



CLIENT LIBRIS
PRODUCT POWERED BY LIBRIS
DATE BRIEFING 24TH APRIL
DEADLINE 8TH MAY

BACKGROUND

Info

Libris was established in 1982 as a reaction to the rise of Bookstore-chains like Ako and Bruna. Libris differs from those two in the fundamental policy that Libris acts as a cooperation rather than as a franchise. Members of Libris are independent bookstores which can choose from a menu of services offered by Libris. Libris services these bookstores in purchasing contracts, marketing services, online services (including full webshops), ereading and IT.

Positioning

Libris is known for the *Libris Literatuur Prijs* and the *Libris Geschiedenis Prijs*. Members of Libris are high-end, broad assorted bookstores. The stores have both a cultural and a shopping purpose and are most likely to be found in the larger cities and communities. The stores are mentioned as a relaxing stop and an attraction in a shopping centre.

The customers of the Libris-stores

- Exists mainly of women between the age of 35 and 65, acting as a booklover, and their partner;
- Young Adults are an increasing target group for the Libris-bookstores. Young Adult-readers like to meet in bookstores and like to read physical books (as opposed to ebooks);
- Enlarged family – both parents and grandparents – as there are many people who find children should read more and – mainly – enjoy books more. With the (grand)parents as a target group the bookstore can position itself as a candystore for books;
- People who buy books as a present.

CHALLENGE

Although Libris is positioned as the best national bookstore-brand, most Libris-bookstores position themselves locally with an own local identity (strength) other than the Libris-identity (opportunity). Visitors often don't know their favourite bookstore is a Libris bookstore.

INSIGHT

After years of competing with the internet and social media, 'reading books' seems to gain territory in the competition for the spare time of consumers. The clear cutting in the retail-sector showed that communities appreciate the presence of a bookstore and consumers are willing to invest in their local bookstores.



OBJECTIVE/KEY MESSAGE

This bookstore is a proud member of Libris.

TASK

1. Come up with a creative solution so independent bookstores will show they're proud members of Libris which will attract more visitors in their bookstores.
2. Bookstores need to be recognizable as part of the Libris-family.
3. Libris is an organization you, as a bookstore owner, want to be part of.

PROOF

- Libris literatuur prijs, libris geschiedenis prijs
- high quality selection
- large assortment
- knowledge and quality advice
- reading improves knowledge, fantasy and empathy
- there is a book for everyone

TARGET AUDIENCE

Employees and Store-owners.

TONE OF VOICE

Positive, enthusiastic, mellow, intelligent, humorous.

EXPECTED DELIVERABLES

A creative concept for the ingredient branding of Libris. Presented as a surplus on the bookstores own identity.

360 approach

This is how you bring your big idea to life:

- in store
- (online) advertising campaigns
- brochures
- radio commercials
- PR
- B2B-communication
- Online (www.libris.nl)

ADDITIONAL INFORMATION

- As Libris we don't have the mandate to change the bookstore's communication, we need to convince them;
- Being part of a retailorganization scares a lot of ex-polare stores (Polare went Bankrupt in 2015), so be gentle.