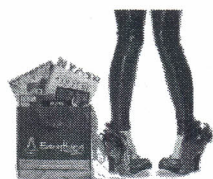


# The Reveal

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Everything Quinn's into.



Everything Annie's into.



## Diving Into Everything, Feet First

To complement the Calgary Public Library brand, the tagline "Everything You're Into" was developed to capture the subject depth of our collections and expertise of our staff. Using a multi-layered, targeted marketing strategy, the popular 'Feet Campaign' was designed to show individual Calgarians that the Library indeed has everything they're into.

Ads appear throughout the city on train platforms, in movie theatres during the preshow, in lounge washrooms, in local magazines, as well as commercials on Lite 95.9 and Virgin 98.5.

The ads connect with Calgarians, specifically future users who may have misconceptions about what a modern Library can offer them, making them rethink their Library. Each ad embodies a Library customer, showcasing their varied interests through diverse and colourful 'personalities' cleverly depicted in the materials filling their iconic purple Library bags. The bag contents were designed not only to garner a laugh or raise an eyebrow, but also to encourage people to look at the ads longer, pick up the nuances of each personality and perhaps further identify with that customer.

For example, for "Everything Yasmin's Into", the ad speaks to an ethnic, affluent, middle-aged, creative female with a pulse on the arts and culture scene while "Everything Char's Into" cheekily characterizes an out-going 'cougar' who definitely knows what she's into.

## Local VIPs Show What They're Into

In an exciting twist, the current feet campaign features some of Calgary's most recognizable VIPs. From sports stars and Olympians to culinary masters and newscasters, their bags not only reveal what they're into, but also who they are! Blanketing the city with targeted placements this summer, Calgarians can guess who is featured in each ad for a chance to win access to an exclusive event – The Reveal – where the VIP identities will be unveiled. To top it off, entrants get a chance to win their very own "Everything You're Into" ad that could be placed throughout Calgary in the next phase of the campaign.

[Click here](#) to participate in the contest and guess who our local VIPs are!



Everything Char's into.

Everything Yasmin's into.



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## ABOUT US

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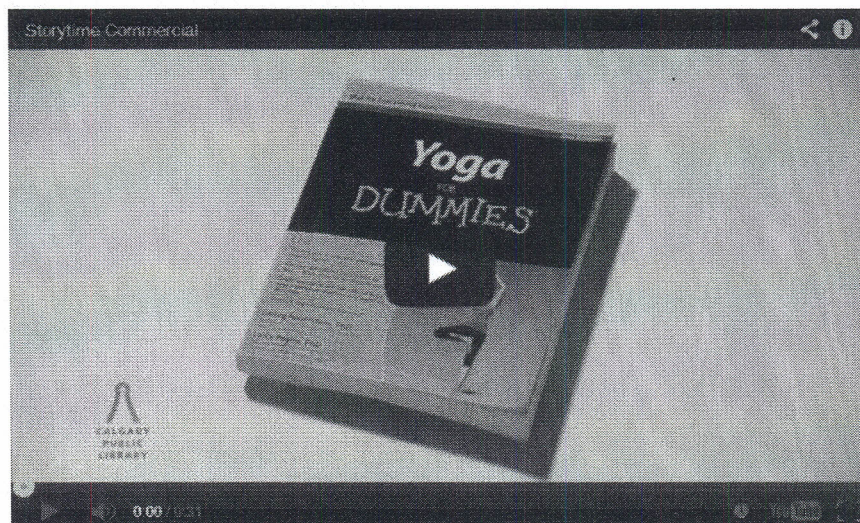
**Reaching Calgarians through multiple mediums to read, learn and grow.**

Marketing serves to support the Calgary Public Library's mission and vision by enhancing our image, upholding our reputation and reaching Calgarians in meaningful ways. We provide promotional guidance, marketing awareness and communications expertise to our network of branches and to our employees.

### The Marketing Mission Reflected in Storytime

Calgarians are diverse in age, ethnicity and gender. The Library has something for everyone and it is Marketing's challenge to showcase this to Calgarians. For a quick and fun understanding of the diversity and scope of the Library's collections, check out our all-encompassing Storytime commercial.

Once upon a time...



### Media Inquiries and Questions

For all media or marketing inquiries, please email [marketing@calgarypubliclibrary.com](mailto:marketing@calgarypubliclibrary.com) or call either 403.774.7256 or 403.260.2640.

### Logo and Brand Standards

To view the Calgary Public Library's *Logo and Brand Standards Guide*, [click here](#).

To request our logo for media or partnership use, please contact [marketing@calgarypubliclibrary.com](mailto:marketing@calgarypubliclibrary.com).

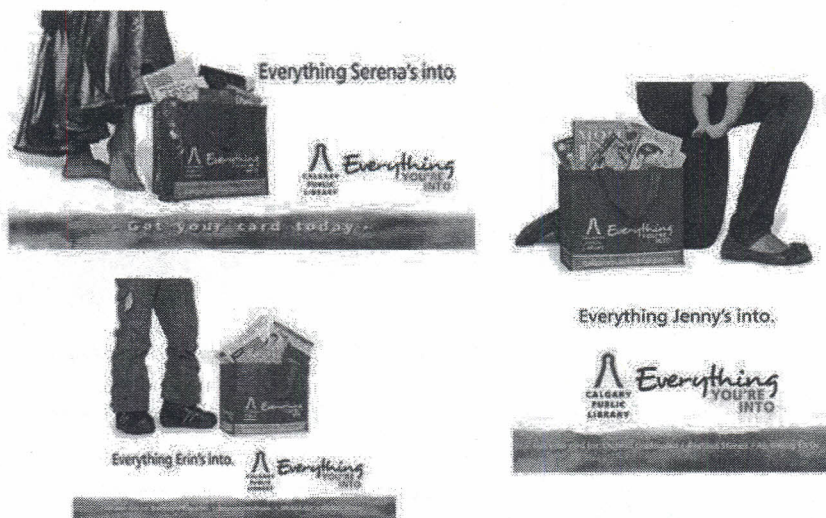
### Current Campaigns

- [The Everything You're Into "Feet" Campaign - Phase One](#)
- [The Everything You're Into "Feet" Campaign - Phase Two](#)
- [The Advocacy Campaign](#)
- [The Growing Readers Campaign](#)

### The Everything You're Into "Feet" Campaign – Phase One

Using a multi-layered targeted marketing strategy, this campaign was designed to show Calgarians that the Library indeed has everything they are into. Marketing depicted this by creating diverse "personalities" and what they were into using the Library's iconic purple bag. What was in someone's bag defined what they were into, which promoted every part of our extensive collections.

Ads, such as the examples shown below, were visible on billboards, Calgary transit platforms and buses. In addition, they were placed in various targeted print media including Broadway Across Canada, Calgary Opera and Alberta Ballet program guides, *Avenue*, *Impact*, *Calgary's Child*, *City Palette*, *Calgary Herald*, *Apple*, *Swerve*, *Wedding Bells* and others.



### The Everything You're Into "Feet" Campaign – Phase Two

For the next phase of the campaign, Marketing focused on the Library's relevance in pop culture as well as special niche interests. Some of the ad "personalities" reflected current pop culture sensations. For example, the specially produced creative for Cineplex Theatres was timed with blockbuster releases such as *Rock of Ages*, *The Dark Knight Rises* and *Breaking Dawn Part II*. The remainder of the personalities reflected many customers' specialized interests and hobbies, including gardening, wedding information, running, cooking and others.

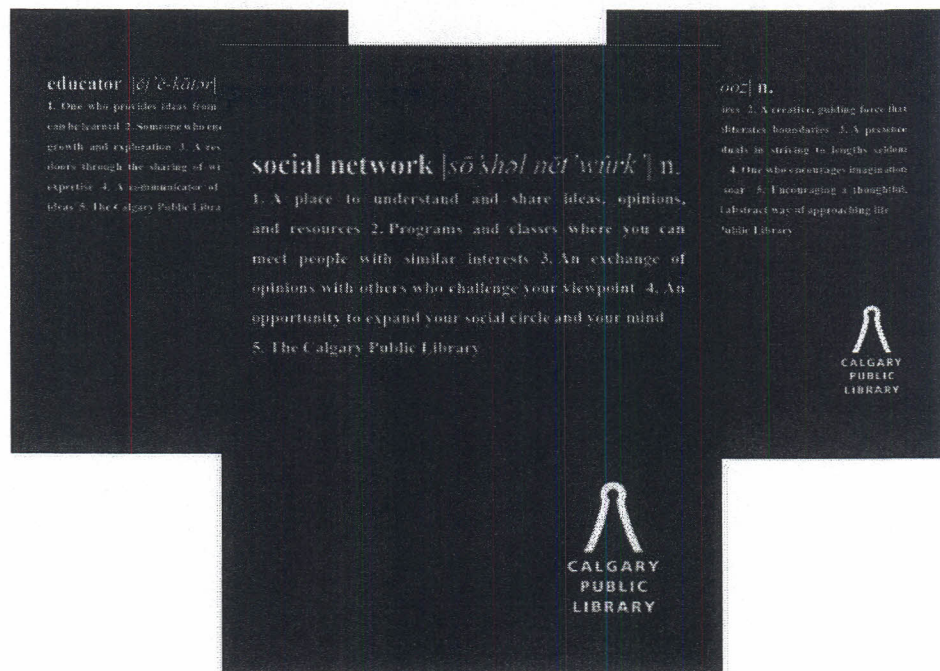
The ads below were visible on Calgary transit platforms and billboards. They were also placed in various targeted print media including Broadway Across Canada and Alberta Ballet programs, *Avenue*, *Impact*, *Calgary's Child*, *City Palette*, *Calgary Bridal Guide*, *Luxe*, *Apple* and many others.



### The Advocacy Campaign

Taking a more active role in reaching key decision makers and leaders in our community, Marketing launched a unique advocacy campaign. This print campaign took the key defining functions of the Library and presented them like dictionary definitions. This played not only on the literary leadership of the Library, but also promoted the Library's relevance as a social network, partner, equalizer, muse, dream maker and educator.

These print ads were run in specialized magazines including *Alberta Oil*, *Alberta Venture*, *Municipal World*, *Avenue*, *Alberta Views* and *Business in Calgary*.



As a secondary component to this campaign, Marketing created commercials that would translate the messages of the campaign into tangible scenarios that illustrated the emotional connection that many customers have with the Calgary Public Library. These commercials run on targeted networks such as KSPS and CTV during targeted programming, to reach the right audience of the Library's passion players, influencers, funders and loyal customers.

Marketing proudly presents: **Calgary Public Library's 2013 Advocacy Commercial Campaign**

### **The Growing Readers Campaign**

One of the Library's greatest resources is its "Growing Readers" programs for babies, pre-schoolers and toddlers. These services develop the five areas that are essential to fostering pre-reading skills – talking, singing, reading, writing and playing. As a strong promoter of early literacy, the Library has many interactive and fun Storytime programs for parents and their children that will prepare them to learn how to read, set the foundation for lifelong learning and foster a love of reading at an early age. To promote this exciting resource, we created a series of exclusive Growing Readers commercials that demonstrate the importance of developing a toddler's pre-reading skills.

Click on the links below to view the Calgary Public Library Growing Readers PSA series as seen on our YouTube channel.

- **[Growing Readers – SING](#)**
- **[Growing Readers –WRITE](#)**
- **[Growing Readers – PLAY](#)**
- **[Growing Readers – TALK](#)**
- **[Growing Readers – READ](#)**