

● West Gippsland Libraries

Naming and positioning presentation

Presentation by Icon Agency
26 March 2021

 **ICON AGENCY**



Today's agenda

- Review project objectives
- Review positioning strategy
- Present naming options
- Discuss next steps

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Project brief

- Develop 2- 3 potential new names - with and without 'library.'
- Build a visual representation of how the new name is incorporated into the existing logo.
- Provide advice on brand positioning/repositioning.

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Business objectives

- Make your service more accessible.
- Grow your membership and awareness of our service within the community.
- Create more learning opportunities within your service and within the community.



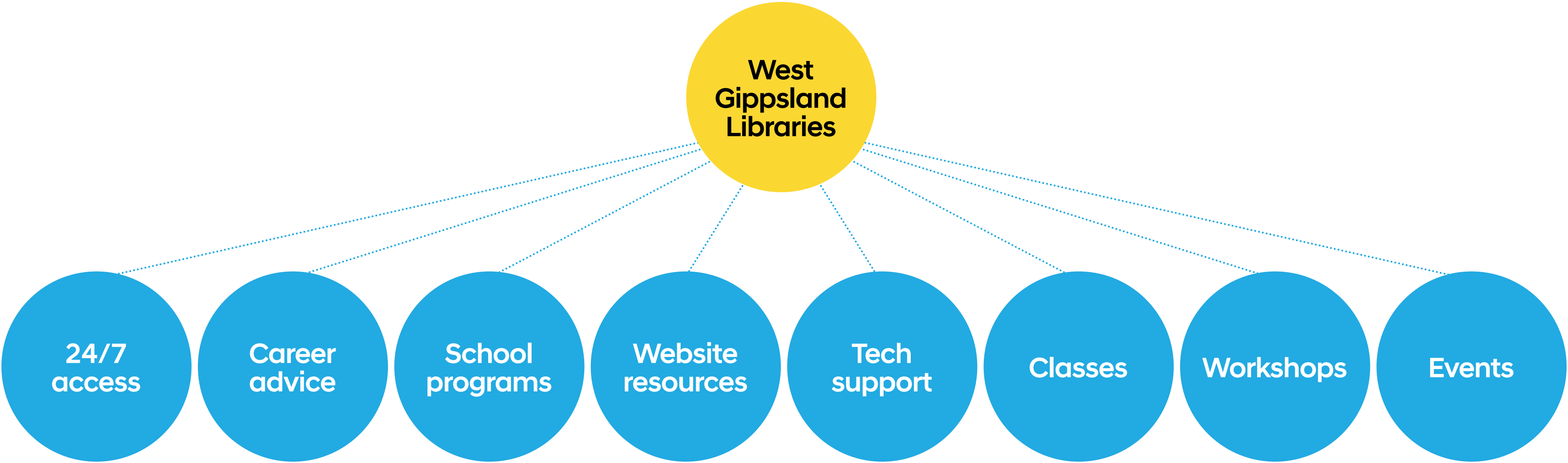
Complement your vision, mission & values



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Define your organisation beyond just books



A welcoming place for connections / interactions

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What success looks like

“We are one united service”

“We are attractive to councils – we aren’t chasing them; they’re coming to us.”

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BHAG (Big Hairy Audacious Goal)

“To be Australia’s largest community service”

“To be more than a library – a ‘life’ service.”

Positioning strategy



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Problem statement

West Gippsland Libraries are suffering from the same perceptions that most libraries are in the modern age. They're old, a bit daggy and uncool to many. They're a place that you go to rent books and other resources, use a computer and where you might bump into someone you know.

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Strategic imperative

Re-inventing the modern library within our communities.
Changing perceptions from 'traditional' to 'modern' in our
space and showcasing the huge breadth of services we
provide to Australians, both young and old.

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Proposition

To position West Gippsland Libraries as a life service
– shaping individuals, fostering learning, providing
guidance and companionship in the modern age.



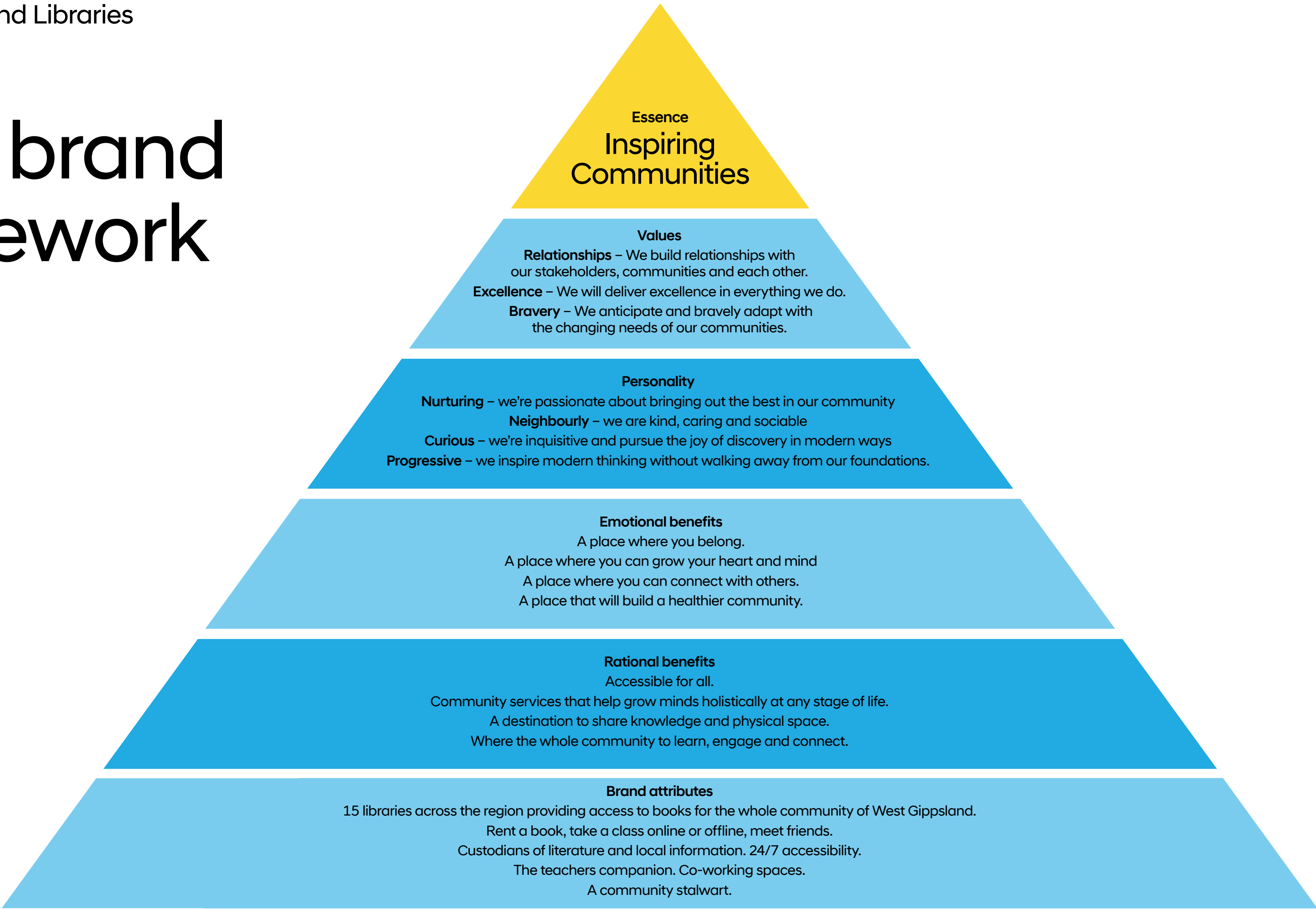
A shift in attitudes is needed

Where you are now	Where we want to be
Daggy	Modern
Uninspiring	Inspired
One-dimensional	Community service
Books	Life service
Print	Interactive
Quiet	Collaborative
Stationary	Always accessible
Directed	Autonomous
Fixed	Flexible
Static	Agile

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WGL brand framework



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Brand positioning

(West Gippsland Libraries) inspire
communities to learn, grow and connect.



Framework

West Gippsland Libraries inspire communities to learn, grow and connect.

Belief

Having a place to learn, grow and connect ultimately creates a much healthier community.

Experience

We’re a library that understands the needs of the modern day member beyond four walls, and those needs are diverse.

Behaviour

We’re here, 24/7 for that matter, because your learning, growth and connection shouldn’t have a time limit.



Naming development

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Naming considerations

- A name that defines our purpose and inspires engagement
- A name that says we're an organisation not just a library
- A name that allows us to talk many narratives and services
- A name you can own with a URL
- A name you can trademark
- A name you can be proud of

Walking away from 'library' immediately maybe a risk

Name 1



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insight:

People feel that we are 'just a library' and lack understanding of the full suite of services we provide.

idea:

A name that talks to our mission,
to inspire people and communities through discovery,
innovation, and new experiences.

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Your local library is evolving. It's still the place to discover, learn and connect, but now with more access, resources, tech support, tools, programs, and experiences. Find your inspiration in the one place, at your central community resource hub.

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Establish
new brand name
and descriptor.

Introduce benefits
once entity is establised.





Name 2



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insight:

People feel that we are 'just a library' and lack understanding of the full suite of services we provide.

idea:

A name that talks to inspiration, innovation and imagination to signal progressive change. A library that inspires learning, growth, and connection through discovery.

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We're the library you know and love, but now with more to explore, for everyone. We're adding new resources, tech support, tools, programs, and experiences all the time. Come and explore your local discoveryary.

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Description migration

Establish the
new brand name.

Introduce benefits
once entity is
established.





Name 3



● West Gippsland Libraries



insight:

We offer an inclusive place for you to discover, learn, grow, and connect with your community.

idea:

A name that greets you like a friend to inspire a sense of belonging and community. Whether I seek knowledge, new skills, inspiration, or connection, my library is the place for me to find it.

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Our library is for you. Whether you’re seeking learning, looking to connect, or expand your mind, you’ll find a relaxing space, friendly people and knowledge to inspire you.

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Description migration

Establish the
new brand
name.

Introduce benefits
once entity is
established.



myli
my
community
library



myli
learn
grow
connect



Name 4



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insight:

Libraries create healthier communities.

idea:

A name that talks to inspiration, learning, growth, connection and innovation while expressing our belief that libraries are at the heart of thriving communities.

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No matter who you are, what you seek, day or night.
We're here to inspire discovery, learning, personal growth, and connection.
We create opportunities to build thriving communities.

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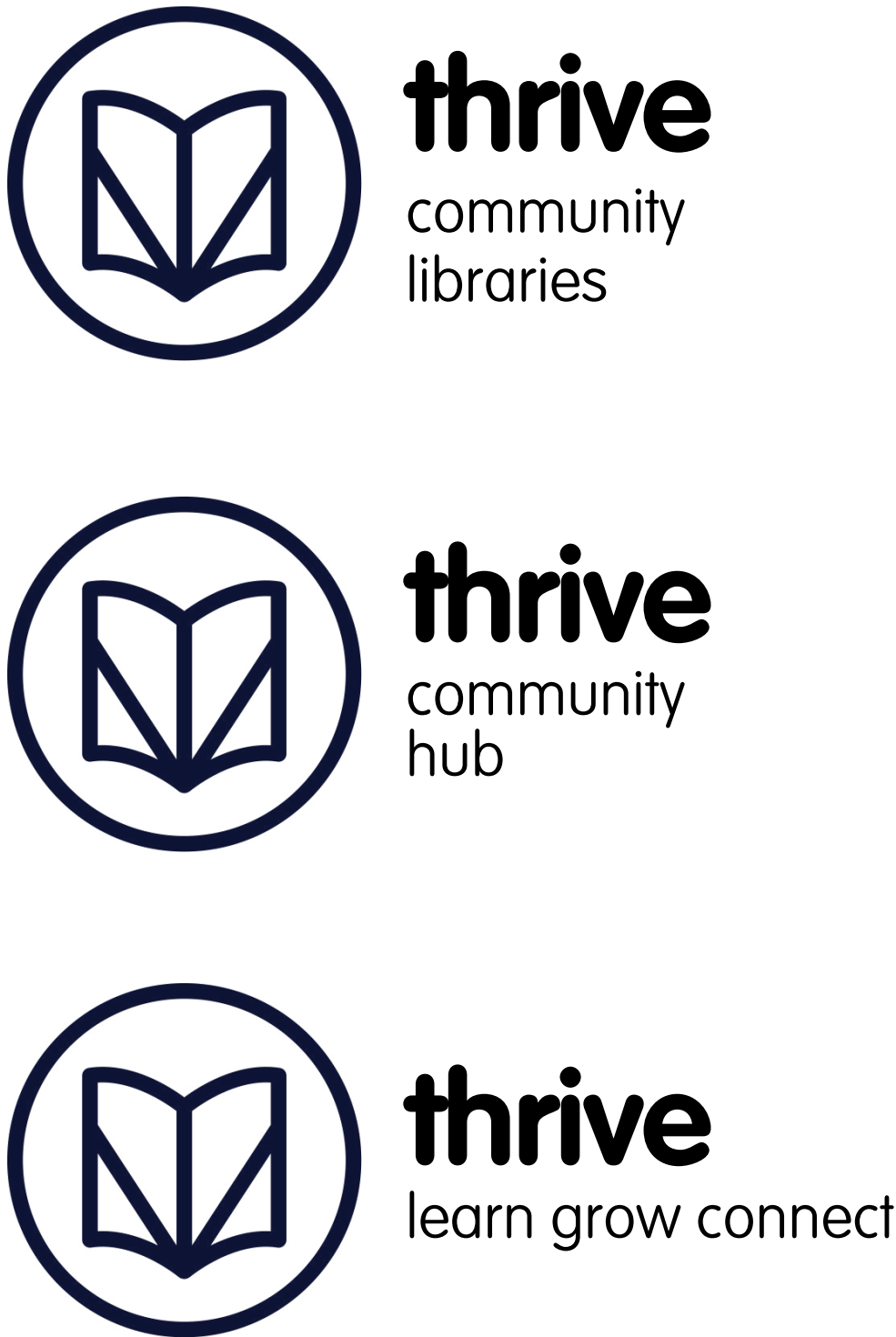


Description migration

Establish the
new brand name.

Migrate to
new descriptor.

Introduce
benefits.





We want to be:

Modern, inspired, community service, life service, interactive, collaborative,
always accessible, autonomous, flexible, and agile.



thrive
community
libraries



myli
my
community
library



inspireme
community resource hub



discovery
community library

Discuss



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Next steps and considerations

- Feedback on recommendations
- Seek legal advice on name for trademark purposes
- Consider URL options and purchase asap!
- Develop a brand launch strategy to all key stakeholders (not just community)

Thank you

[iconagency.com.au](https://www.iconagency.com.au)