



Appealing to Audiences with a Strong Position and Identity

THE APPROACH:

- Developed positioning platform, messaging and communications plan showcasing value of organization to its constituents
- Created a new look and feel for organization that serves as the largest provider of support services to libraries in the Southwestern U.S.
- Redesigned collateral and other materials for consistent look with content focused on member value

RESULTS:

- First time in company's 35-year history to have continuity in collateral materials
- Highly positive response from internal and external audiences
- More positive brand perception from member libraries