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IFLA x PressReader International Marketing Award

20 YEARS - 20 GIFTS

by

Municipal Library and Information Centre of Gödöllő
Gödöllői Városi Könyvtár és Információs Központ
#gvkik20



20 YEARS 20 GIFTS



NEW CLUBS

NEW SERVICES

MAGAZINE

MAKERSPACE

EXHIBITION

LOVEMARK

20 GIFTS

BIRTHDAY PARTY

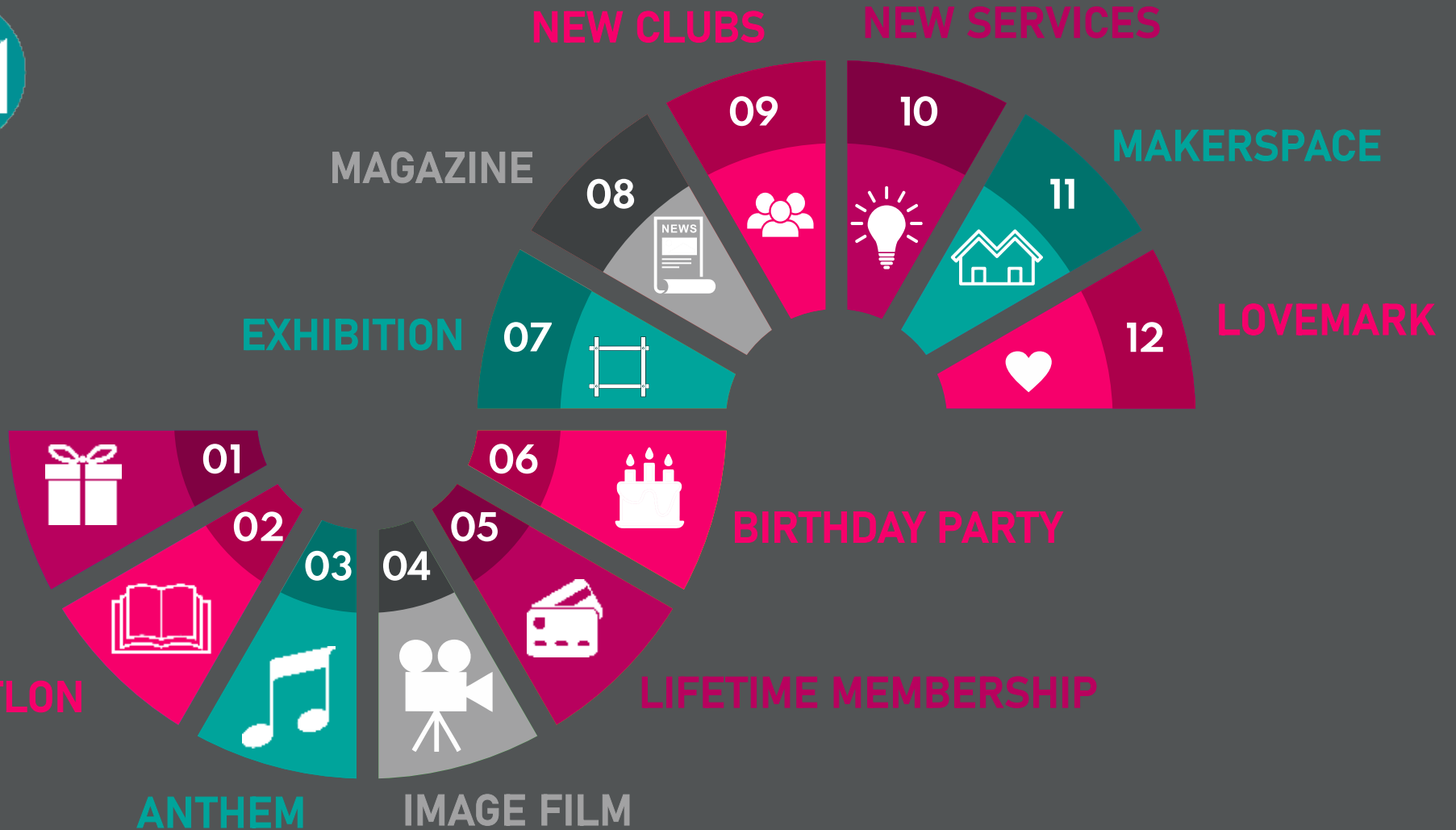
BOOKATLON

LIFETIME MEMBERSHIP

ANTHEM

IMAGE FILM

A year-long marketing campaign to celebrate the 20th birthday of our library. Games, challenges, promotion, gifts, party, new services, new image.



HISTORY

Due to covid, the number of visitors, rental statistics, and membership has drastically decreased in our library since 2020. We needed a year-long marketing campaign to bring life back to the library again.

The fact that our institution just turned 20 years old in 2022 provided a good opportunity for this. We chose a catchy slogan for the year:

20 YEARS - 20 GIFTS

and we based the entire campaign on the anniversary.

The first step was to create a new logo for the campaign.



GOALS



to rebuild the membership by rewarding them with special offers and gifts



to make them engaged users



to refresh our brand: the lovemark



to raise awareness among the library's supporters' (stakeholders) to the libraries role in everyday welfare



to involve new patrons



to strengthen the library's role as a cultural center in the city.



20 YEARS - 20 GIFTS

A project team was formed for the campaign, that planned and organized the tasks in addition to daily routine.

We gave 20 gifts to our readers in connection with the 20th birthday, and we constantly communicated this to them with a wide range of promotion tools.

We prepared games, challenges, programmes, events, new services, some major investments and developments.

Some example:

creation of a completely new library department: the makerspace



SOME EXAMPLE:

introduction of new clubs: Reading & Knitting, Board Games Club, 3D Planning Workshop, Yoga Club.



PROJECT

20 YEARS - 20 GIFTS

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Some example:

Purchasing two bicycles for our home delivery service



SOME EXAMPLE:

100 new chairs in the function room



Purchasing a 24/7 self-service bookbox and introduction of a new mail-ordering service



<https://www.gvik.hu/konyvlada.html>



PROJECT

20 YEARS - 20 GIFTS

BOOKATLON

Bookatlon

A challenge that last for 12 months. Our readers of all ages gave their faces to the campaign. The challenge aimed to promote our less-known services to the public.

Stickers had to be collected in a small booklet during the year. Each completed challenge was worth a sticker. The stickers could be redeemed for small gifts during the game, and in the finish, the contestants could compete for the grand prize, some ex-libris stamps.



poster faces



<https://www.gvkik.hu/bookatlon.html>

20 YEARS - 20 GIFTS

BOOKATLON

Bookatlon

the challenge

The challenges were diverse and covered the library's entire range of services. Some example:

- attend one of our events
- write a few lines in the guest book about an exhibition in the library
- write a book review on our blog
- have a coffee with one of the librarians
- borrow a nonbook (boardgame, cookie cutter, slide film, etc)
- have a go with our VR glasses
- write a review about us on the library's Facebook page
- take a selfie with the library's adopted baby tapir

<https://www.gvkik.hu/bookatlon.html>



BOOKATLON
20 év 20 kihívás

1. kihívás:

KÉRJ KÖNYVET A KÖNYVLÁDÁBA!

VEGYÉL RÉSZT A KÖNYVES KIHÍVÁSBAN!
GYÚJTSD A MATRICÁKAT A NYEREMÉNYEKÉRT!

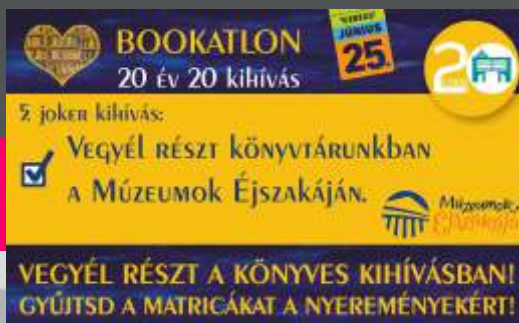


BOOKATLON
20 év 20 kihívás

1. joker kihívás:

KÖLCSÖNÖZZ SÜTIFORMÁT!

VEGYÉL RÉSZT A KÖNYVES KIHÍVÁSBAN!
GYÚJTSD A MATRICÁKAT A NYEREMÉNYEKÉRT!



BOOKATLON
20 év 20 kihívás

5. joker kihívás:

Vegyél részt könyvtárunkban
a Múzeumok Éjszakáján.

VEGYÉL RÉSZT A KÖNYVES KIHÍVÁSBAN!
GYÚJTSD A MATRICÁKAT A NYEREMÉNYEKÉRT!

20 YEARS - 20 GIFTS

BOOKATLON

Bookatlon

Some of the challenges were about promoting our digital, remote services, but we also aimed to strengthen the personal relationship, and we mixed challenges suitable for different age groups.

There were also Joker occasions when players were free to choose a challenge.

61 people applied for the challenge, and 30 people made it to the final in the year-long game. The closing event occurred in December at an event, when we distributed the prizes and the readers could participate in a handicraft afternoon.

the challenge



61 readers attended.

IMAGE FILM & LIBRARY ANTHEM



Watch the video!



We made a new image film in collaboration with the readers: our readers could participate in the shooting.

A library anthem was composed by one of our colleagues. This piece of music was born during band rehearsals and recordings, and it became the background music for the birthday video.

100 readers attended.

LIFETIME MEMBERSHIP

The title and lifetime membership rewarded those readers who have been regular users for 20 years.



Gödöllői
Városi
Könyvtár és
Információs
Központ

20
GVKIK

• Örökös tagság •



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Gödöllői
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20
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• AJÁNDÉK: 1 ÉVES TAGSÁG •



Ünnepeld velünk a születésnapunkat!
2022. június 2 - 22.

20. születésnapunkat szeretnénk megajándékozni egy éves ingyenes belépéssel:

- ha még nem vagy könyvtáros,
- ha már lejárt az olvasójegyed,
- ha szeretnél tagságot hosszabbítani,

a könyvtár megújításához segíts az ajándékkal.

329 readers attended.

Birthday programmes & events



20 éves a GVKIK

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Diabolus in Musica
SZADALETERI AKUSZTIKUS KONCERTJERE.

A koncertet vezényel: [név]



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Vecsei H. Miklós és Beck Zoltán

Érdeklődni: [név]



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Nyáry Krisztián
BÁRÓK OPERETTJE

A koncertet vezényel: [név]



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János vitéz Játéktárra
A Magyar Állami Operaháza koncertje

A koncertet vezényel: [név]

20 YEARS - 20 GIFTS

356 readers attended.

BIRTHDAY PARTY

PHOTOS



To celebrate the birthday, we prepared a three-day party for our members and visitors, with cake and gifts, invited special guests, musicians, and literary production.

Birthday Magazine &

A special birthday edition library magazine was also edited. In it, a selection of funny stories of the past 20 years: we presented how our librarians and the building have changed in 20 years, and of course, the library directors of the past two decades were also interviewed. The newspaper was published in 500 copies, it was not sold commercially, but was distributed among our most loyal readers and visitors during the year and it was also published on our website.



Exhibiton

20 years in pictures:

In 2002, the former municipal library moved to a brand new building, and reopened, as a community and information center with modern services. We installed a photo exhibition that reflected how many changes the past 20 years have brought us: how new departments were abolished and formed, how the staff and the range of services expanded, and how the building and services became more colorful.



MARKETING STRATEGY OF THE PROJECT

HIGH QUALITY
EXPERIENCE
PARTNERSHIP
EMOTIONS
LOYALTY

TARGET GROUPS

The regular and most committed members, the communities and clubs of the library formed our target group. Special recognition went to those members who have been a member for 20 continuous years.

BUILDING OUR BRAND: LOVEMARK

For years, the library of Gödöllő has been building a brand: lovemark. Our aim is to make our institution not only a library providing general services, but also a place for many to express themselves and to find experiences instead of services. Therefore, our primary task is to plan, build, and develop together with our readers.

MARKETING MIX

Consumer,
instead of
Product

Convenience,
instead of
Place

Communication
instead of
Promotion

Cost,
instead of
Price

Instead of 4 P we apply the 4 C, focusing on the need and comfort of the consumers.

20 YEARS - 20 GIFTS

Consumer (Product)

In the implementation of the lovemark, the focus is on the consumer, rather than on the product or service we want to sell.

We have been measuring readers' needs via surveys for twenty years, and we launched or develop many of our services based on their ideas and suggestions: foreign language section, programmes, board game lending, etc. We likely use cross-selling in product development.

During the project, we were able to implement this approach the most when planning the birthday-programs:

we selected the performers throughout the year based on the most-read authors, the most popular artists, and performers.

Introduction of new services were also based on the feedback of our target groups: new clubs, the makerspace, the mail ordering service, etc.

Convenience (Place)

In non-business marketing, we must support distribution channels that meet consumer needs. It is important to make access to our services as comfortable as possible for the user, so a 24/7 self-service bookbox was introduced during the project: people now have access to reading materials even outside the opening hours.

In non-business marketing we cannot store the services, so planning the birthday programmes or club dates were also part of our marketing mix. Our visitors preferred evening hours and weekends so we scheduled events accordingly.

Moreover the online presence is very important in this aspect, so we continuously develop our remote services.

MARKETING MIX

Cost (Price)

During the project, we offered our readers:

- loyalty deals,
- discounts,
- fine forgiveness,
- and free entry to events.

For our most loyal readers, a **free ticket** to the birthday programmes was presented, along with a personal invitation.

Users who are part of the close family were gifted a **lifetime membership**, and we also gave readers countless discounts and freebies: e.g. their fines were waived on our birthday, or they got a discount upon enrolling.

MARKETING MIX

Communication (Promotion)

Instead of a one-way advertising campaign, we aimed for a personal dialogue in our marketing communication where users actively report back, make proposals, help us in developing our services. We used a wide range of promotion tools during the campaign:

- advertisements: leaflets, posters (even in the air by parachute), logo, slogan, video
- sales promotion: challenge, game, gifts, rewards, discounts, cross selling products
- public relations: magazine, news, developing new image, events
- direct marketing: social media, email, personal invitation



COMMUNICATION MARKETING

#gvkik20



ADVERTISMENT SALES PROMOTION
PUBLIC RELATIONS DIRECT MARKETING



20 év a GVKIK

Szeretettel hívjuk és várunk a 20. évforduló alkalmából minden érdeklődőt az alábbiakban felsorolt programjainkba.

Szeretettel várjuk a résztvevőket:

- 2022. június 2-án: Könyvtárunkban tartjuk a 20. évforduló alkalmából a **20. születésnapunk ünneplő programjait**.
- 2022. június 2-án: **20 év a GVKIK** kiadványunk megjelentetését követően a **20. évforduló alkalmából tartjuk a 20. születésnapunk ünneplő programjait**.

BOLDOG SZÜKTINAPOT!

A GVKIK 20. évforduló alkalmából tartjuk a **BolDOG Szüktinapot!**

Hamarosan a moziban...



Diabolus in Musica

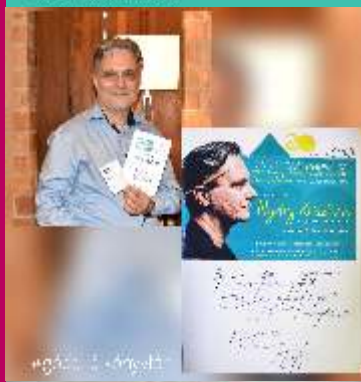
SZABATERTI AKUSZTIKUS

Üsvegél velük a szüktinapon!

2022. június 2 - 22.

20. évforduló alkalmából megrendezésre kerül a **Üsvegél** szüktinap.

- 2022. június 2-án: **Üsvegél** szüktinap.
- 2022. június 22-én: **Üsvegél** szüktinap.



Kölesővárúrók Társasjáték az MűFőfőben

Találkozzunk 7. évfolyam 19. szobájában a **Kölesővárúrók Társasjáték** megkezdésére!



hello summer

2022. június 2-án



BOOKATLON 20 év 20 kihívás

5. joker kihívás: VEGYÉL RÉSZT KÖNYVTÁRUNKBAN A MŰZEUUMOK ÉJSZAKÁJÁN.

VEGYÉL RÉSZT A KÖNYVES KIHÍVÁSBANI! GYŰJTSD A MATRICÁKAT A NYEREMÉNYEKÉRT!



20 éves a GVKIK

Ilyen volt - ilyen lett

CIMÉ BÉTRO FOTÓBALLESTÁSÁRA

A kétféle megkezdés: 2022. június 2-ától július 23-ig.

SATISFACTION



Consumer satisfaction/engagement:

During the planning and launching of the project, we worked with the tools mentioned previously to ensure that our users are not only satisfied but also engaged to us (**engaged marketing**). We involved them in the process. The most touching part was the shooting with 100 readers, who sacrificed their weekend to be part of the celebration. They were disciplined and happily followed the instructions, the script, and accommodated to the ad hoc scenes.

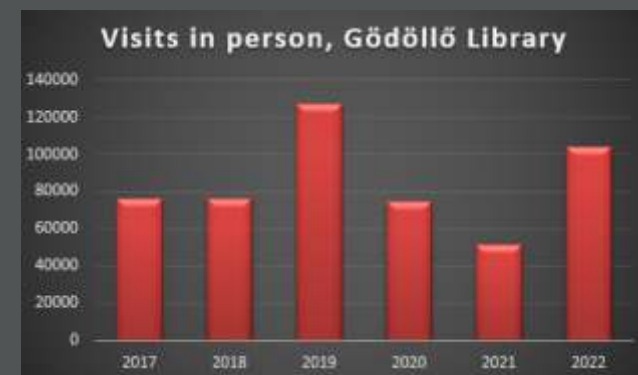
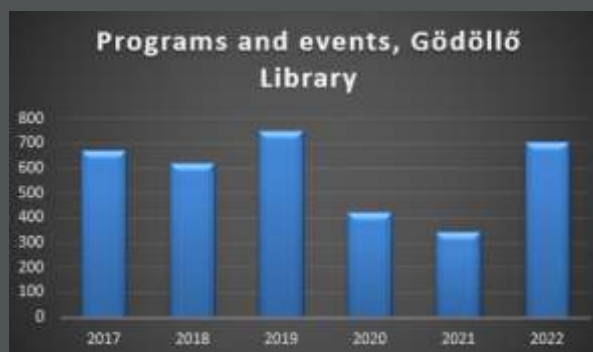
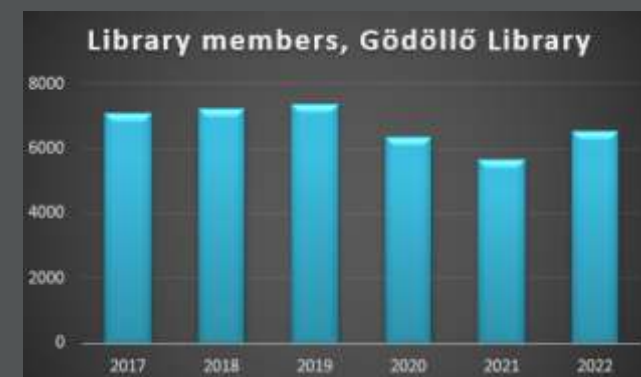
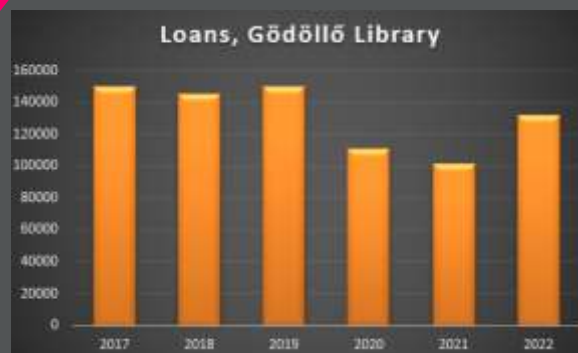
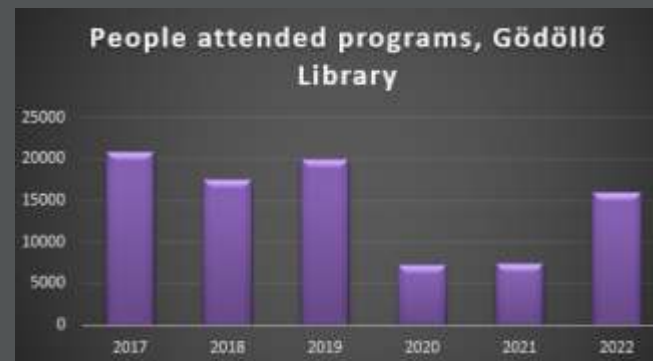
Innovation:

One of our library's most outstanding strengths is proactive thinking and a creative workforce. The '20 years 20 gifts' project was a rather non-traditional celebration of an institutional birthday that spanned the entire year and we creatively used marketing tools. We tried to make the commemoration of the anniversary not just a series of gifts, offers, discounts, and loud advertisements, but involve the readers, playing with us.

INNOVATION

ACHIEVEMENTS

The goal of the project was to rebuild our lovemark and to attract dropped-out members back we lost over the lockdown. The statistical data speaks for itself. It demonstrates that after the decline in the years 2020 and 2021, the figures started to pick up again in 2022, day by day more readers have returned, and they are now actively borrowing and participating in our events.



20 YEARS
20 GIFTS

