

# Breakout Session: Find What Works for You

## Instructions:

- Find a commercial, flyer, or other ad you like.
- Choose a group representative/ note taker.
- Choose one ad for the group (include a link, image Snip, or both)
- Answer these questions:
  - a. What format was used?
  - b. Why does it work?
  - c. Who is the audience?
  - d. How can it work for the library?
  - e. (Optional) What would you do differently?

Please put your example in this document, under your group number.

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## Sample Answer:

Example: Penguin Random House: <https://www.penguinrandomhouse.com/>



**Format:** Banner ad on website

### Why Does it Work?

- It's relevant to the time.
- Font is fun and readable
- Call to Action- we know what they want us to do
- "Books Connect Us" branding is consistent across the site.

**Who is the Audience?** Adults looking for books for themselves and/ or their kids

**How can It Work for the Library:** Use a similar banner for story hour, book groups, etc.

**What would you do differently?** Probably not use the gradient fading. Was it to see the arrows? Different color scheme. Possibly reflect library or community logo colors?

## Activity Recap: What worked?

- Bright colors
- Shifting focus to a new audience
- Experimentation
- Simple Design (Images & Graphics at a minimum)
- Little text, more images!
- Pictures speak louder than words
- Use images outside of usual context
- Play on emotion and feeling
- Encourage action!
- How do we support values?
- Difference in textures
- Cool fonts
- Libraries are fun!
- Do the unexpected, mix it up
- Show people the new library
- We use social media, I promise!
- Concise wording
- Less is more!

## Group 1:



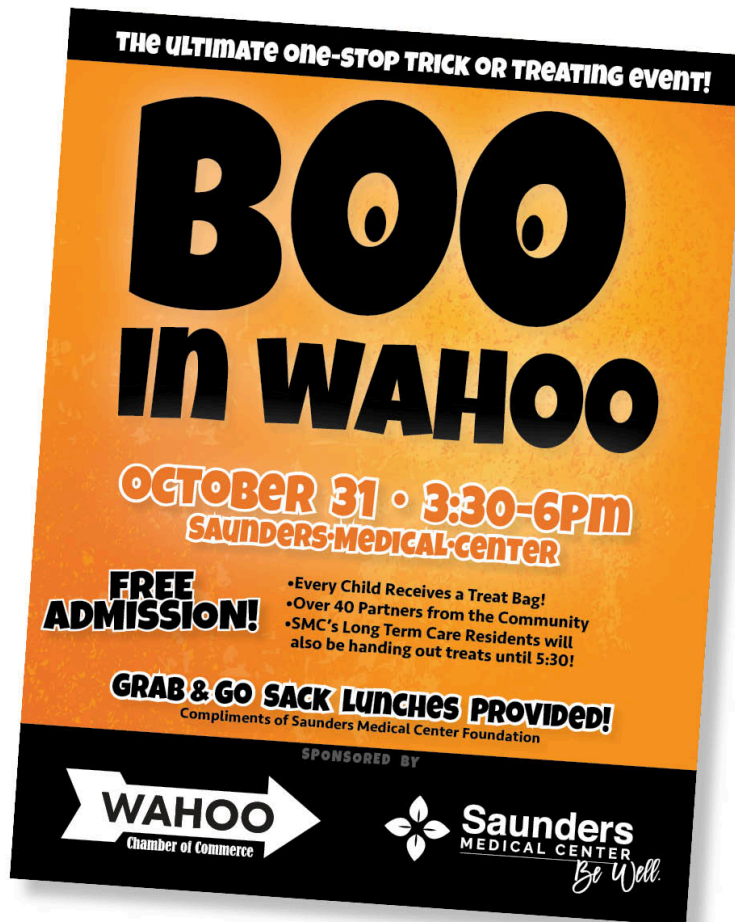
Format: Instagram post

**Why Does it Work?** Pops out/ grabs attention/ colorful -- subdued in back, brighter in front, price pops out.

**Who's the audience?** Movie-lovers in general, Horror fan. People wanting to get out of quarantine. For people who already go to Alamo and couldn't get a Season Pass

**How Can IT Work For THE Library?** Make sure the call to action is bigger -- need to make sure your audience knows what to do with the information. Can use for every Genre. Good for Teen area. New mobile service, i.e. new streaming movies.

**What would you do differently?** Call for action would be bigger. Making more clear where the link is in Instagram Post.



- **What format was used?** Email/Flyer, Posters to put out to public, Social Media
- **Why does it work?** BOO - grabs you and gets your attention, Colors-simple, Theme is obvious, Font speaks to children's event, Easy to read, Basic - not overwhelming with information, "Free" grabs your attention, Logos of sponsors on the bottom are prominent/stand out
- **Who is the audience?** Children's event/families with children/trick-or-treating age
- **How can it work for the library?** Take the "BOO in" and make it work with a scary books display in a library
- **(Optional) What would you do differently?**

## Group 2:

**BOOKS & BREW**

Join other book lovers in our new, no-pressure book club!

Meet us at **True Brew!** Chat about what you've been reading, and listen to recommendations from other readers. There are no assigned books in this group; just come and share your latest reads! We'll talk books from 6-7, and mingle from 7-8. Library staff will be on hand to take notes, and will share the group's suggestions in our newsletter.

**1st WEDNESDAY OF THE MONTH  
6-8PM | TRUE BREW BARISTA!**

BICENTENNIAL SQUARE LOCATION

CONCORD PUBLIC LIBRARY  
WWW.CONCORDPUBLICLIBRARY.NET

**Format:** Flyer

**Why Does it Work?**

- Catchy title
- Important details large, can be seen quickly
- Makes book club look fun
- Nice colors and font (except for the little tiny words in the middle)
- Happy images!

**Who is the Audience?** Adults

**How can It Work for the Library:**

-Interest a more diverse group of people than those who would normally attend a book group

-Creates a partnership with a local business

**What would you do differently?**

-Add books to the flyer

-Physical address to the barista

-Bullet points in the center part instead of long, complete sentences

## Group 3:

1. Format Flyer
2. The message is straightforward, elegant and is communicated in a clever way
3. Anyone with bad eyesight that needs glasses, probably adults specifically
4. As a way to advertise community health. (Libraries gives you access to information you need to see more clearly)



## Group 4:



## Group 5

- What format was used? Print
- Why does it work? Because everyone knows the character and the fact that he has really strong bones.
- Who is the audience? Everyone but focus on young people.
- How can it work for the library? Change “got milk” to “got Books”
- (Optional) What would you do differently? For a library ad, remove the mustache and put a book :). For this current ad increase the size of the small print.

## Group 6:

New Group:



<https://youtu.be/aX25CclD38w>

- f. What format was used?
- g. Why does it work?
- h. Who is the audience?
- i. How can it work for the library?
- j. (Optional) What would you do differently?

Pepsi Zero

Our Group discussed the Pepsi zero commercial, few printed words but strong colors, music, action. The audience is many different ages, the format is video.

We liked the ad because of the action, music, colors, it catches your attention.

Vibrant and active, the dancing and music is attractive. The music starts with 60's psychedelic type song, and transitions to current rap music. This appeals to multiple generations.e

The audience is women, athletes, and both young and old. A transformation from mild to a more aggressive statement.

To use this type ad for the library, you can use Youtube, and the concept of before and after,



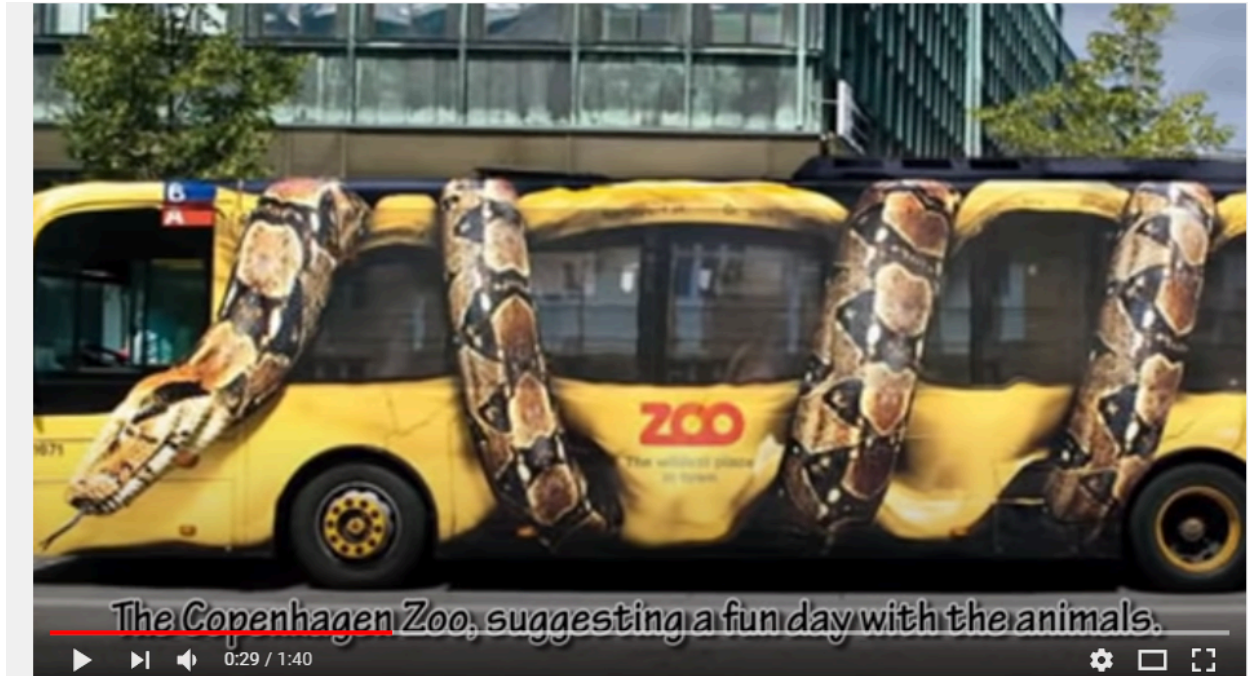
using bright colors and appeal to your target audience. The stark contrast is appealing, makes you feel cool because of the transformation. Makes you feel like drinking the Pepsi will make you many exciting things. So we need to incorporate ways to make people think using the library will make them “cool.”

This ad makes the statement of presenting the library image in a strong and positive way. For a library ad we would maybe not be as aggressive, especially towards competition (like between coke and pepsi). Sometimes with libraries it can be difficult to be strong and aggressive, depending on community. We like the upbeat and bright, positive message that could be used to market the library.



We were group 5 but someone else filled that in.

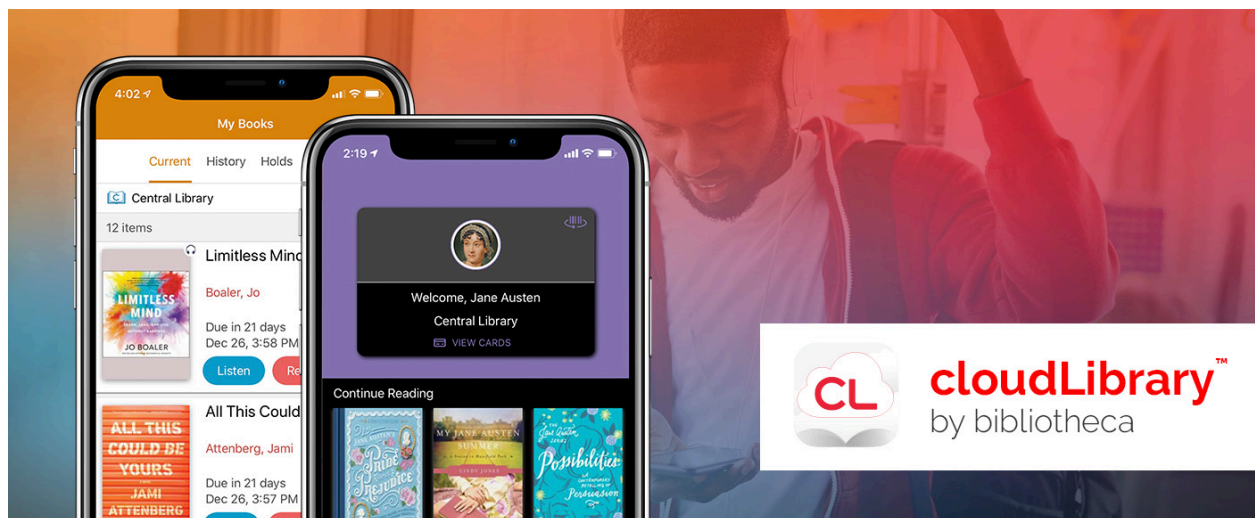
<https://docs.google.com/document/d/1MWinPs3X0WRFsCqKW0m0zGBpW88LZdb1185rxyWHEu0/edit?usp=sharing>



- k. What format was used? **Very visual, exaggerated format, Sound was repetitive**
- l. Why does it work? **Kept our interest, it made us look at things differently, caught our attention because it was viewed differently than normally**
- m. Who is the audience? **Consumers of all ages**
- n. How can it work for the library? **Things were magnified to draw you in, Things that we want in the library to pop, focused on intriguing items and issues.**
- o. (Optional) What would you do differently? **Change the music to more inforse the item that we wanted to get across.**

Breakout Room 3:

<https://www.bibliotheca.com/cloudlibrary-app-updates/>



**Format:** Header image of an online article

**Why Does it Work?**

- Bright colors draw in the eye, reflecting the colors shown on screens.
- The phone screens exactly what the app is like to use.
- Clear brand logo.

**Who is the Audience?** Adults who do digital reading.

**How can It Work for the Library:** This would be really good inspiration for promotion of the app. You could personalize it with your own screenshots or colors.

**What would you do differently?** Soften the edges of the logo. Possibly take out the person in the back and leave just the screens, colors, and logo- moving the logo down below the screens to keep the image flowing in one direction.