Montana State Library Brand Rollout Strategy updated October 11, 2022

Project Plan

Completed

In-progress/Planned

RESEARCH & DISCOVERY

Agency Onboarding

Stakeholder Input

Brand Strategy & Positioning

BRAND DEVELOPMENT

Value Proposition & Messaging

Naming & Logo Exploration; Validation

Visual Identity & Language

Branded
Communications
Materials

CAMPAIGN PLANNING & CREATIVE

Internal Launch

Earned/Owned Planning

Creative Development

Creative Execution/ Production

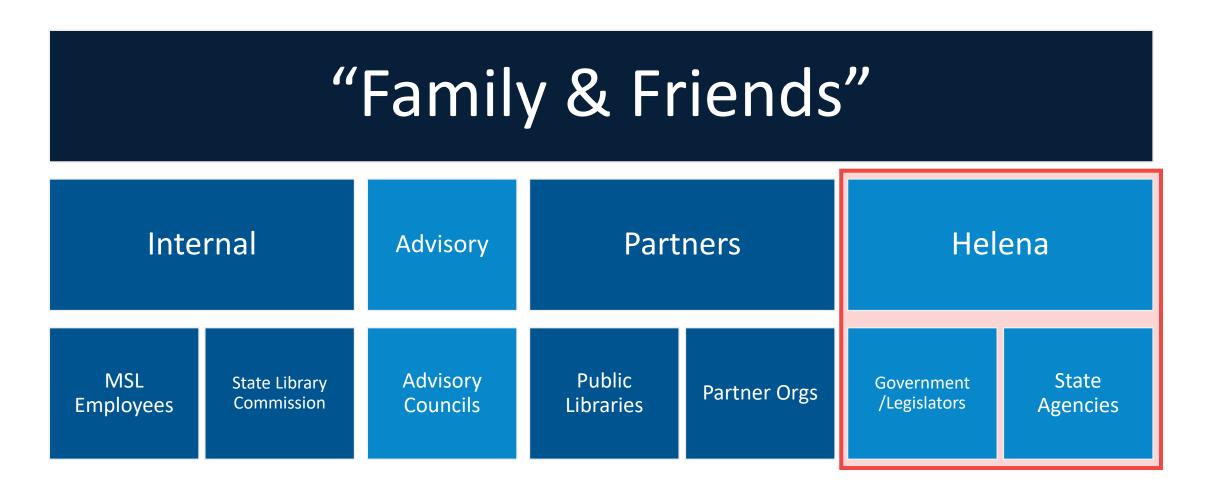
BRAND LAUNCH

Brand Implementation (internal)

Communications
Campaign (external)

Wrap-up & Delivery

Priority Audiences



HOFFMAN YORK

Overview of Brand Launch Goals

GOAL

DESIRED AUDIENCE BEHAVIOR

Awareness

- Recognition that the State Library has rebranded.
- Ability to connect the State Library with its applications.

Education

Understanding the full extent of value provided by the State Library (tailored to audience need as applicable)

Ambassadorship

Thorough understanding of the State Library organization and adoption of its new brand, with the ability to educate others.

Attraction

Begin to utilize the State Library or take advantage of its other service offerings.

AUDIENCES

Internal

Advisory

Partners

Helena

Active Users

Prospective Users

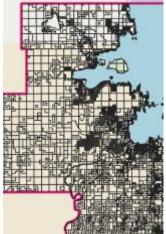
Active Users

Legislative Awareness

GOAL: Ability to connect the State Library with its applications.

Use case highlights:

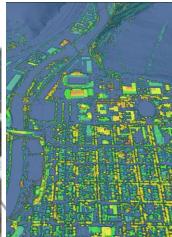
- Cadastral
- Montana Real-time Network
- Next-gen 911
- Water Information System
- Natural Heritage Program
- Hot Spot Lending Program











Brand Rollout Plan



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Nov/Dec 2022: External Launch



January – March 2023

EDUCATION

AWARENESS

AMBASSADORSHIP & ATTRACTION

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

- Brand implementation: new brand appears on all MSL materials
- Web refresh
- Earned media and owned communications (e-mail announcement, press release, announcements in professional association newsletters, social updates, etc.)

- Legislative session
- Planning/execution around key initiatives (Real Time Network, Next Gen 911, etc.)