

MARKETING INNOVATION AWARDS 2011

Entry Form

Project title: Girls Night In

Date project started: 27/01/2011

Project end date if not ongoing: 27/01/2011

Attach full details of your project and remember to include the following details:

- | | |
|---|---|
| <input type="checkbox"/> Objectives | <input type="checkbox"/> Promotional Activities |
| <input type="checkbox"/> Summary of Project | <input type="checkbox"/> Press Coverage |
| <input type="checkbox"/> Target Audience/s | <input type="checkbox"/> Evaluation |
| <input type="checkbox"/> Budget Breakdown | <input type="checkbox"/> Supporting Material |

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Summary of Project

“Girls Night In” was held at Cwmbran Library on Thursday 27 January 2011. This was an evening event in support of Libraries for Life Winter Marketing Campaign. The event promoted the campaign’s theme of “celebrating personal achievements” and the key message “achieving work-life balance”. The target audience was women with busy lives looking for “escape”, relaxation and “me time”

The event included:

- A humorous talk and book signing by popular author, Jo Carnegie.
- “Colour Me Beautiful” style consultant offering advice on dressing for confidence and to improve self esteem.
- Complementary therapist providing relaxing treatments.
- Light refreshments were served which added to the relaxed, social atmosphere of the event.

Services Promoted:

Books and reading

- Author Talk and book signing.
- Book displays – Popular fiction; health and fitness; style and beauty; self improvement; job seekers.

IT Services

- Our Libraries and Learning Officer focused on self improvement and offered advice on web sites, courses and job seeking with the opportunity to go online.

Objectives

This event helped to raise the profile of the library; promoted our services in a novel way and changed perceptions. It was a very relaxed and sociable evening and encouraged new customers to join.

We focused on “personal achievement” by helping the audience to be the best they can be by using style and make up advice to boost confidence and self esteem. Helping them to go out there and get that job or start that course or business they’d been dreaming about.

Women with busy lives were able to take time out to have fun, relax and socialise in the friendly atmosphere of the library.

We wanted people to be surprised by this event and from our customer feedback forms 81% of respondents were surprised by what goes on in the library.

Target Audience

The event promoted the campaign key message of “achieving work-life balance” and the target audience was women with busy lives looking for “escape” relaxation and “finding me time”. This was a cross generational event with women attending with their friends; mothers; daughters. The

feedback forms showed that the ages ranged from under 18 to over 65 and the event attracted a pleasing number of younger women. 26% of the women filling in the age range section of the form were 35 and under.

Partnership Working:

- Academi – Part funded the author fee and advertised the event on their website
- Browning Books – A Torfaen book shop, provided the stock for the book signing
- Macmillan Information and Support Service – Representative present and information display
- Chwarae Teg (Women and Workplace Innovation) – Were also represented.

Budget Breakdown

Author - Jo Carnegie – Fee £150 (Academi contribution - £75)
Colour Me Beautiful Consultant - £265
Complimentary Therapist – £75
Refreshments – £50
Staff Time – £200
Total - £665

Wherever possible we used our own resources to keep costs to a minimum. The publicity material was designed and produced by library staff and translated free of charge by Torfaen's Welsh Language Officer.

Promotional Activities

We promoted the event via:

- Torfaen's external and internal web sites
- Facebook
- Other web sites: www.wherecanwego.com; www.britevents.com; www.academi.org; www.mslexia.co.uk
- Local press – South Wales Argus and Pontypool Free Press
- In house produced posters were displayed in libraries; leisure centres and other community locations

All tickets were very quickly issued. Therefore some of the promotional activities we had planned didn't take place as the event would have been over subscribed leading to disappointment.

Press Coverage

Pre event promotion - South Wales Argus and Pontypool Free Press
Follow up article with colour photograph - South Wales Argus.

Evaluation

Number of attendees – 53

Customer feedback forms received – 32

All the comments were very positive and included:

“Great event. Lovely displays. Friendly atmosphere”

“Lovely evening. Well done!”

“Great idea, it was well put together”

“Really enjoyed the event. There should be more events like this and it being free is a fantastic bonus”

“Bring on more!”

“Great night. Good mix of activities on offer. Jo Carnegie was very entertaining. Library looked lovely”

New members:

2 new customers joined on the night. In addition others expressed an interest in joining on their feedback forms.

Sustainability

Although this was a one off event, a common factor in the customer feedback forms was the desire for more library events and we intend to build on this interest. A six month programme of events is currently being planned to promote the reopening of Pontypool Library following refurbishment.

Supporting Material:

South Wales Argus article

In house produced publicity material.