



## **Your Library: Use it, Join it, Love it!**

### **Win an iPad loyalty card promotion**

#### **Estyn Allan y Gogledd 2012**

*“Join the library and get a loyalty card, have the card stamped three times on three different occasions when borrowing a book each time and enter the prize draw to win an iPad.”*

#### **Introduction**

There is no doubt that libraries have been facing difficult times of late with many of the headlines promoting doom and gloom statistics. Estyn Allan y Gogledd (EAYG), the reader development network for public libraries in north Wales, in an attempt to redress this balance created a loyalty card to entice people to join the library and use it on a regular basis. Customers were only allowed to use their loyalty cards when borrowing books and were encouraged to borrow more each time they returned. Once their cards were full they were then entered into a draw with the prize being a much coveted iPad.

The scheme was launched on 4<sup>th</sup> February 2012, National Libraries Day and the promotion ran until 23<sup>rd</sup> April, World Book Night and ran in all six authorities in north Wales (Anglesey, Conwy, Denbighshire, Flintshire, and Wrexham). Posters advertising the promotion were displayed all over North Wales in venues, such as leisure centres, community centres, hospitals, doctor's surgeries, council offices, coffee shops etc. The press was also informed as were local radio stations.

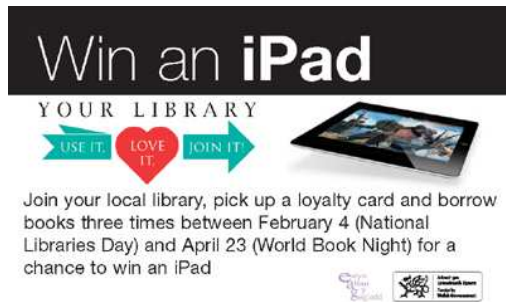
#### **Aims and Objectives**

The aims of the promotion were:

- to promote and market local libraries and their services to members of the public who may not use libraries
- to encourage (adult) lapsed or non-users to join their local libraries
- to reward new and existing customers for their loyalty
- to raise the profile and benefits of reading

#### **Promotional Materials and Marketing**

As the majority of the publicity and marketing would take place outside of the library environment, EAYG decided to spend a proportion of the allocated budget on professionally designed materials in order to compete with other external marketing.



### The loyalty cards

A simple, clear but effective design was created by John Roberts of Denbighshire Council in both Welsh and English, which was reproduced on both the posters and loyalty cards ensuring the competition had a strong brand (enclosed). The focus and main message of both materials established the nature of the prize and the place you could win it i.e. your local library.

The posters and cards were distributed to all authorities and subsequently all branches. Each branch was then responsible for distribution in their local communities.

A press release was also written in the name of EAYG and issued by each participating authority to maximise regional and local impact. The promotion also featured on all six authority websites, internal staff bulletins and local newspapers, including a regular slot in the Wrexham Leader.



Example of promotion on one authority's webpages

## Results

A total of 1,830 completed loyalty cards were received, of which 452 were new members.

Authority	Number of entries	New Members
Conwy	420	61
Denbighshire	199	137
Flintshire	108	21
Gwynedd	701	73
Môn	213	74
Wrexham	189	86
<b>Total</b>	<b>1830</b>	<b>452</b>

The winning entry was drawn by highly acclaimed author Stella Duffy at an event at Wrexham Library with the winning entry coming from Anglesey.

## Budget

The promotion was funded by a £500 the Welsh Government's Libraries for Life programme reader development marketing grant for regional partnerships. This purchased the iPad prize and print of all materials (posters and loyalty cards). Design was provided in-house by Denbighshire at no cost.

## Evaluation

The scheme was considered a success and it was easy to administer and implement. It attracted a positive number of entrants, with a quarter of entries being new members – the target audience. Rhyl Library alone attracted 61 new members. The prize of an iPad proved to be a good hook introducing customers to new technology as and when it happens, demonstrating libraries are at the heart of the digital revolution. Many people commented on the vibrant image it gave of libraries to have a highly desirable up-to-the minute iPad featuring so prominently on the promotional materials.

The posters were professional, high quality, clear and eye catching and were marketed specifically outside of the library environment to catch the intended target audience.

The promotion was designed to put reading back into the heart of libraries as customers could only get their loyalty card stamped if they borrowed books.

The simplicity of the promotion meant it was easy to run it across the whole region – every library in north Wales from the largest in Wrexham to the smallest part-time rural library was able to take part and promote to their customers and potential customers.



*iPad winner Eleanor Acheson receiving her prize from Cllr Goronwy Parry, portfolio holder for Education, Children and Young People, Anglesey Council*

### **Where to next**

There is plenty of scope with this simple promotion as it provides a template for similar promotions in the future. As the library offer is free is is often difficult to come up with a 'reward' for using libraries. A loyalty card scheme was therefore ideal and the high quality prize was a key factor in its success. This time the promotion was specifically aimed at adults and encouraging them to join the library and borrow and read books. It could be easily be adapted to target other sectors such as young people, visually impaired people, older people, or parents.

**Debbie Salisbury & Bethan Hughes**  
**Estyn Allan y Gogledd**  
**January 2013**

## **Press Release**

Libraries across North Wales are introducing a new loyalty card to entice people into libraries to borrow books. Launching on National Libraries Day, 4<sup>th</sup> February 2012 this new initiative will reward one lucky loyal borrower with a fabulous prize of an iPad.

*Mrs. Library Book, Chief Executive of WCBC* says 'Libraries can help transform people's lives and reading can help reduce the stresses of the day. The more you read the sharper your mind becomes and the more focused you become. Reading fiction can open up whole new worlds for you and your local library is here to help you find those worlds and experiences.'

The aim of the promotion is to get local people using their local library and start reading. The promotion is designed to encourage people to become new members, though it is open to any adult who wants to read books. All you have to do is join the library from the 4<sup>th</sup> February and take home a minimum of three books on three separate occasions before World Book Night on the 23<sup>rd</sup> April and have your completed loyalty card entered into the prize draw.

### **Notes to editors:**

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# Your Library; Use it, Join it, Love it!

## Terms and Conditions

1. The promotion is open to all members of the public aged 16 and over, excluding library staff and their families.
2. One entry per new / existing member.
3. Loyalty cards must be date stamped by a member of library staff and each loyalty card must have three different date stamps. Cards can only be stamped when books are being issued, renewals won't count.
4. Loyalty cards can only be stamped between the dates of 4<sup>th</sup> February and 23<sup>rd</sup> April 2012 inclusive, there will be no facility to accommodate late entries.
5. The draw will take place the beginning of May and the winner will be notified thereafter.
6. The prize will be as stated and cannot be exchanged, nor will a cash alternative be offered and it can only be used in conjunction with the 'Your Library' promotion.
7. Once the winner has received the prize should it become damaged or breaks down in any way, the promoter is not obliged to replace or repair the item.
8. The promotion and prize may be amended or withdrawn at any time at the Promoter's discretion.