

**MARKETING INNOVATION AWARDS 2014
JOINT MARKETING PROJECT
CARDIFF CENTRAL LIBRARY
JAPAN DAY EVENT 25TH MAY 2013**

THE PROJECT

Objectives

To hold a Japanese Day at Cardiff Central Library to showcase Japanese culture, attract new members to the Library and bring the Japanese community and the library service closer together.

THE PARTNERS

Cardiff Central Library Events Team

Cardiff Central Library opened in March 2009 and operates over 6 floors. Shortly after opening an Events and Marketing team was formed. Membership of the team is voluntary and not dependent on job title or grade. The Team have been responsible for the delivery of no/low budget events and the associated promotional activity. All members support each other in the delivery of the overall events programme for the Central Library.

Japanese Community Group

The first member of the Community the Library team made contact with was a Japanese customer to the Central Library, who introduced the team to Midori Matsui MBE and Kaori Onoda. Kaori and Midori formed a group with the objective of delivering a snapshot into the Japanese culture. They aimed to bring the library service and the Japanese Community closer together and attract new Japanese members and to highlight the services on offer. To this end Kaori and Midori targeted key members of the Community and formed a group. The group met regularly at the Library with members of the Events team.

Routes Into Languages – Cymru

Routes into Languages is a project led by CILT Cymru in partnership with several of the Welsh Universities. They work to enthuse and encourage people to study languages and hold events and activities to forward this aim. Routes into Languages funded some of the workshops on the day itself and also attended to carry out fun language activities with customers.

Welsh School of Architecture, Cardiff University

The University were planning a studio programme. Ten first and second year students were due to construct an Umbrella Tea House designed by Takeshi Hayatsu. Takeshi planned to bring traditional Japanese and Welsh building techniques together. We approached the University and asked if we could showcase the students work within the Library as part of Japan Day.

THE TARGET AUDIENCE

The Japanese Community

The 2001 census indicates that only 331 people living in Cardiff were originally born in Japan. However there are many Japanese businesses in the area and there are numbers of Japanese business people who are temporarily resident in the area. There is a Japanese Saturday School that teaches Japanese and Mathematics from the Japanese curriculum to children resulting from International Language and those living temporarily in Cardiff. In addition to this Cardiff is a destination city for Japanese Students.

The General Public

Cardiff Council are committed to developing diversity and deliver this vision through a strategic equality plan – Everyone matters. The events team at Central contribute to the achievement of this

plan by delivering events that offer an opportunity to the wider public to view different cultures in order to foster understanding and generate interest (and new library members) of course.

PRINTED MATERIALS



Flyers were designed and distributed through established networks throughout the Council internally, including Community Hubs, all Libraries and Leisure Centres; and through our Japanese partner networks.

Costs

Flyer Design (in house)	£0.00
Printing of Flyer by Library team for in house marketing	£20.00
Calligraphy paper, ink, chopsticks	£124.22
Costs Borne by Partner Routes into Languages	£0.00
Storyteller & Koto Player	£100.00

STAFF AWARENESS PACKS

We are always conscious that our most powerful marketing tool are the staff. Staff awareness packs were created outlining our objectives for the event and full information to ensure that staff were able to spread the word and give comprehensive information to our customers.


SOCIAL MEDIA

The Japanese Teahouse was constructed and erected a few days before the event itself, we were able to utilise Facebook and Twitter to generate more interest in the exhibition and the forthcoming event.

Cardiff Libraries @cdfibraries Follow

It's here! The enormous 3d jigsaw that will eventually become the Japanese Tea House pic.twitter.com/XiHdMMHK6G

← Reply ↻ Retweet ★ Favourite ⋮ More





4:25 AM - 21 May 13 Flag media

Cardiff Libraries @cdfibraries Follow

And the Japanese Tea House grows ... pic.twitter.com/j8oxLWoe24

← Reply ↻ Retweet ★ Favourite ⋮ More





3 RETWEETS 

6:21 AM - 21 May 13 Flag media

David R. Howell @Kasuutta 22 May
@cdfibraries the Tea House looked great around 11am.

Cardiff Libraries @cdfibraries 21 May
And grows. Ah, in all those flat-pack instructions, there's always the diagram of the chap who's lost something ... pic.twitter.com/7QIQP4AuYb



2 RETWEETS 

6:25 AM - 21 May 13 - Details Flag media
[Collapse](#) ← Reply ↻ Retweet ★ Favourite ⋮ More

Hull Libraries @hull_libraries 21 May
@cdfibraries "WANTS" [Collapse](#) ← Reply ↻ Retweet ★ Favourite ⋮ More

6:26 AM - 21 May 13 - Details

Cardiff Libraries @cdfibraries 21 May
And it's nearly done! Onlookers overcome by emotion. Almost tearful. Sorry. pic.twitter.com/hoI6Q3D6Gf



3 RETWEETS 

3 FAVOURITES 

Cardiff Libraries @cdfibraries Follow

And grows ... pic.twitter.com/rZmf9IDLt

← Reply ↻ Retweet ★ Favourite ⋮ More



1 RETWEET 



Cardiff Libraries

@cdflibraries

Follow

Furuike ya
kawazu tobikommu
mizu no oto
- Basho

It's Japan Day at Cardiff Central Library
tomorrow. pic.twitter.com/BtiF5IyQYh

Reply Retweet Favourite More

日本 Cardiff Central Library 五月

JAPAN DAY
25th May 11am-4pm

*Come and experience a taste of Japan
Free fun and activities for all to enjoy*

To Reserve your place for
Workshops & the Tea Ceremony
029 2038 2116 or email
centrallibrary@cardiff.gov.uk

Featuring
A Kimono Fashion Show
Japanese Tea Ceremony
Kendo Martial Arts
Koto Music
Storytelling & Activities for Children
Calligraphy, Origami, Haiku,
Animation & Language Workshops

Cardiff Central Library
Follow us to find out more.
www.cardiff.gov.uk/libraryevents

2

RETWEETS



WEB PRESENCE

The event was promoted through our website, the Council intranet and through our partner's websites. The Japanese Embassy also promoted the event using their website.

The screenshot shows the 'Routes into Languages' website. The header includes the logo and the tagline 'increasing the take-up of languages from school to university'. A navigation menu contains 'About', 'Contact', 'News', 'Blog', and 'Impact'. A sidebar on the left lists regional consortia and other services. The main content area features a blue banner for 'Cymru Languages outreach in your area' with sub-navigation for 'Intro', 'The team', 'Events', 'Past events', 'Activities', 'News', 'Student Ambassadors', and 'Resources'. Below this is a section for 'Japan Day', dated 25th May, 2013, at Cardiff Central Library. It includes a 'Visit Website' link and event information: 'Come and experience a taste of Japan Free fun and activities for all to enjoy'. Contact details for reserving a place are provided: '029 2038 2116 or email centrallibrary@cardiff.gov.uk'. The event features are listed as 'A Kimono Fashion Show', 'Japanese Tea Ceremony', and 'Kendo Martial Arts'.

The screenshot shows the 'Kotatsu festival' website. The header features the 'Kotatsu' logo and 'Japanese Animation Festival' with illustrations of kotatsu covers. The navigation menu includes 'Home', 'About Us', 'News/Blog', 'Programme', 'Raffle', 'Sponsors', and 'Contact'. The main content area displays a blog post titled 'Japan Day at Cardiff Central Library' posted on May 17, 2013, by kotatsufestival. The post includes a flyer for the event at Cardiff Central Library on 25th May from 11am-4pm. The text describes the event as a celebration of Japanese culture and literature, offering free activities like calligraphy, origami, haiku, manga, and language workshops. It includes social media links for Facebook, Twitter, and LinkedIn, and a Hatena Bookmark link. A search bar is visible in the top right, and a sidebar on the right contains 'Categories' (Anti-Nuclear, Craft Fair, Festival News, Japanese event, Japanese music event, News, Raffle, Workshop) and 'Recent Posts' (Kotatsu festival 2014, Japan Day at Cardiff Central Library, BCExpo in May, Success at Comic Expo in Cardiff!, Comic Expo in Cardiff). A 'Recent Comments' section is also present at the bottom.

PROMOTION

The event was promoted through The Wales-Japan Club website, Japanese Embassy Japan Info & Culture Centre website, individual community members' blogs and business websites, to local schools, shops and other facilities (such as Chapter Art Centre) by community members.

MARKETING ADVOCATES

The newly formed Japanese Community group met regularly at the Library with members of the Events team. The group all joined the library and were given library induction tours and presentations to equip them as library advocates within the Japanese Community in Cardiff. The meticulous planning carried out by the group meant they essentially put the event together themselves. They brought together a Bonsai group, a Kendo troupe, local Japanese restaurants and businesses. This sense of informed ownership meant that they became an effective marketing tool within their community for the event and for the Library service moving forward. The group actively promoted the event through the local Panasonic Factory, the Japanese Saturday School and Japanese Shops and takeaways throughout Cardiff. It was not just Panasonic who promoted the event. Wales Japan Club which is the organisation of Japanese companies operating in Wales promoted the event.

STAFF ENGAGEMENT

Staff put a lot of effort into making the event a success. The Community Languages Librarian visited London and visited the Japanese Embassy who agreed to support the event by providing lanterns and Yukata so that children could try on traditional costumes on the day – embassy officials also agreed to use their digital resources to promote the event to the Japanese wider community.

THE EVENT

The day started with a Handbell performance by children from the Japanese Saturday school. Following this was a full day of scheduled activities – tea ceremonies, animation and language workshops, kimono fashion show, kendo performances that took place outside the Library (and was watched by 250 people), storytelling, poetry readings, Haiku workshops and Japanese instrument demonstrations. It was a really successful day with footfall of 3500. Many people came and stayed all day – creating a fantastic buzz inside the Library. Cultures came together and interacted with each other – challenging prejudices and making the Library truly appear without walls. The feedback from visitors was universally positive.

POSITIVE COVERAGE

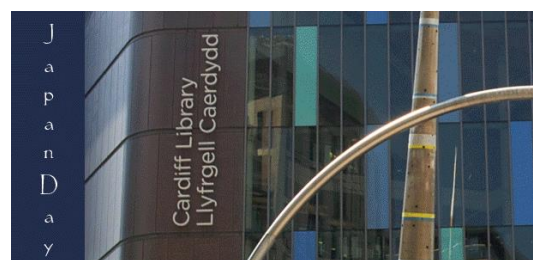
This ranged from customer's tweets, Facebook posts and Blogs; to a member of the public writing a letter to the South Wales Echo saying how much he enjoyed himself. Positive feedback that led to the paper publishing photographs of the event. An article was also published in the professional press – the CILIP Update.


Gary Allman – the Head of Cilip Publications noted in his editorial, *“Of course being social shouldn't be limited to the realms of cyberspace and Cardiff Central Library show what can be achieved if you approach the community in the “real world”. The result was a cross cultural day of events with a Japanese theme. Interestingly , one of the largest successes of the day was when the event left the four walls of the library, showing that reaching out is a great way to connect with your community – a lot like social media.”*

Sakura

The aim of Sakura is to introduce aspects of Art, Culture and Education with the emphasis on the cultures of Japan and the UK. Here's a copy of their feature:

Japan Day • Cardiff 2013



 A Day of Japanese Cultural Events, Demonstrations, Workshops and Exhibits celebrating Japanese Culture & Literature, was held in Cardiff Central Library on Saturday 25th May



2013.

This event was organised in partnership with local Japanese community members, Routes into Languages and the Cardiff based Saturday Japanese School in Wales. 

"Bonsai in Wales"

An exhibition of bonsai (miniature trees) was provided by Keith Wilson, the secretary of the Glynderi Bonsai Club.

 For more details • [Glynderi Bonsai Club Website](#) • [Bonsai in Wales](#)



Hands-on Workshops

Along with displays of Japanese books and areas for Traditional Children's games, one room in the library was set aside for Origami, Calligraphy and learning to use Chopsticks.

Origami



Origami is the Japanese art of paper-folding. Participants were able to create a number of different paper objects such as cranes and candy boxes.

Japanese Calligraphy & Using Chopsticks

Names and words reproduced in Japanese Calligraphy with brushes and Sumi ink.



Games played using simple wooden chopsticks.

■ ■ For more information • [Origami](#) • [Japanese Calligraphy](#) • [How to use chopsticks](#)

■ ■ Kimono Fashion and a chance for Dressing Up

Many of the organisers and participants came dressed in traditional Kimono & Yukata, providing a stunning fashion parade.

Another area was set aside for visitors to dress in colourful summer Yukata.



■ ■ For more information on Japanese Cultural Workshops in Origami, Calligraphy, Kimono & Dance:

Club Taishikan is a workshop organised by the Japanese Embassy's Japan Information and Cultural Centre (JICC), aimed at introducing various aspects of Japan to young people. • [Club Taishikan Link](#).

Koto Recital

Throughout the day visitors were treated to traditional Japanese music.

In addition to piano music, there was a beautiful koto recital by professional musician Hiroko Sue.



 For more information • [Japan Society Website](#) - [Hiroko's page](#) • [Listen](#)

Cardiff Korean & Japanese Foods

A selection of delicious Japanese and Korean food was on sale, courtesy of Jason Park, owner of the Cardiff Korean & Japanese Food shop in Woodville Road, Cardiff, CF24 4EE.




 For more information • [CKJ Foods](#) • [EMAIL](#)

Mount Fuji Tokyo Teriyaki Restaurant



Andrew Yamaguchi attended with a selection of Japanese green tea, and news of his new Japanese restaurant, Mount Fuji, which opens in June 2013 in Cardiff, Saint David's (opposite Pret a Manger).

 For more information • [Mount Fuji Restaurant](#) • [Japanese Food Online](#)

Akatsuki

An 'Anime' workshop and exhibition was provided by Graphic Designer Akatsuki.

Akatsuki (Asuka Bochenska Tanaka) is the creator of wonderful designs and comic books.



■ See Akatsuki's website • [Kodawari-Chaya](#)

■ Daniel Edwards

Throughout the day, Daniel worked on a painting of Mount Fuji, one of Japan's most iconic landmarks.

Daniel studied at • [Cardiff School of Art & Design](#), Howard Gardens Campus, Cardiff, CF24 0S.



■ Contact him at • [Inkspot Studio, Cardiff](#).

■ Mitsujiro Nao

Mitsujiro Nao is not only an accomplished artist, but also the Dōjō Chō of the Renseikan Kendo Club.



■ For information • [Art Work by Mitsujiro Nao - Website](#)

■ ■ **Renseikan Kendō Club**

Impressive demonstrations of Kendo were made both outside and inside the library on the day by some members of the Renseikan Kendo Club based at St. Joseph's R.C. High School in Newport.





For more information • [Renseikan Kendo Club Website](#)

For further information about events at Cardiff Central Library

See the • [Cardiff Central Library Website](#)



The Welshman Travels

The Welshman Travels is a blog dedicated to observations on heritage, Wales and the World.

The Welshman Travels

Home Heritage and then some. The Camera Lens Like Minded Types

Photo Archive

Heritage sites from here there and everywhere else.

Home

Japan Day: Cardiff

05/26/2013 0 Comments

The Cardiff Central Library played host to Japan Day on the 25th of May, a highly successful day celebrating Japanese culture, through music, food, clothing, art, tradition and kendo. Alas my camera suffered a slightly critical memory wipe, losing my many photographs, so instead I thought I'd upload some of the videos from the phone - low quality I know, but at least they should give some small flavour of the day - included here are a koto performance and clips from the kendo

Author
David Howell is a lecturer in History and Heritage.

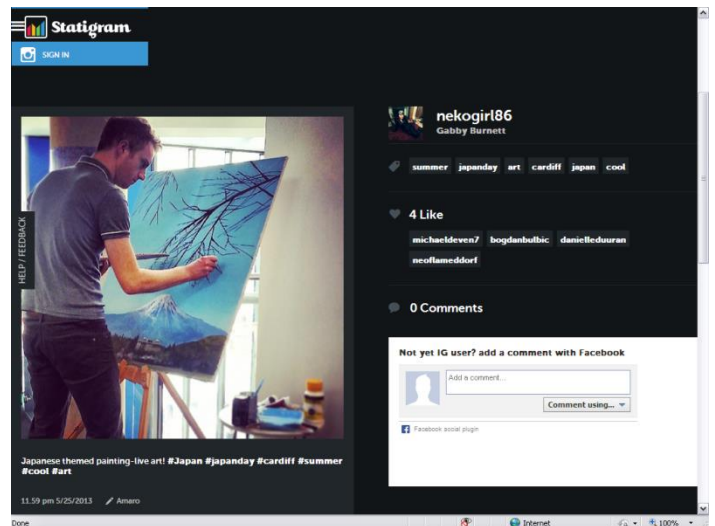
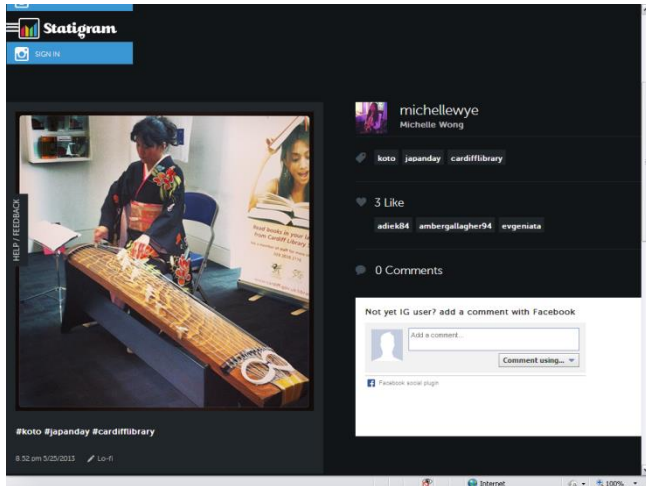
Archives

SOCIAL MEDIA ENGAGEMENT

The Central Library Team, Partners and the Public

#JapanDay

Members of the Japanese Community and the general public shared photos of the event on Instagram using the hashtag Japan Day.



Miscellaneous Tweets





Anna Davies @annadlibrary

25 May

Storytelling #japanday @cdflibraries yfrog.com/oezw5zuj

[Collapse](#)

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

1
RETWEET



6:44 AM - 25 May 13 · [Details](#)



Anna Davies @annadlibrary

25 May

Kendo demonstration #japanday @cdflibraries yfrog.com/nwu0vdgj

[Collapse](#)

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

2
RETWEETS



6:42 AM - 25 May 13 · [Details](#)



Lucy Kate Jenkins @LuBu92

25 May

Going to celebrate Japan Day at @CardiffLibrary! ☐☐☐

#Excited

[↻](#) Retweeted by Cardiff Libraries

[Collapse](#)

[← Reply](#) [↻ Retweet](#) [★ Favourite](#) [⋮ More](#)

1
RETWEET



2:52 AM - 25 May 13 · [Details](#)



Akatsuki : アカツキ @canato_a

25 May

Thank you for coming JapanDay at Cardiff library!! We had really good time!!! And thank you for joining workshops!!

[↻](#) Retweeted by Cardiff Libraries

[Expand](#)

[← Reply](#) [↻ Retweet](#) [★ Favourite](#) [⋮ More](#)



David R. Howell @Kasuutta

25 May

Excellent day in @cdflibraries, Japan Day a great success, music, art, kendo, all fantastic, great tea to be had on lv3 as well!

[↻](#) Retweeted by Cardiff Libraries

[📍](#) from Cardiff, Cardiff

[← Reply](#) [↻ Retweet](#) [★ Favourite](#) [⋮ More](#)



Kristian Skoczek @Skozy

25 May

Awesome Kendo display in the sun outside @cdfibraries this morning. #WayOfTheSword pic.twitter.com/IERB35fj0V

Retweeted by Cardiff Libraries



Expand

Reply Retweet Favourite More



David R. Howell @Kasuutta

26 May

What I did yesterday in Cardiff: Japan Day: thewelshmantravels.weebly.com/2/post/2013/05... @cdfibraries #koto #kendo

Retweeted by Cardiff Libraries

Collapse

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2 RETWEETS



7:46 AM - 26 May 13 · Details

SUSTAINABILITY

PARTNER COMMENTS

Japan Day was an important event for ten undergraduate students from the Welsh School of Architecture. The event coincided with the construction of a traditional Japanese teahouse (using Welsh materials and vernacular building techniques), and thereby offered a rare opportunity to bring student work to a public audience, in a prominent city centre location for several weeks. The students also gained invaluable experience through processes of relocating and reassembling the teahouse, as well as curating a public exhibition. The latter facilitated a positive community engagement and unique feedback from Japanese residents.

“First of all it was a pleasant surprise to see so many people coming and joining us on Japan Day. Some people had already plenty and deep knowledge and understanding of Japanese culture and it was an eye-opening for Japanese Community to see those people.”

Sam Clark
Architect & Lecturer
MA(Cantab) BArch PgDip ARB FHEA

Welsh School of Architecture, Cardiff University
Bute Building
King Edward VII Avenue
Cardiff, CF10 3NB

“I think that other benefits of the Japan Day 2013 to local Japanese community was to have an opportunity to work together with the Central Library in organisation of a local event, and to be able to utilise and share our skills, knowledge and Japanese heritage. It also provided the chance for different clusters within Japanese community to work together (i.e. business associated Japanese families, Japanese who are UK residents and university students), and also between Japanese community and wider Japanese related businesses, university departments and various social groups (e.g. Bonsai, Kendo). As a consequence of the success of the event (I believe it was successful), the profile of Japanese community in Wales has been raised too”

Midori Matsui MBE and Kaori Onoda (part of the Japanese Community)

EVALUATION

Returning to our objectives of reaching out to the Japanese Community and establishing connections, this has been achieved. The Japanese-Library group continue to meet on a regular basis and are planning Japan Day 2014 which will take place on 31st May. The group advise on Japanese book stock and are continuing to act as advocates for the Library within the Japanese wider Community.

In terms of showcasing the Japanese Culture to users and non-users was also achieved; as evidenced through the positive coverage generated. Our objectives relating to increased visits and membership – Library footfall increased considerably on Japan Day, from an average of 1900 daily footfall for this period of the year to a substantial increase of 3,500 visitors.

Japan Day was a very positive event and the team are looking forward to this year's event which promises to build upon the already positive foundations, and more content is already booked.