



MIDDLE BRABANT
LIBRARY
COMUNNICATIEPLAN

Inhoud

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Client

The Midden-Brabant Library is the largest public library of the province of North Brabant, serving over 335.000 people in the area of Tilburg and surrounding municipalities through 16 libraries spread throughout the region.

Currently their libraries offer a variety of services such as the borrowing and discovering of books, music, films and games, but also courses and recreational facilities.

Aside from the libraries the Midden-Brabant Library also consists of several back office departments such as Product & Account, Marketing & Communication, Human Resources, Facility Affairs, Collection and Innovation.

Mission

“Knowledge and stories make life more enjoyable and provide you with baggage for the future. The library provides its users with baggage and stimulates them to ‘go further by looking further’. The library also continues to look further. We broaden and renew our role to strengthen our connection with society. We strive to make creating and gaining knowledge even more enjoyable.

We make people's worlds bigger.

All Middle Brabanders deserve a chance to develop their talents and should participate in society to their fullest potential. In order to do so, they need knowledge and the power of imagination. We stimulate and organise the creation, sharing and accessibility of knowledge and stories. We challenge people to look further and help them to go further”

Vision

“A strong Middle-Brabant.

We strive for a information society, in which people are literate and know their way in order to enhance their knowledge and use their creativity and power to innovate to their fullest potential. A powerful society for a strong Middle-Brabant.”

Their vision is one in which the local population has learnt how to teach itself and use its full potential. Between their mission and vision it becomes apparent that the Middle-Brabant Library sees itself as a guide to that future by stimulating people to develop themselves and offering knowledge and stories to do so.

Ambition

New Style of Library

"Within a changing society, our role as library changes too. We are strengthening our role in society and focus on connection, co-creation and the New Style of Library within a local context."

The Middle-Brabant is aware that the changes in society require them to change too in order to have a role in society. Their ambition and focus is to become a place of connection and collaboration within the region providing services to and for the local population.

Goals

Our goals are:

- Specific: Specifically define what you plan to deliver using action verbs.
- Measurable: Identify how you will measure success and stay on track.
- Attainable: Make sure your goal is realistic and possible for you and your team to reach.
- Relevant: Goal should be relevant to the company mission and reflect one or more core values.
- Timely: Establish a realistic time frame for achieving your goal.

Garden of Knowledge registration

1 out of 10 approached will sign up for the Garden of Knowledge during the initial roll-out phase.

Increase in kenniscloud users

25% increased user base of the Kenniscloud before the end of the short term period 3.

Web-application visit count

When the web-application is launched we want a 10% visitor increase over the first 3 months.

Target audience

Segments

The target audience of the Garden of knowledge is very broad. To make it comprehensible it is divided in the following segments:

People who care about community building

These type of people are more open to building up networks. They are often more consciously working on their expanding their network than most others and can be seen as “the commander”. Commanders are not afraid to take charge. They are organised and often have a keen eye for spotting opportunities. These type of people are also more ambitious and have a stronger leadership skill. The commander can be more often seen at local places such as the library, as they are more ambitious and have a thrive to grow. Due to these traits these people will be more the conversational starters for the Garden rather than being an analyser.

People who are helpful

Also called the nurturer, they are always thinking of others. Caring for people and helping them gives them energy. Their sensitivity makes them excellent caretakers. Just like the commander these people are more actively present than others which makes them part of the conversational starters as well. They can be found at places where the need for help is bigger and will often be volunteers as well. The nurturer will be more important for the Garden of Knowledge as they will act as a source of information, others will be able to go to them for help.

People who are willing to learn

These type of people more often seek out people with whom they can have intellectual and theoretical conversations. They are lovers of learning and welcome new challenges, they are mostly called the visionary. Their willingness to learn can make them more of an indoor person as they can be found with their heads in the books. They will like visit the library more often. These people will go to the nurturer seeking for knowledge and help and are therefore the core of the Garden of knowledge, keeping the concept running.

People who are open minded

Often called the craftsman, these people are open to almost anything. They like to observe situations and are more down to earth. However, even though they are open to almost everything, they are more of the observing type. This makes them more quiet than others and will not be as actively participating as the other customers. They are open for new things but will barely be the ones taking action. These people will more often use the webApp on their phone rather than seeing it on a large screen in the library.

People who are willing to share

These people are often seen as the giver. They have a charismatic personality type and relate easily to others. Most givers are also idealistic and imaginative, this makes them the more caring type of person. It is also known that givers are accepting and outspoken. Their charismatic

personality makes them often extrovert rather than introvert. They can be easily mistaken for the nurturer as they both have the urge to share. Just as the nurturer the giver will act as a source of information for the Garden of knowledge.

People who live in Tilburg

Of all the segments, this one is the core. As the library is located in Tilburg, it is logical that first people you'll want to attract are the Tilburgers themselves. This large segment actually consist of the other segments as well, but differs from them by location. Tilburger see the Spoorzone as an artistic place, just like Strijp S. Especially the ones born in Tilburg know that this terrain is the only piece of history. This makes them easier to attract to the library as they be eager to see the changes made to this terrain.

Relations

Providing knowledge & networks

One of the core goals is providing knowledge and networks. These will be the place to go for both the community builder as the people who are willing to learn. In order to provide knowledge we need a network full with people who are willing to share or help others. Filling the network will not take much energy from the target audience. However, it will be intensive for the library. Getting the people to use the network to provide help and knowledge will not be an easy process. The people need to be made aware of the network using the channels described further below in this document. Once the network has a decent amount of users, the intensity will decrease.

Communities

The communities are the place to go to for the community builder, but will consist of all the segments. These communities will both rise once the above mentioned network is created, as form when the new library opens its doors. New people will form new communities. This part will only take a lot of energy and input form the target audience as they are the ones forming the communities. The library can make it easier to create the communities by giving recommendations.

Personal Assistance

Everyone needs some help every now and then. Therefore we will also provide personal assistance. The people who like to share knowledge and help their fellow citizen will form the core of the personal assistance. They are the ones to provide the help, while the people of the other segments seek help or knowledge. The personal assistance is focussed on helping those in need. It will not take a lot to provide personal assistance, as the librarians are part of the group who can provide this. The other part of the group consists of the nurturers who joined the network or communities, their natural drive to help gives them energy when doing so.

Position

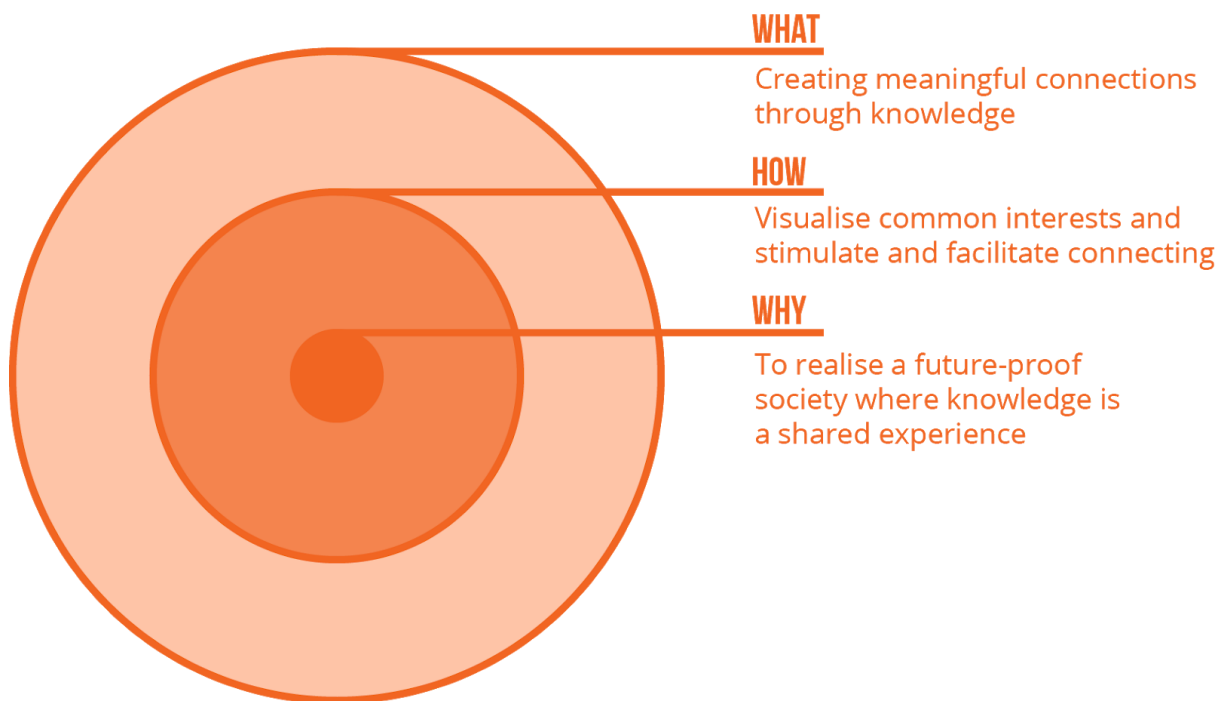
Archetypes

Regular Guy/gal, this archetype is focused on feeling like people belong and joy and can be seen as the everyman, the person next door. The regular guy/gal desired connection between people, this is the core value. The archetype is accompanied by the following motto:

“All man and woman are created equal”

The strength of this archetype lies within its accessibility, as it allows people to easily connect with one another. Since the concept offers a web-based application, and accessible smart wall for use. Without requiring the user to download something or go through a series of steps in order to benefit from the concept. Because the user is able to use the Garden of Knowledge without undergoing many steps like downloading and checking in, this lowers the threshold which makes the Garden of Knowledge quite accessible. All this results in an inviting atmosphere. The regular guy/gal type is people oriented, honest, a straight shooter, dependable and ofcourse down-to-earth.

Golden circle

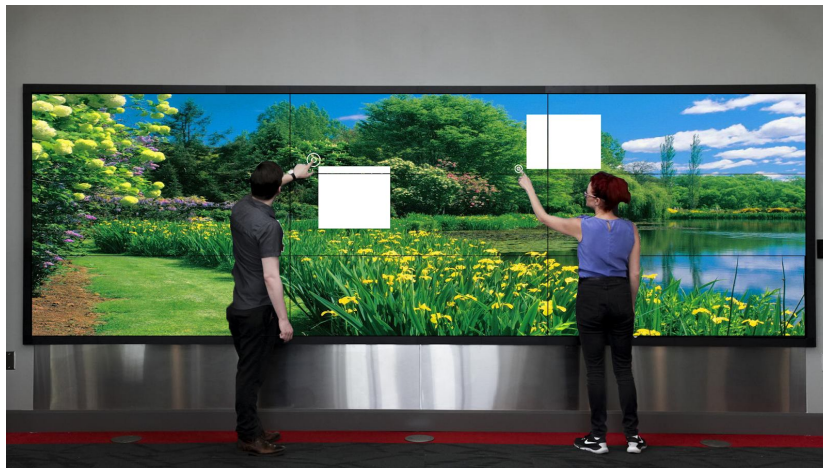


Proposition

“Dynamically connecting Tilburgers through knowledge.”

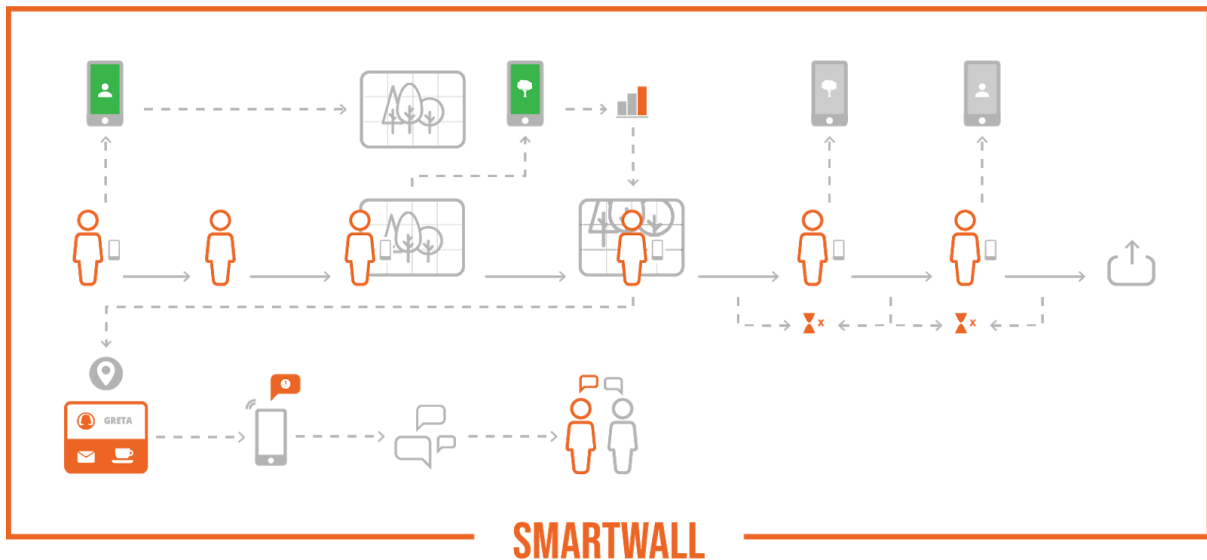
We bring connections to life by visualising shared interests and knowledge among library users in order to stimulate spontaneous and meaningful connections. Our product is an interactive multimedia experience in which users can manage their interests, events they have visited etc. and find mutual connections present in the library.

- Sharing knowledge, promoting community building
- Spontaneous/dynamic connections
- Physical meets digital (low-threshold)



Media

Customer journey - where are the poles man?!



The customer will be taking various steps when using the Garden of Knowledge. The smartwall journey takes place after the user created an account.

Function:

Help people connect with one another by visualizing the KennisCloud through the means of a visualization of the contributed knowledge.

Implementation:

The Smart wall will be implemented in the library, where it will be eye catching. Through the web based applications the users can log in and view their 'sapling' and connections on the Smart Wall.

Location of use:

The Smart Wall will be installed inside of the Tilburg library at the "spoorzone". The wall is stationary and won't be (easily) moveable.

Prerequisite:

The user will need the following before going through this journey:

- One time registration

Step by step

Step 1: Log in

Upon entering the library, you'll have the option to log into the web-based application which can be used on any device, since it's website. Then the user has an option to make him/herself visible on the Smart Wall.

Step 2: Displaying your tree

When walking up to the smart wall, the user has the ability to activate its tree. By logging into the web-app and turn on the visibility, you're signaling others that you're currently "active". Meaning you're more than happy to help out other people and willing to gain and share knowledge. Because of this your tree will be displayed in the foreground of the smart wall. If you decide not to make your tree visible but rather only log in, your tree will still appear on screen, but instead it will be displayed in the background. This is the second step to trigger new visitors. When seeing the interactive wall they will begin wondering what it is meant for, this will draw them towards the wall and make them interact with it. The interaction with the wall will stimulate them to join.

Step 3: Interacting with the Garden of Knowledge

Once your tree is displayed in the foreground you'll be able to interact with it. When doing so, the roots of your tree will become visible, and show you all your different "branches" of interests. The connection between others of these roots will vary based on your interests. The shape and size is determined by the users interest and customization. By tapping one of these subjects on the phone, you'll be able to see who else shows interest in this subject (either because they're offering new knowledge, or are seeking it).

Step 3b: Connecting with someone

By tapping one of the connecting trees (based on shared interests), you'll have the option to send them a message, examine your connection (i.e. book, event, location, interest you share) and send a meetup request for somewhere in the library. This could potentially lead to a meetup between you and the other person, in order to exchange knowledge.

Step 4: Logging off

If you no longer have the desire to engage with other people within the library, you'll have to log out. If you happen to be inactive for X minutes, you'll also automatically be logged off and put on "inactive". This will result in your tree slowly fading into the background.

Step 5: Leaving the library

If you decide you no longer wish to be at the library, you'll have to log out of the web-app, very easily. By signing out, your tree will disappear from the smart wall.

If you accidentally forget to manually sign out, do not fret. The system will automatically put your status on "offline" if you've been inactive for the past X minutes.

Tone of voice

In order to connect with the target audience and trigger their interest, it is important to maintain a casual tone of voice to be more accessible to all the customer segments. A Regular guy is also seen as a everyman allowing for them to connect more easily with the target audience.

Further it is also important to keep the tone of voice personal, this will help to make the customer feel safer and more accepted, and makes for an overall more personalized experience.

Channels

1. Awareness

To create awareness of the product, the following channels are recommended:

Video wall - Entrance

Visual promotion and enticement on the video wall at the entrance of the LocHal. This video wall serves to grab visitor's attention as soon as they enter the building, promoting current and upcoming events.

Link to KennisCloud

As the product is connected to the KennisCloud, creating awareness among KennisCloud users is a simple and efficient way of targeting one of the more proactive customer segments. A simple banner, landing page or site notification could generate awareness among users and stimulate them to take their knowledge exchange to a new level.

Promotion during events

Promoting and demonstrating the garden of knowledge during events is a way to quickly create awareness of the product. A demonstration could be done using a portable smartboard or a large screen/projection. The visual aesthetic and interactivity should generate curiosity and entice people to take a closer look.



In-house advertising

Promotion via posters, banners and advertisements throughout the library and its through-passage can take awareness from subconscious to conscious awareness, through repeated imprinting. The library setting can increase the perceived credibility and trustworthiness of the advertisements making use of the library's reputation as an independent institution/authority of knowledge.

Social media advertising

Facebook

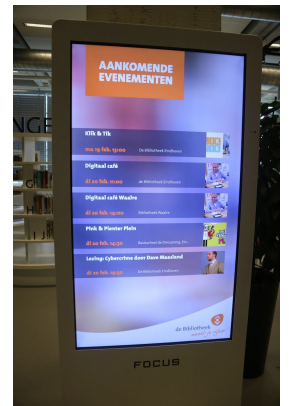
As a widely adopted social medium Facebook is a useful and more conventional channel to target customer segments (particularly in the age categories 20-39 and 40-64 y.o.). Facebook offers a wide variety of advertising tools to specify audiences and types of advertisements. Short videos and visual advertisements are an effective way of grabbing attention. By integrating a call-to-action such as a button or link users can be directed to a landing or registration page for the KenisCloud.








Instagram

In contrast to Facebook's stagnating growth (and even decline among younger users), Instagram continues to grow in popularity. As a far more visually-oriented social medium, advertisements have immediately grab the audience's attention to even be noticed. Although Instagram is currently mainly used by 15 to 25 year olds, it is the fastest growing social network in the world and current research shows that people are 6 times more likely to consider a brand via Instagram than via Facebook. To illustrate the library's innovative nature, active promotion via Instagram can reach and entice students and young adults.

Linkedin

Although LinkedIn is used less among the main age categories for the customer segments, it is more suitable to target a professional audience. LinkedIn's focus on working professionals and their skills (endorsed by their network) provides more insight in a person's professional skills and knowledge and their potential. Using LinkedIn advertisements can help to target potential users by interests, expertise and their network and create awareness among working professionals in the area.



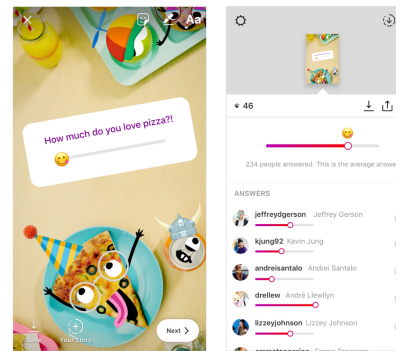
% gebruik	15-19 jaar	20-39 jaar	40-64 jaar	65 - 79 jaar	80+
	97%	93%	86%	67%	38%
	72%	89%	77%	69%	58%
	86%	74%	54%	38%	21%
	12%	45%	36%	14%	7%
	73%	46%	22%	9%	6%
	23%	26%	21%	9%	9%
	19%	30%	21%	12%	8%
	72%	32%	7%	1%	1%

Social media statistics for the Netherlands 2018 (Oosterveer, 2018)

2. Evaluation

Social media

Through comments and reactions to posts, interactive posts such as polls and sliders and direct/instant messaging, the critical reception of the Garden of Knowledge among targeted audiences can be gauged and acted upon. Fast and constructive/positive response are important to ensure a sense of being heard.



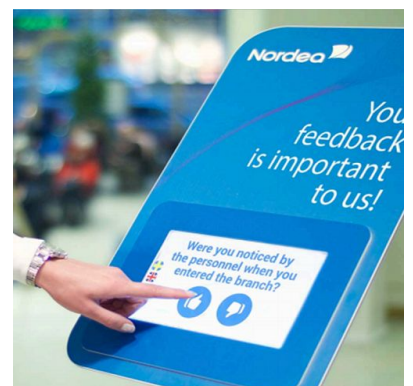
Librarians

As a familiar face and first point of contact for most library users, librarians can play a key role in receiving feedback and monitoring satisfaction among frequent library visitors. Particularly less digitally inclined customer segments may feel more comfortable offering feedback and suggestions in a more personal manner.



Interactive Customer Survey

A quick and easy way for customers to fill in a survey. Rather than using handouts and asking customers to go to a website or link to fill in a survey, having the survey physically available in the form of a tablet stand allows users to instantly provide feedback. The advantage of a tablet stand is that it takes away the hassle of being asked to participate and having to locate the survey for users. They can instantly provide feedback in a simple, almost playful, interactive way rather than having to do so later at the risk of forgetting or simply not wanting to do so.



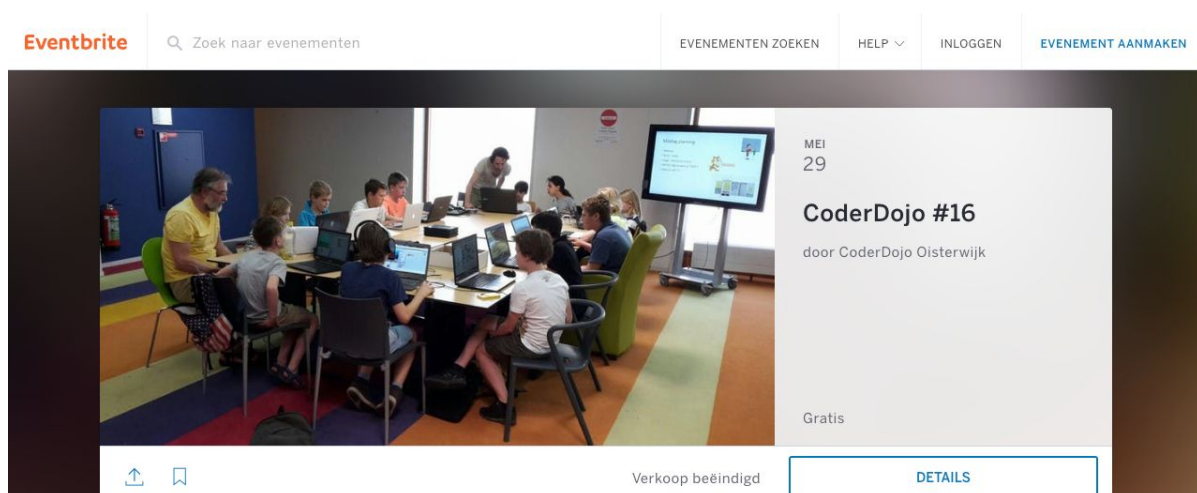
3. Purchase

Given that the library is non-commercial institution, the sale of any products or services serves to further maintain, invest in or develop these products and services.

Websites

The library's website will serve as the main point of sale for library memberships and possibly pay-as-you-go balance in the future. As the library is part of a national association of public libraries, registration is required to take place via the channels currently in place.

Tickets for events can be sold via the library's own website or via a third party such as 'Eventbrite' or Ticketmaster.



In-app purchases

A potential channel for purchases could be in-app purchases via the Garden of Knowledge web app. Certain premium features could be unlocked via a paid subscription or purchase. Given that the library is a non-commercial institution and aims to be accessible for all, in-app purchases and premium features should be used sparingly and should offer added value to the user experience.

4. Delivery

The value proposition is delivered by the Garden of Knowledge itself, which consists of the following channels:

Video wall - Living Future lab

The video wall in the Living Future lab in the LoCHal will serve as the main physical visualisation of connections between people and data. As a physical and centralised meeting point, the video wall serves as a conversation starter between people physically and digitally present. The aesthetic and visual focus on this channel should be enticing and appealing and easy to understand simultaneously.

Web application

The web application is the digital part of the Garden of Knowledge where all the personal data management takes place. The web application allows users to manage their data, chat with other users, make themselves visible on the video wall and customise their own tree visual. The personal nature of this data makes a web app secured with login credentials a more suitable fit.

5. After sales

Community librarians

The community librarians are an important point of contact, both online and offline, as they are the face of the library and familiar among frequent visitors. Their familiarity can make them more approachable for frequent library visitors and customers who prefer personal human contact.

Social media channels

Direct messaging via the library's Facebook, Instagram and LinkedIn channels offer users a way to ask questions and provide feedback quickly and easily. If executed correctly, direct messaging offers a faster and more personal form of online customer support.

Website

The library's website provides a contact form, email address and telephone number for people to contact them. Emails are generally answered within 48 hours. These channels are already in use and more widely familiar due to their conventional nature.

Triggers

Web-based application

The web-based application is the most important aspect of the concept. This application is web-based to lower the threshold of use by eliminating the need to download an app. As a web-app it is universally accessible and responsive. The web-app provides features such as: a user's profile with interests and personal info; a message function; connection overview and customisation of their tree visualisation.

This application will trigger users using its visual presentation and the customization tools available within the application.

Smartwall

The Smartwall is the center of the concept. The smartwall is a large display screen on which a visualisation will be shown. The Smartwall will be implemented regardless, and will be placed within the library. Although the wall won't be interactive in the sense of a touch screen, it will serve as a dynamic display for the garden, an eyecatcher. The displayed garden shows the connection between active users through their interests. The wall will be used as support for the web application.

The smartwall will trigger people to engage with it, thanks to both the size of the smartwall, and the visual presentation of the garden of Knowledge. Due to the smartwall being several meters in size it will be sure to draw in people and attract attention. Further the garden of Knowledge will be visualised in the form of a forest with trees, making it quite appealing to look at, compared to a regular data visualisation.

KennisCloud

KennisCloud is a fairly new platform, used for knowledge in various knowledge groups, provided by the library. The reason of it's importance is that the KennisCloud goes hand in hand with the Smartwall and its functionalities. The KennisCloud serves as the base of the product, the current interests and groups will be transferred to the wall and displayed with a nice visualisation. The current users of the Kenniscloud can be easily used as the core group of the Garden of Knowledge, providing a solid core group.

The KennisCloud will be used to trigger and encourage already existing KennisCloud members to start using the smartwall and web application.

Intellectuals

We aim that people help each other, share knowledge and connect through their interests. The amount of people providing knowledge is important, these intellectuals will share their knowledge with their connections. If a core of intellectuals exist to provide knowledge the rest of

the community will follow and grow. Ofcourse intellectuals is a interpretative term, since also the intellectuals should aim to receive knowledge.

Intellectuals can trigger people to eventually take part in the community by providing knowledge. New users could leach onto this new knowledge, thus helping expanding the garden of knowledge.