (Greenwood Press, 1997), and recently created a continuing education course on marketing research for library and information professionals, funded and sponsored by the Institute for Museum and Library Services. Her e-mail address is ckoontz@admin.fsu.edu.

Those of us who understand and value marketing practices for libraries appreciate the difficulty of effectively implementing these practices on a day-to-day basis. To recognize those libraries that develop and implement effective marketing programs, the Management and Marketing Section of the International Federation of Library Associations and Institutions (IFLA) and 3M Library Systems joined to create the first IFLA/3M International Marketing Award. First, second, and third prizes were presented this past August at IFLA's Annual Conference in Glasgow, Scotland, in conjunction with IFLA's 75th birthday. In this special report for MLS, I will give you a tiny bit of background on this new award, profile the top three winners, and then share quick summaries of some of the interesting and unusual applications.

The Management and Marketing Section is made of library professionals from all over the world who either work actively in marketing and management in their libraries or teach the same to future librarians. (I myself have been a member since its inception in 1997.) The M & M Section (Yes, we enjoy M&M chocolate candies during our meetings!) promotes better understanding of marketing practices through pre-conferences and workshops, programs, and publications. This past year the section decided to provide another avenue of support for libraries by creating and offering this annual international award that identifies best marketing practices. We felt that the award, through the voices of its many applicants, could best communicate the types of marketing activities that libraries successfully engage in, not only to colleagues around the world, but also to people who use libraries, those who may want to use libraries, or those in charge of providing funds for library services.

Some Background on Marketing and Libraries

When marketing was first introduced to the library field in the late '70s, there was much confusion between marketing and publicity. Over the past 20 years the field has focused on understanding and applying systematic marketing activities that embody four main steps: 1) identifying customer wants and needs, 2) grouping customers with similar wants and needs, 3) developing a product with the right price, distribution place, and promotional message for those customer groups, and 4) evaluating the marketing program. Publicity is of course only one activity (ultimately free press coverage or public awareness) that is part of the promotion category. It's taken almost 20 years to straighten out the difference in meaning, but, as illustrated by the applicants for this award, we can see that libraries have now embraced true marketing. The winning libraries all marketed in a systematic way.

Today, during a time of great change in the library field, this new award offers the opportunity for all types of libraries to showcase their more sophisticated marketing campaigns and programs, rather than the simple publicity efforts of the past. The library's environment is collapsing and being reborn. Library users are transforming into customers with expectations, diverse needs and wants, and choices. Library catalogs and materials are moving from print to online. Whole groups of new users are pouring in to access the Internet, and library professionals are being called upon to offer guidance and training on new electronic databases and formats. Based upon these and other changes, librarians are being forced to communicate the new mission and subsequent new image of their libraries to the publics they serve. As described in the program summaries of the applicants for this award, the types of problems libraries are solving with marketing practices are more scintillating than any best-selling novel! By telling their own stories, the people who applied for this IFLA/3M International Marketing Award provided insight into the colorful behind-the-scenes daily business of modern libraries. This article shares some of those stories.

It's been a long time since I heard from you. I have been planning to send you a mail long time ago but I was very much occupied with different activities organized in our library and decided to write to you after I finished everything. Thanks to IFLA/3M Marketing grant the first time in four years the school board allowed us to get pretty much whatever we asked for. As you can see from the attached poster we had organized a huge function on the 11th of June 2004 to celebrate the National Literacy and Numeracy Week. The Western Australian Department of Education and Training granted us \$500 to promote the day and all other literacy and numeracy related activities of our school. More than 1000 primary school parents, invited guests, teachers and friends of our students attended the function. We organized poetry reading, dramas, quizzes and so many other things and the first time in the school history the library a record number of parents attended the function and promised us to help the library in any way possible. I have already contacted some parents to organize friends of the AIC library club and most of the parents responded positively. (I am not a good photographer but you can see some of the things from the pictures I took)

Two weeks ago we have invited by The Commonwealth Bank here in WA to apply for the Literacy promotion Grant that is \$5000. On 1st June 2004 the Belmont City Council (the council which our school is located) members including councilors, librarians and the mayor visited our library and attended the morning coffee session with us. Basically they came to congratulate me for winning IFLA's prize and try to promote cooperation between our library and the council libraries. In our side we have established a committee that will overlook how and in what circumstances we can develop cooperation with the council libraries, and I am happy to say that I am chairing the committee!

Our school director interviewed by Al-Gezira (the Arab TV channel) about the prize and other things related with our library. I was told he said very good things about the library and the librarians. (I don't speak Arabic but I saw the tape and the translators told me it was fantastic)

We are planning to organize more promotional activities, but at this stage all of them are at planning stage and I will let you know as soon as we turn them in to action. Other than that I have already started to jog to fly to Buenos Aires, I hope I will see you there.

didn't realize that I touched 'the bulls eye', thank you very much for your compliment; I am deeply touched and humbled. And before anything else I would like to transfer my heart-felt gratitude for selecting me as the winner of 2004 IFLA 3M International Marketing Award. As I said to Mrs Daisy Adams getting this award is big moral boost for me and especially for my colleagues in our library who, in spite of many obstacles and often heart-aching experiences, whole-heartedly believed in the idea that libraries could pass the barriers of culture and misunderstandings and can change children's life.

When I started the program I had this big dream of changing children's life and making a difference in the life of refugee children. I didn't realize that the program would share my family time, and I didn't realize that books became a flash point for cultural misunderstandings and mistrust. The last two years I met angry parents who accused me of allowing kids to read " Harry potter" or books that contain a few words of profanity, and I listened the boring and weary lecture of religious teachers about the importance of censorship. Anyhow the last two years were roller coasters, at times I touched the sky with joy and happiness and other times I touched the bottom of the earth on desperation and anger. However, getting IFLA's recognition was unexpected and beyond my imagination. As you have requested I will send you photographs, video clips and new computer based programs introduced to the 300 children. Thank you a! gain for selecting me for this wonderful award.