

Library Card Sign-Up Month 2019 Ad Campaign

Member Library Toolkit

Campaign Overview

During September 2019, the Bridges Library System, in partnership with the Milwaukee County Federated Library System and Lakeshores Library System, is launching a month-long external advertising campaign for Library Card Sign-Up Month in the southeast Wisconsin area. System member libraries are encouraged to use the provided graphics and other material to ensure a branded message across our systems.

The objectives of the campaign are to increase the number of new cardholders and increase the number of overall circulation for each system. Each system will be doing their own evaluation. Besides encouraging people to come *into* the library, we are directing our audience to a common, system-shared website to sign up online for library cards at www.getyourlibrarycard.org.

Campaign Message

Our marketing message highlights the range of items and benefits a library card gives one access to. The implication of this message is that one card can be and do many things. Indirectly, the message focuses on quality-of-life benefits to the individual library cardholder, including convenience and cost savings.

Individual libraries can choose which slogans and corresponding graphics they wish to use throughout the month, depending on which services or materials they wish to promote.

Slogan Options

Your learn something new Card
Your read on the go Card
Your borrow, don't buy Card
Your Friday night movie Card
Your build a resume Card
Your find your ancestors Card
Your read while you wait Card
Your right to read Card (for Banned Books Week)

Advertising Channels

The advertising campaign has three primary advertising channels that cover southeast Wisconsin: billboards, radio ads, and Facebook ads from each system's account.

- Radio ads: Aired throughout September on B93.3 and 100.3 FONZ FM
- Billboards: 15 locations in five counties (outlined below)
- Facebook ads: Each system is running ads on their individual Facebook pages, so there will be several Facebook ads playing throughout the month

Website: The audience will be directed to www.GetYourLibraryCard.org to sign up for an online library card.

Individual libraries are also encouraged to share the campaign and website on their:

- social media
- e-newsletters
- websites
- print materials in the community
- press release to local news
- in-house print materials

Billboard Locations

Jefferson County

- I-94 near the Sullivan exit
- Hwy. 59 south of Fort Atkinson
- Hwy. 59 between Whitewater and Palmyra

Milwaukee County

- N. 92nd St., north of Schlinger Ave. and south of I-94
- Fond du Lac Ave. and West Locust St.
- N. 76th St. and Florist Ave.
- W. Capitol Dr., between N. Port Washington Rd. and N. 2nd St.
- W. Appleton Ave., north of Capitol Dr. and east of N. 76th St.
- S. Howell Ave., north of Plainfield Ave. and south of Waterford Ave.
- I-94, east of S. 13th St. (digital)

Racine County

- Hwy. 50, east of Hwy. 45 and Bristol
- Hwy. 32, south of County Line Rd., between Elmwood Park and Harbor Park

Walworth County

- Hwy. 14, southeast of Darien and 1 mile south of Sharon St.

Waukesha County

- I-94/Hwy 16 interchange south of Pewaukee (digital)
- I-41 southeast of Menomonee Falls and north of Butler (digital)

Toolkit Contents

All toolkit materials are located in a OneDrive folder for easy access and downloads at this link:

https://wcfls-my.sharepoint.com/:f/g/personal/bridges_bridgeslibrarysystem_org/EoiBGcaeldGh7e6cZwdrtIB3vU-vFMMyzQ5K8jPzYhPPw?e=512IEI.

Please contact Jill Fuller at jfuller@bridgeslibrarysystem.org if something is missing or won't download.

Enclosed in the toolkit are the following contents; there are multiple options for each graphic.

1. Facebook post graphics
2. Facebook cover graphics
3. Social media text copy examples
4. Press Release
5. 8.5" x 11" flyer
6. 4" x 4" double-sided handouts