

ARLIS/NA + VRA 3rd Joint Conference 2016 | Seattle
Poster Session

Look, Learn, Create! Retailing Meets Library Book Displays — *Carla-Mae Crookendale*, Visual Arts Research Librarian, Virginia Commonwealth University

The book display is a common feature in libraries as a means to draw attention to new books or titles related to a specific theme. At VCU Libraries, the Art Browsey book display was created as a space for serendipitous discovery of new titles for the art community on campus within the main library branch. However, the display was underutilized. Building on the cataloging, processing and circulation workflows established by the founding librarians, and collaborating with the library's PR department, retail store marketing principles were applied to revamp the Art Browsey in Fall 2014. Methods utilized included: Branding - "Look, Learn, Create" tagline to clarify message and purpose - A custom designed graphic image used in signage and promotion - Coordinating labels to identify Browsey books, maintaining brand consistency Visual Merchandising - Location, location, location! Visibility and usability of display - Revised book selection criteria, focusing on diversity of artists and subjects as well as the visual interest of both content and cover - Regular display refresh for novelty Marketing - News story on the library website, posts on Facebook, Instagram and twitter - Promotion in classes, on libguides, via direct mail - Art Browsey "pop-up shop" to gauge interest and solicit feedback Circulation of Art Browsey books increased by around 200% in the Fall 2014 semester of the marketing campaign compared to the same semester the previous year, and continues to be strong, accompanied by positive feedback from the target market and extending to new audiences.