



HOFFMAN YORK



Montana State Library

Introduction to the Brand

June 14, 2022



We believe in ROI.

We call it RETURN on IDEAS.
It means that we provide more
than creativity.

We create results.





Project Background

The Montana State Library (MSL) seeks to develop and implement a rebranding strategy for the agency. As MSL provides a multitude of services not offered by traditional libraries, this new brand will allow the agency to fully represent its services and value to librarians, state agencies and local municipalities, professionals and other Montanans.



Hoffman York's unique insight-driven
capability and approach to strategy

Consumer Insights & Strategy Process



Discover

- Gather data to uncover opportunities and insights
- Build strategy that meets user needs and client objective
- Ensure technical feasibility

Explore

- Use strategy to create actionable vision
- Translate the vision into steps across different channels per project needs

Test

- Employ different methodologies for testing, depending on channel
- Learn what's working and what's not

Listen

- Observe how users react
- Ensure experience is consistent across channels
- Use feedback to refine experience

DISCOVERY





Discovery Methodology

MARKET TRENDS & WHITE SPACE

Competitive Analysis

- Input
- ✓ State and public library brands and missions, comparable brands.

- Output
- Identify best practices

BRAND ASSETS & ADVANTAGE

Internal Examination

- ✓ MSL website & brand materials
- ✓ In-depth interviews with 11 MSL employees

- Understand organizational structure, usage and user needs
- Identify brand tenets

AUDIENCE NEEDS

External Interviews

- ✓ In-depth interviews with 10: Commission plus government
- ✓ Survey of orgs that use MSL

- Understand usage & user needs
- Understand audience perceptions
- Identify opportunities

Situation Analysis, Full-day Branding and Positioning Workshop

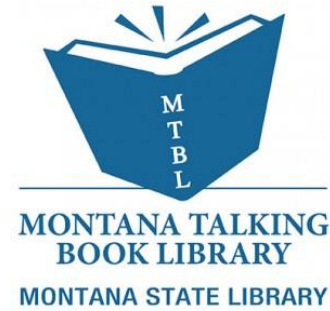
Brand Positioning and Value Proposition

Creative Brief

Category Audit



“Logo-a-go-go”



Montana Shared Catalog
A statewide consortium of multi-type libraries
serving communities across Montana.

montana
libraries **SPARK**

MONTANA MEMORY PROJECT

WHERE MONTANA'S RICH PAST MEETS ITS PEOPLE



Montana Certification Program
for Library Directors, Staff & Trustees





- MSL HOME
- ABOUT THE LIBRARY
- DIGITAL LIBRARY
- TALKING BOOK LIBRARY
- SERVICES TO LIBRARIES
- LEGISLATIVE SNAPSHOT
- CALENDAR
- MAPS

MONTANA STATE LIBRARY

What are you looking for? Search

More Search Options >

MSL Websites Montana State Library Catalog GIS Data List MT.Gov Connect

Montana Coronavirus Impacts and Responses
Montana State Library COVID-19 Response
Additional Information

About the Library

- 2021 Legislative Session
- Commission & Councils
- Staff Directory
- News
- Policies
- Statistics
- Strategic Framework

Research Resources

- Apply for a State Library Card
- Geographic Information
- Natural Heritage Program

Montana State Library
1.1K likes

Members of the Network Advisory Council on Wednesday, November 3, 2021 from 3:10 PM to 4:00 PM. The public is invited to attend. An agenda, materials, and a link to connect to the meet will be found at: <https://mslservices.mt.gov/ASPeN/Events/>

MONTANA RESPONSE: COVID-19 - Coronavirus - Global, National, and State Information Resources

COVID-19 Vaccine | COVID-19 Cases | Local Vaccine Contacts | COVID-19 Demographics | Montana COVID-19 Vaccine FAQs | Global Outbreak Dashboard

Total Doses Administered: **1,135,488**

Total Montanans Fully Immunized: **508,944**

Eligible Population Fully Vaccinated: **55%**

COVID-19 Vaccinations By County

Beaverhead County Vaccines:	9,484 Doses Given 4,743 (56%) Fully Immunized
Big Horn County Vaccines:	14,067 Doses Given 6,377 (62%) Fully Immunized
Blaine County Vaccines:	6,568 Doses Given 2,936 (55%) Fully Immunized
Broadwater County Vaccines:	3,887 Doses Given 1,749 (32%) Fully Immunized
Carbon County Vaccines:	10,783 Doses Given 4,811 (50%) Fully Immunized

COVID-19 Vaccinations by County of Residence: Percent of Eligible Population Fully Vaccinated

Information is reported based on the previous day/week. Total Doses Administered and Total Montanans Fully Immunized are updated weekdays between 10:00 and 11:30 a.m. Last Updated: 11/8/2021, 12:12 PM. County Vaccine Information are updated every Monday between 10:00 and 11:30 a.m. For information on vaccines in Montana click here. For assistance, please e-mail or call the Montana Joint Information Center 1-888-333-0461. Source Data: Montana Department of Health & Human Services, Montana State Library.

MONTANA NATURAL HERITAGE PROGRAM

Home | Animals | Plants | Ecology | Wetlands | Publications | Data | About | Quick Data

Announcements

- New Ecology Journal articles by MTHNP staff
- Make your own Custom Field Guide
- Submit Plant Observations - new spreadsheet
- Updates to wetland status map
- Webinar: MT Field Guide
- 2015-2020 Strategic Plan
- New Species Snapshot app
- Vascular Plants Checklist
- Birds of Montana Checklist

Montana Natural Heritage Program

- Species Snapshot
- Montana Field Guide
- Natural Heritage MapViewer
- Species of Concern Report - Animals
- Species of Concern Report - Plants
- Animal Info
- Plant Info
- Ecology Info
- Aquatic Info
- Wetlands Info
- Land Management Mapping
- Submit Observations
- Request Info

Our Partners

- Montana State Library
- University of Montana
- Natural Resource Information System
- NatureServe

We're part of a network of over 80 Natural Heritage Programs that share data through NatureServe. Find species and ecological data for North America at NatureServe Explorer.

The Natural Heritage Program provides information on Montana's species and habitats, emphasizing those of conservation concern.

Recent Publications

- Montana Moss Checklist with Distributions
- Ground Layer Indicators - Assessing the Health of Montana Rangelands
- Estimating Wetland Conditions - Blackfoot and Swan River
- Montana bat and White-nose Syndrome
- More Publications...

A Montana Species of Concern

Hoary Bat *Lasiurus cinereus*
Image from the Montana Field Guide

The Montana Natural Heritage Program is a program of the Montana State Library's Natural Resource Information System that is operated by the University of Montana.

Montana Cadastral

SEARCH | DATA | TOOLS | LEGEND | Try Cadastral Beta | Print Button workarounds | DISCLAIMER | HELP

Scale: 0 30 60mi

Montana Memory Project

What are you searching for?

Welcome to The Montana Memory Project

We have moved, but we are still expanding and organizing. Keep checking back as we finish the migration process.

The Montana Memory Project (MMP) is an online source for digital collections relating to Montana's cultural heritage. In 2017, these collections document the Montana experience. Access is free and open through the internet. Many of these items are digital copies of historic materials, some items are contemporary. All items are a resource for education, business, pleasure, and lifelong learning.

Contributors: 81 | Collections: 175 | Show All: 62,416

Browse by Type

Audio	309	Documents	23,149	Images	1,216
Maps	391	Oral histories	391	Photographs	165
Newspapers	170	Photographs	34,228	Postcards	265
Photos	211	Sketches	123	Sound recordings	1,152
Statements	487	Speeches	98	Yearbooks	1,132

View Collections | Contribute Content | View Highlights

Internal and External Interviewees

State Library Staff

Jennie Stapp, State Librarian
Malissa Briggs, Central Services Manager
Genevieve Lighthiser, Administrative Specialist
Bryce Maxell, Natural Heritage Program
Cara Orban, Consortia Director
Erin Fashoway, GIS
Evan Hammer, Digital Library Admin.
Jennifer Birnell, Montana Memory Project
Jim Kammerer, State Publication Librarian
Tracy Cook, Lead Consulting Librarian
Troy Blanford, Water Information Systems

Library Commission

Bruce Newell, Commission Vice Chair
Elsie Arntzen, Commissioner
Kenning Arlitsch, Commission Chair
Kristin Kerr, Commissioner
Peggy Taylor, Commissioner
Robyn Scribner, Commissioner

Government

Kristen Juras, Lt. Governor
Amy Sassano, Deputy Budget Director
David Bedey, State Representative
Kim Abbott, State Representative

Survey Participants

- Montana Association of Counties
- League of Cities and Towns

Positive Associations

- Libraries are generally well-liked and trusted.
- MSL has created an atmosphere of trust and collaboration with libraries throughout the state.
 - Not always seen in other states.
- Has a reputation for handling anything thrown at them.

“We are famous for our collaborative abilities and the trust we have with libraries to bring them together and accomplish amazing things.”

“What a powerhouse.”

Negative Associations

- Current brand doesn't reflect digital-first nature of the State Library.
- The amount of information and data we have is generally unknown and unappreciated.

“As we've become more digital,
we've become more invisible.”

“[Describing MSL] feels like spokes off
the wheel, but the hub of the wheel
hasn't been succinctly defined.”

Neutral/Advisory

- The “we’re not what you think we are” approach does a disservice to the fact that we uphold a common vision for libraries.

“We really blow it in that we are not very canny and too self-effacing...[we] need to be bolder.”

“A key thing is to make people understand the library delivers essential functions to the state of MT, not luxuries.”

Logo Discussion

- Logo is limiting – MSL is about more than just books.



“It feels like a state government brand. It doesn’t feel like anything patrons would be familiar with.”

“Should be less about...ourselves and more about representing the relationships that we have with our partners.”

“We are open-data advocates. We believe in access that the taxpayers are paying for. Open data is a great thing for business and economic development.”

“The mission of the library needs to be for all Montanans.”

Access

- Provides all Montanans access to the same data, free of charge.
- Helps balance the needs of community libraries across the state so none are left behind.

“The library is here to put information at people’s fingertips and help them in their lives and jobs.”

“A big equalizer in terms of providing access to information.”

“Our information is more trusted, and therefore our staff can be the “white hats.”

“We are all professionals and we follow through.”

Trusted

- Neutral
- Non-partisan
- Non-regulatory
- Reputation for integrity
- Transparent

“Trust is a big differentiator [between MSL and other state public libraries].”

“We are a service center but have put a lot of time and effort into relationships, which is not something you can easily replicate.”

“[All areas of the library] provide high-quality information to make Montanan’s lives better and decisions easier, saving them time and money.”

Noble

- Connects Montanans and builds communities.
- Products and services support democracy (Census), public safety (911 and other GIS) and public health (COVID map).

“MSL protects the land for all Montanans.”

“One of our powers as the State Library is a focus on outcomes and impacts for users and constituents.”

Efficient

- Promotes data sharing amongst federal, state, and local governments.
- As a centralized information source, helps businesses be more efficient.
- Promotes accountability.

“[All Library divisions] provide high-quality information to make Montanan’s lives better and decisions easier, saving them time and money.”

Emotional Needs

Local Libraries

Local library programs are looking for the resources to help serve their communities better.

Trust

Care

Data & Info Users

Data and information users are looking for reliable, accessible data about the state of Montana.

Confidence

Knowledge

SWOT Analysis

STRENGTHS

- Trusted source among MT public libraries.
- Highly rated among those familiar with MSL's mission.
- A range of useful programs necessary to a wide audience.

- Solidified brand clarifies value.
- Build support among legislature for funding.
- Expand usage among existing base by connecting individual programs with larger MSL brand.

OPPORTUNITIES

WEAKNESSES

- Low awareness even among those that use MSL programs.
- Programmatic structure creates divide between MSL departments.

- Libraries are often seen as a luxury by those that are unaware of full offering.
- Other organizations getting credit for what MSL provides
- Being able to demonstrate efficiency, effectiveness, ROI is critical: perception that MSL services could (and maybe should) be provided by the private sector, for a cost.

THREATS

Situation Analysis

PROBLEMS

Montanans are using MSL programs without realizing it.

Montanans are not aware of MSL programs.

GOAL

Grow awareness of MSL's mission and programs to increase the value returned to the state and its residents.

BENEFITS

Build funding support.

Expand usage among existing base.

Attract new users.

Create greater harmony between MSL departments.

POSITIONING



Defining a Brand Positioning

- Internal statement that drives organizational alignment
- Defines what makes the organization different and/or better
- Provides reasons (for customers) to believe

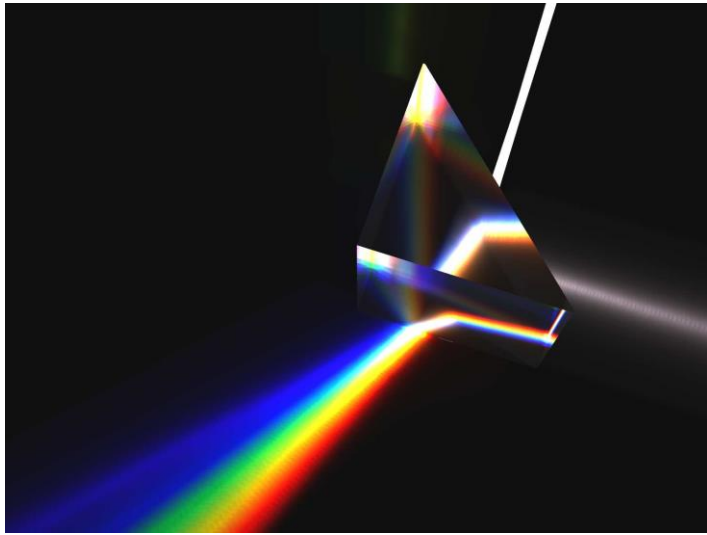
amazon.com®

- Positioning statement: For consumers who want to purchase a wide range of products online with quick delivery, Amazon provides a one-stop online shopping site.
- Mission: To serve consumers through online and physical stores and focus on selection, price, and convenience.
- Brand message: From A to Z

MOOD BOARD KEEPERS

Common themes: access, intelligence, convenience, mapping





- Provides clarity.
- Represents our information helping people to make change in their lives. Such a simple tool.
- Like the prism, we are the vehicle for distributing information in a new and different way.

- Very welcoming, encourages exploration.
- “You know you’re going to get what you need when you go.”

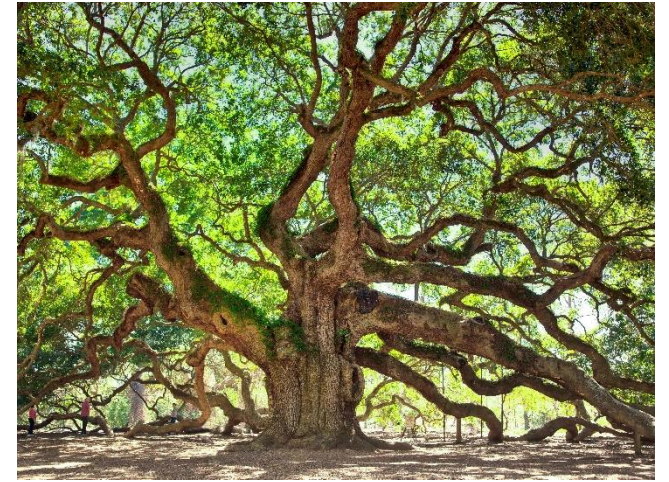




- Amazing ability to build structure out of a singular source that can withstand a lot and do it instantly to fit the needs of a situation.



- Simplifies. Tames the confusion.



- Chosen because of branching out, reaching high, dipping low, going in any direction we need to go.

MOOD BOARD REJECTS



Google

Google Search

I'm Feeling Lucky

- “Google will return millions of results; librarians will bring you the right results.”
- Google wants to put the highest paid advertiser at the top, they don't provide the quality we do.
- BUT they do a great job of making it simple, and are far and above in organizing data

PERSONA EXERCISE



Building a Positioning Statement

For *target audience*,

Montana State Library is *category*

that provides *value proposition*

because *reason to believe*.

Montana State Library Positioning

For Montanans of all backgrounds who seek confidence in their decisions,

Montana State Library is the **trusted resource**

that provides **leadership and guidance in a fast-moving world**

through its **innovative information services and relationships built by dedicated staff.**

HY Creative Brief

- **Purpose:** Educate Montanans about MSL's breadth of offerings, many of which Montanans use without knowing their relationship to Montana State Library.
- **Objective:** Protect and increase funding for Montana State Library by showing the organization's value.
- **Who is the Bad Guy?:** An outdated understanding of what a library is, plus Google, plus misinformation.
- **One Thing:** Leadership and guidance in a fast-moving world.
- **Why will anyone care?:** In an on-demand world where information is cheap but knowledge is rare, people are looking for reliable sources of information to use in their personal and professional lives.
- **What are we really selling?:** Confidence that the State Library's information will be accessible and accurate.



MEET YOUR NEW BRAND



Over the decades, Montana State Library has grown.

We've helped develop Montana's public libraries. We've managed government information. We've welcomed new data into our realm and found innovative ways to make it more accessible for everyone.

With all that we do, it's important to unite our efforts under one collective identity. This rebrand will define who we are, demonstrate our value, and bring visibility to our work.



Our logo reflects our value to Montanans.

This new logo represents the full spectrum of what we do. Like a prism that refracts a beam of light into brilliance, Montana State Library collects and synthesizes information of all kinds to impart a greater state of knowledge to our users.



MONTANA
STATE LIBRARY

Prism symbolizes how we turn the information into knowledge by sharing it back in innovative ways.



MONTANA STATE LIBRARY

A GREATER STATE OF KNOWLEDGE

Open hexagon symbolizes how we take in information that is critical to Montanans.

We've placed greater emphasis on State Library as a differentiator from University libraries

Our Value Proposition

For Montanans of all backgrounds who seek confidence in their decisions, Montana State Library is the trusted resource that provides leadership and guidance in a fast-moving world through innovative information services and relationships built by dedicated staff.

We are the home for knowledge about Montana, for Montanans, by Montanans. Our collections, information services, leading-edge applications, and committed staff are accessible to everyone to simplify their search. Every Montanan can trust they're receiving accurate information that meets their needs, expands their knowledge, and empowers their decisions.

Our Brand Tenets

ACCESS

Our open-data advocacy helps equalize the knowledge base of Montanans..

TRUST

We are non-partisan with a reputation for integrity and transparency that fosters strong relationships across the state.

PURPOSE

All areas of the Library contribute to making lives better for Montanans.

EFFICIENCY

We promote data-sharing that expedites decisions and leads to better outcomes.

LEADING EDGE

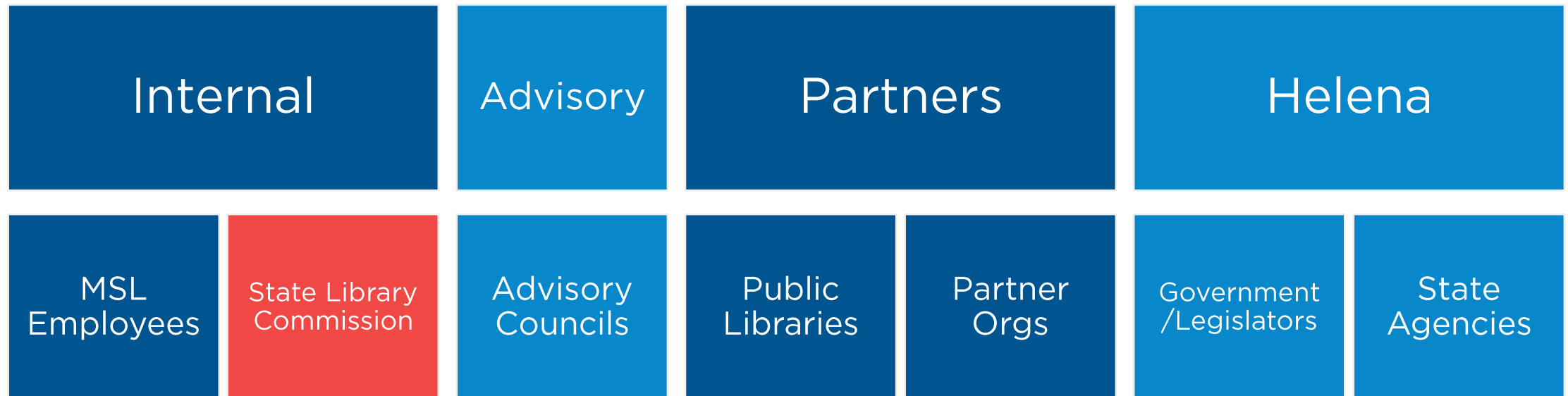
We anticipate the information needs of Montanans which results in innovative product and service offerings.

Soon, Montana will be introduced to our new brand. You will play a key part in bringing this launch to life. In the coming months, we'll provide resources and training to support your role as an ambassador for our brand. Montana State Library is what it is because of your contributions.

We can't wait to create this greater state of knowledge together.

Priority Audiences

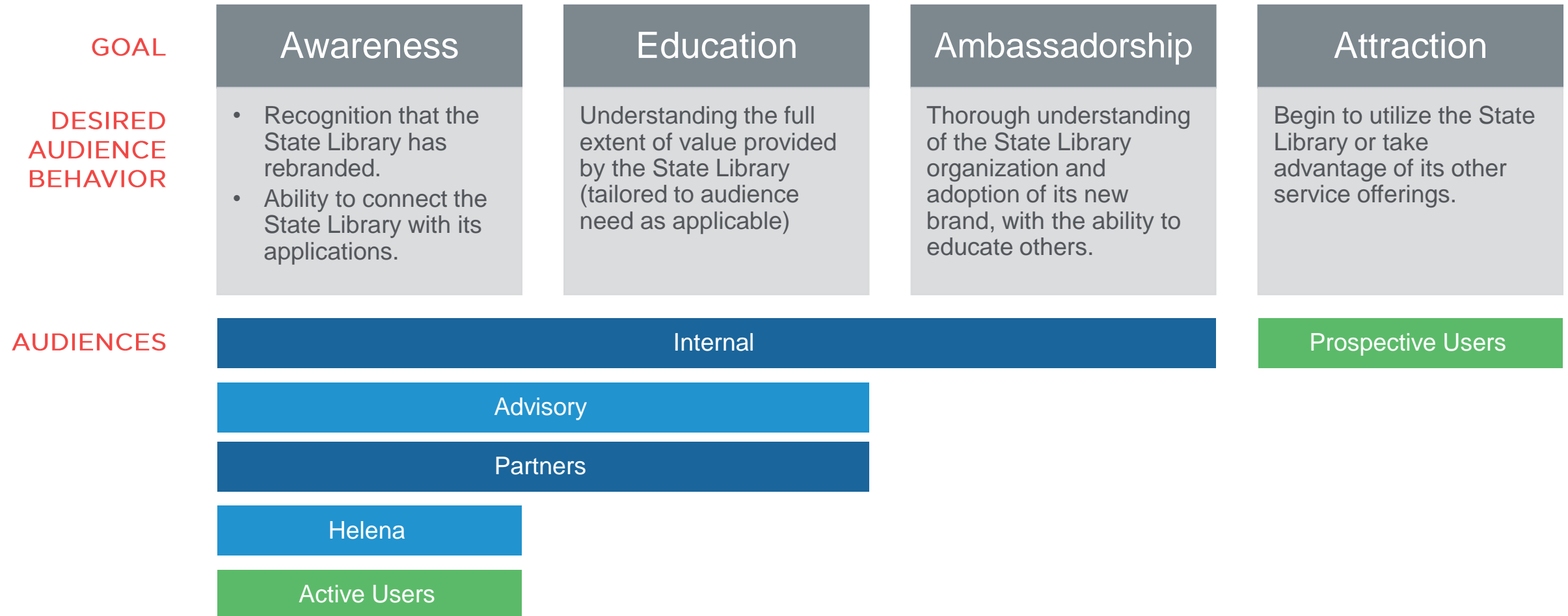
“Family & Friends”



Overview of Brand Launch Goals

GOAL	Awareness	Education	Ambassadorship
DESIRED AUDIENCE BEHAVIOR	<ul style="list-style-type: none">• Recognition that the State Library has rebranded.• Ability to connect the State Library with its applications.	Understanding the full extent of value provided by the State Library (tailored to audience need as applicable)	Thorough understanding of the State Library organization and adoption of its new brand, with the ability to educate others.
AUDIENCES	Internal		

Overview of Brand Launch Goals



Brand Rollout Plan



- Brand guidelines
- Brand Toolkit: digital templates
- Brand training webinar
- Brand one-sheeter

- MLA Tri-Conference
- Brand implementation
- Web refresh

- Conference appearances



QUESTIONS?