

## Statewide Digital Marketing Campaign

# Life Happens @ Your Library

*Venture beyond the bookshelves*

### **Use on-demand, and customize for your library!**


Libraries are much more than just simply repositories for books. We serve every walk of life, we help NJ residents address a wide range of needs, and we offer a wealth of resources, services, assistance and support to our communities. This marketing campaign is designed to speak to the various “user personas” who may or may not know what the library has to offer. Life happens at the library, and we want to remind some – and introduce others – to this reality. Contact us with any questions, concerns or ideas: [marketing@njstatelib.org](mailto:marketing@njstatelib.org).



# Libraries are for...


Click on the tiled images below to access downloadable marketing collateral on these topics.

**Life Happens @ Your Library**



Homeowners  
Creators  
**Libraries Are For: Fun**  
Job Seekers  
Businesses

**Life Happens @ Your Library**




Homeowners  
Creators  
**Libraries Are For: Assistance**  
Job Seekers  
Businesses

**Life Happens @ Your Library**



Homeowners  
Creators  
**Libraries Are For: Support**  
Job Seekers  
Businesses

**Life Happens @ Your Library**



Homeowners  
Creators  
**Libraries Are For: Newcomers**  
Job Seekers  
Businesses

# Life Happens @ Your Library



Homeowners  
Creators  
**Libraries Are For: Learning**  
Job Seekers  
Businesses

# Life Happens @ Your Library



Homeowners  
Community  
**Libraries Are For: Creators**  
Job Seekers  
Businesses

# Life Happens @ Your Library



Homeowners  
Creators  
**Libraries Are For: Businesses**  
Job Seekers  
Learning

# Life Happens @ Your Library



Homeowners  
Creators  
**Libraries Are For: Job Seekers**  
Community  
Businesses



## Download the Logo!

Download the Life Happens @ Your Library logo by clicking on the logos above, or these links.

- [Life Happens @ Your Library Logo \(Full Color PNG\)](#)
- [Life Happens @ Your Logo Circle Logo \(Full Color PNG\)](#)

## We did the research!

We worked with the [New Jersey Office of Innovation](#) to conduct research to gain insights into reasons why NJ residents may or may not be visiting the library. This research helped to inform the statewide marketing campaign. Check out some of the **key findings!**

## Campaign Naming Contest

We'd like to thank everyone who participated in our Statewide Marketing Campaign Naming Contest. We had so many great submissions to choose from and it was a tough decision to pick just one. Although we ultimately had to choose one submission, all of the different ideas and perspectives inspired us in the brainstorming stages of the campaign. A special thank you and congratulations to **Marygrace Luderitz from the Long Hill Township Library** who came up with the name: Life Happens @ the Library. We used this as

inspiration, and we're really excited that this theme will be used by public libraries throughout the state to let people know just how much we have to offer beyond books!

