

Case Study: Guelph Public Library

Engage your customers with ScreenScape

Guelph Public Library embraces ScreenScape to modernize their library.

Established in 1883, the Guelph Public Library (GPL) is the oldest free public library in Ontario, Canada. It provides a broad range of services for people of all ages and backgrounds, many of whom would otherwise not have access to these valuable resources. Its balanced and diverse collection in a variety of formats enriches, educates, and entertains.

GPL benefits the entire community and surrounding areas by providing lifelong learning opportunities and affording all of its members the freedom to read, learn, and discover. The Guelph Public Library is the most widely used recreational space and community facility in Guelph serving customers at the Main library plus at 5 branches and a bookmobile.

In what place or places are your screens?

The screens are located at main checkout areas within each library location as well as in high traffic areas. Currently, we are running 9 screens across 6 library locations throughout the city of Guelph.

“We know we have a 30 second ‘window’ to sell the library product to our customers while they are waiting to have their materials checked out. ScreenScape is the perfect fit for this communication!” - Kitty Pope, CEO, Guelph Public Library

What kind of messaging is generally on the screens?

We keep our displays entertaining with photos from our archival database to endorse local history marketing and promotional campaigns such as “GPL...your other best friend!” We also have upcoming events, community news, service additions and/or enhancements, website promotions such as our Robert Munsch portal, holidays and hours of operation.

What are the main benefits you are seeing from using place-based media?

We know we have a 30 second “window” to sell the library

product to our customers while they are waiting to have their materials checked out. ScreenScape is the perfect fit for this communication! It helps to modernize the library with cleaner, more appealing advertising - this is not your grandma’s library!

ScreenScape also reduces the clutter of printed materials leading to better customer service and allows us to customize the information to specific customers and library locations while also permitting us to place the exact same message in all library locations at once. Our communication is improved with timely information and we find ScreenScape a great bang for our marketing bucks.

What do you like about ScreenScape as a technology?

The best is that it’s easy to use, very efficient and reliable. Another perk is that it encourages community partnerships, and we can oversee content of all locations from any internet connected computer. The customizable templates make it easy to create content and this allows us to send a positive message about technology and libraries.

How was the experience of working with ScreenScape?

It has been very professional and a positive experience working with ScreenScape. The installation and start-up process was quick. The strong customer service team there has an excellent response time to any questions we have.

What are your future plans for place-based media?

We will continue to increase community partnerships and the sharing of information with our customers. We would love a library specific portal for the sharing of library specific designs and ideas.



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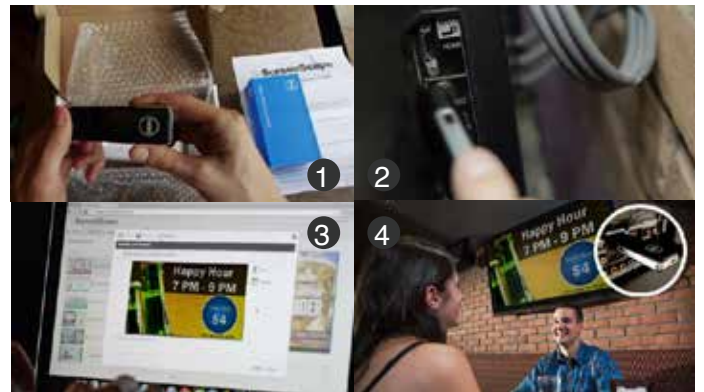
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