

The Idea Store story

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The place: Tower Hamlets,
East London, UK



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-82%

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The first step:
asking the people

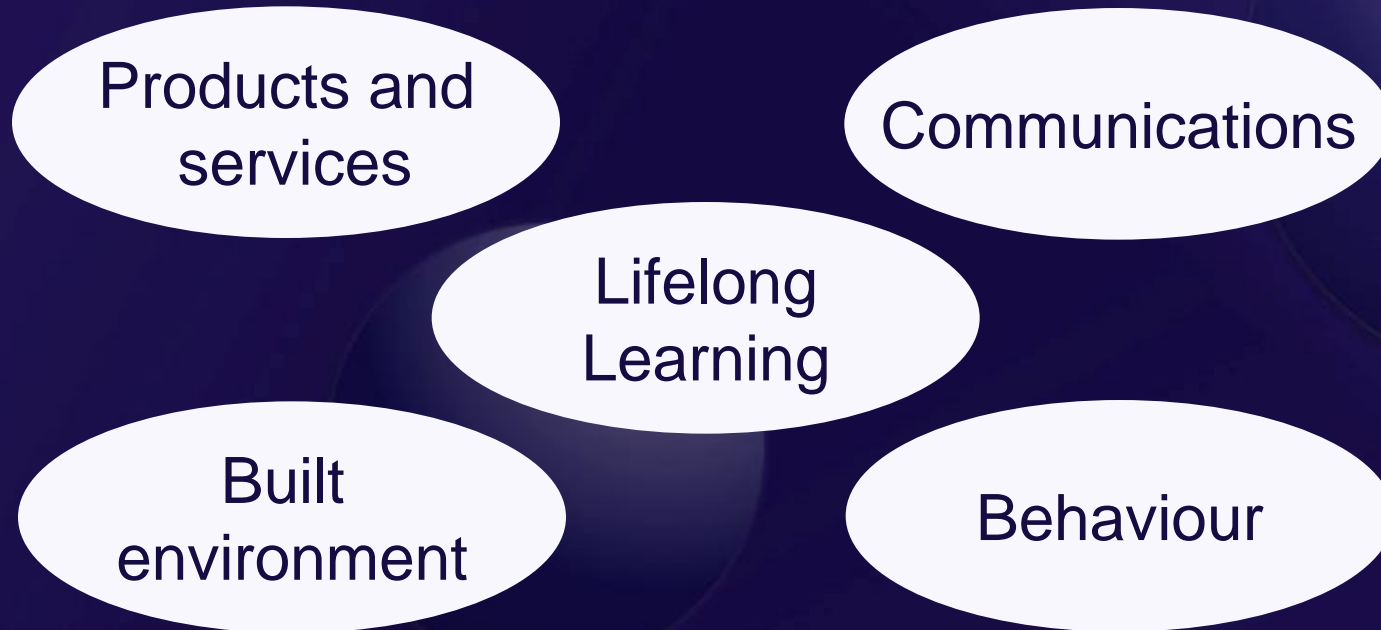
Key findings:

- 98% considered libraries to be important
- More books
- More IT
- Convenient opening hours
- People wanted libraries to be located where they can combine visits with other activities - particularly shopping

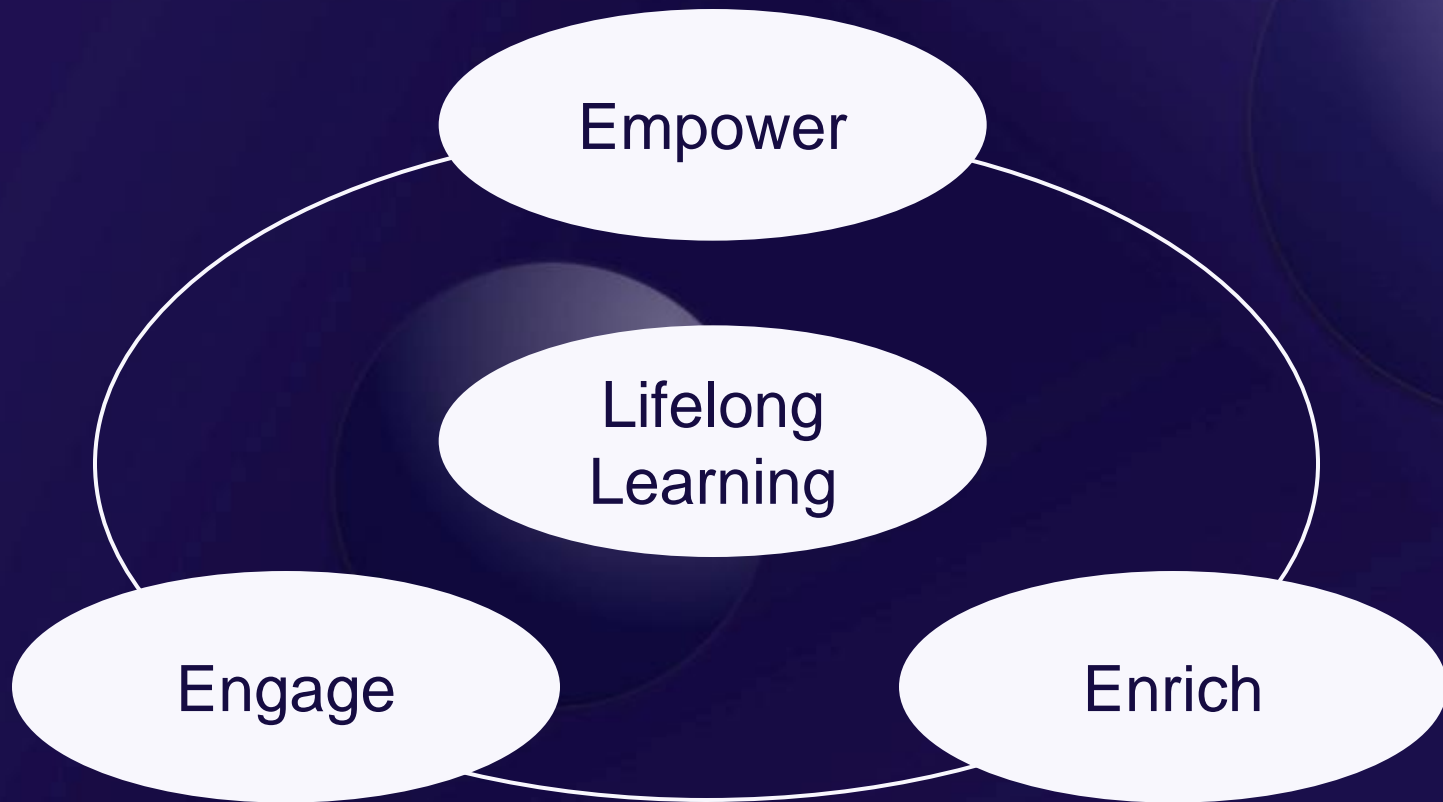
The next step:

Developing a library brand

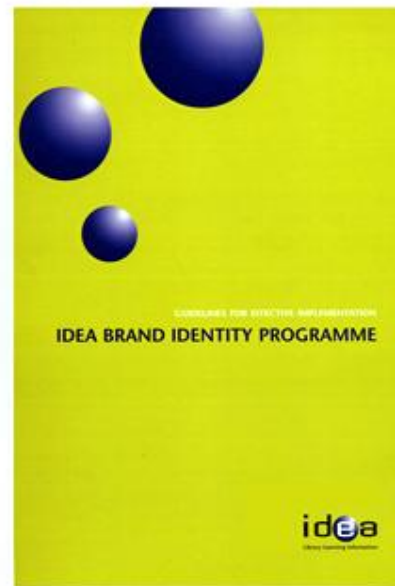
The brand:



The brand values:



Brand guidelines:



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Library Learning Information

garage, house, cornersh
ank, **Idea Store**, supern
underette, takeaway, h



Idea Store Canary Wharf

Learn something new, **read** a book, **surf** the net
for free all under one roof...

and membership is **free**

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The perfect location

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Strategy:

The right mix



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Approach:

Seamless services



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The retail model