

h&c Hardie and Company

Advertising, Branding & Design





...and feel free to reach out to either of us.

Who We Are ...and why we're here

www.hardieandcompany.com

We've Come a Long Way
(Celebrate Our success)

URBAN MEDIASPACE

NEW CENTRAL URBAN WATERFRONT AND MEDIASPACE IN AARHUS



fremskudt position mellem åen og bugten står et knudepunkt for kultur og viden, med en perlerække af pladser for byens borgere

Totalelever
schmidt hammer lassen architects
www.schlsl.com

Akteakt
schmidt hammer lassen architects

Landskabsarkitekt
Kirstine Jensen Tegnestue
www.kirstinejensen.dk

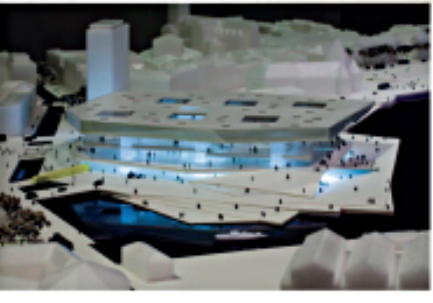
Ingénier
Alicia Rodríguez Ingénier
www.aliciao.com

Øvelge
Kunstnerne Bosch & Fiord,
Danmarks Biblioteksskole ved
Dr. art Henrik Johansen og
Dr. art Casper Hvenegaard
Rasmussen



Urban Mediaspace er det første offentlige bygning i Aarhus som er bygget i et samarbejde mellem arkitekterne Schmidt Hammer Lassen og landskabsarkitekten Kirstine Jensen Tegnestue. Bygningen er et knudepunkt for kultur og viden, med en perlerække af pladser for byens borgere.

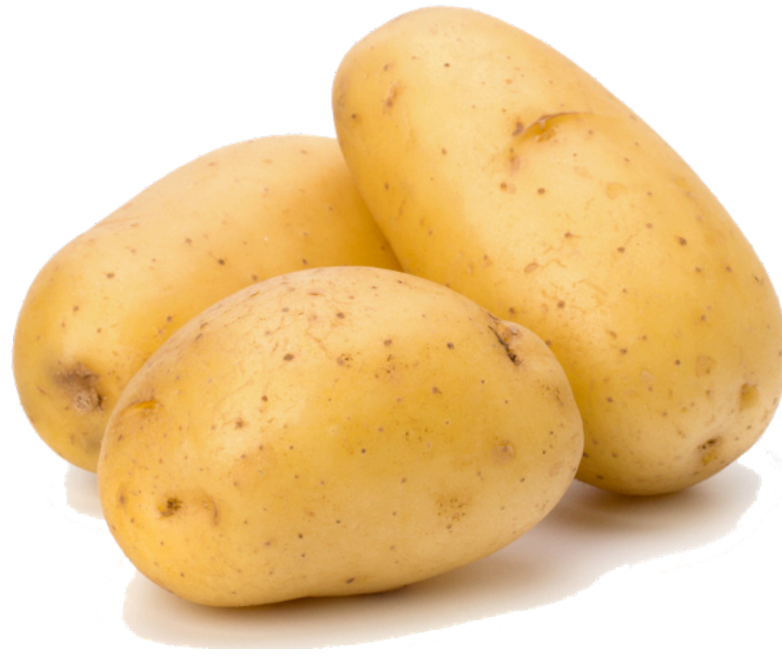
Urban Mediaspace will be one of Scandinavia's largest multi-business and multi-generational buildings that are built for the future and thus represent a very flexible design. The house is situated at the mouth of the Aarhus River in one of the most prominent areas of the Danish city center. Urban Mediaspace is a result of a master plan to regenerate the old city center on the riverbank, connected to the city center. The building is a mix of covered city space, a large rectangular glass facade, a glass curtain, which is facing in a series of cantilevered steps facing out to the edge of the sea. The cantilever creates a series of terraces for recreational activities and outdoor events. The terraces will contain the media house administration and offices for rent. The glass building is very transparent and allows passers-by to see the activities in the building while the users have a 360-degree panoramic view from the inside. The glass structure contains the various departments in 10 departments over three floors. The departments cover a children's theatre, interactive art hub, DVD and games books, an animation, even the exhibition, art and interactive. Being ground floor, the building will be suitable for the whole city. Part of the traffic along the waterfront will run through the building. To connect public transportation the new tram will have a stop near the access to the building also arranged.



URBAN MEDIASPACE er bygget langs med "Thengsted" og fremmer menneskets interaktioner. Fra den centrale del af hovedindgangen og fremad - og videre til MEDIASPACE og bygningen.

“Libraries Outperform Amazon,
putting 2 Billion Books Into the
Hands of ...”

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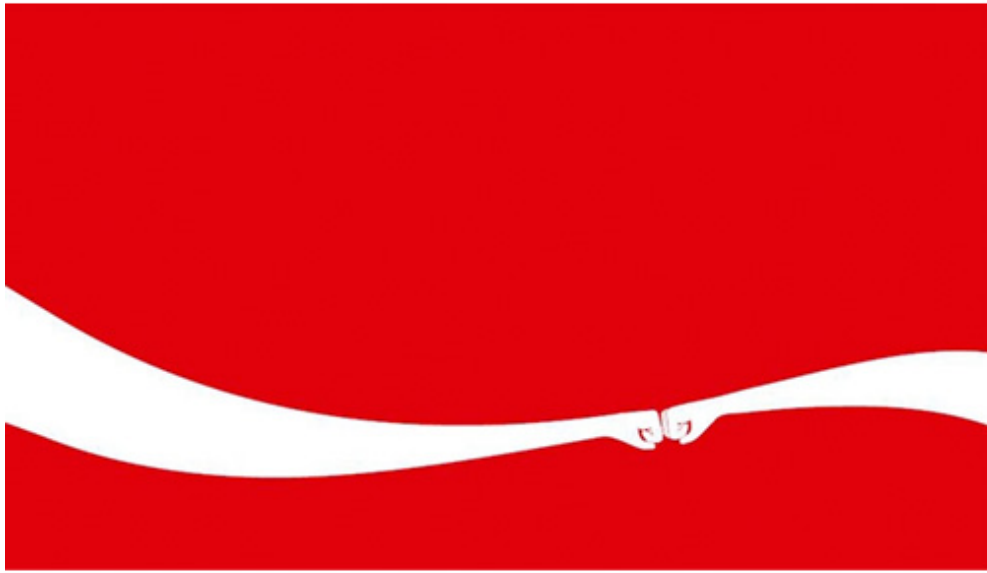
Campaigns Do Change
Minds & Hearts

Coca-Cola®

n&c



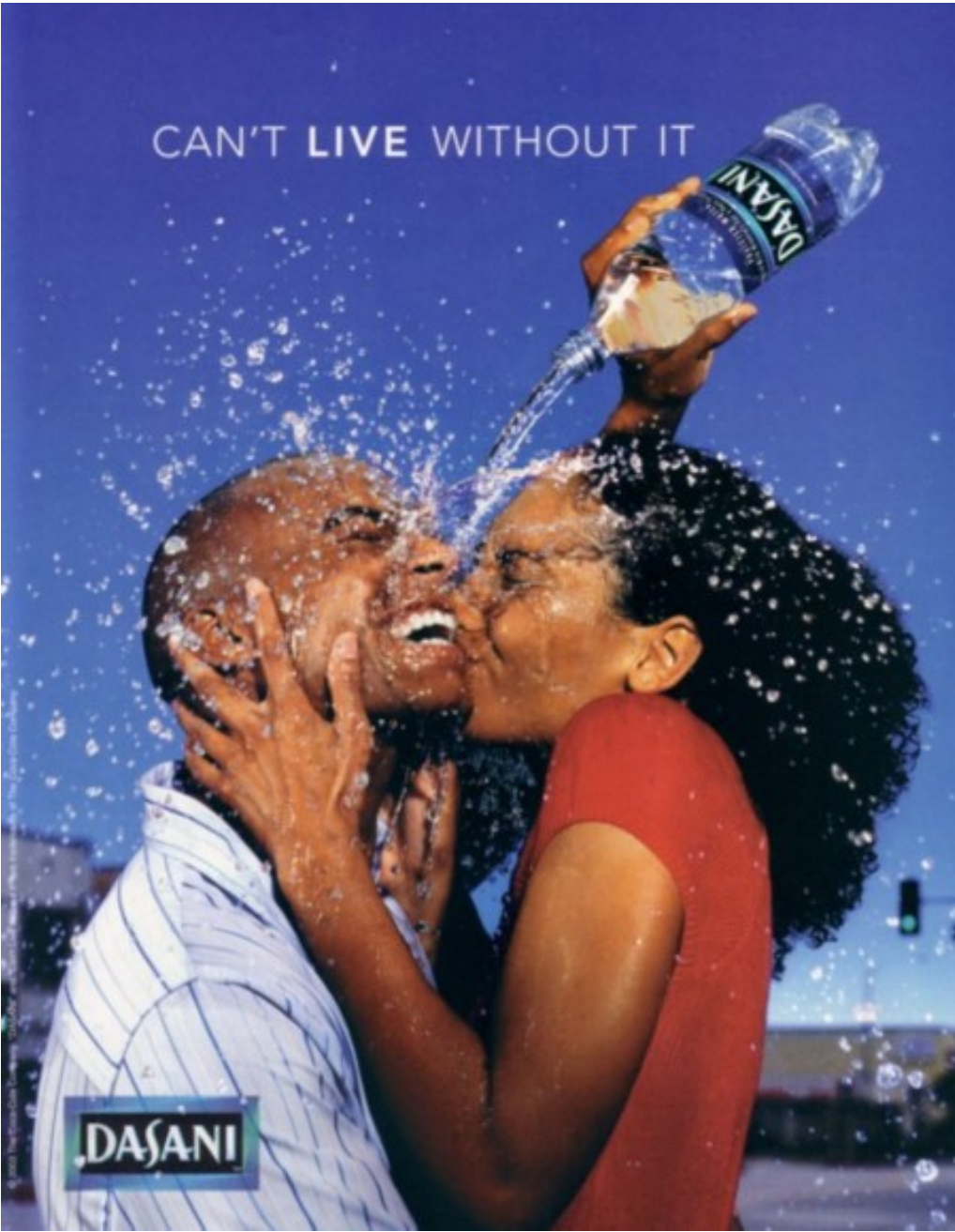
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The Dark Side of the Force

Manufactured Need

www.hardieandcompany.com



PURIFIED WATER
ENHANCED WITH MINERALS (FOR A PURE, FRESH TASTE)
DASANI
a product of The Coca-Cola Company

The simple moments are the most refreshing.
Chilli of the Grammy award winning R&B group TLC is 37 and mother of Tron, age 11.

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Every drop
is green.



Your FIJI Water purchase helps reduce
carbon emissions and protect Fijian rainforests.
To learn more, go to fijigreen.com



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The Force (For Good) Awakens

The 'Where Are We' Checklist

~~We're a commodity~~

We have unique and relevant services

~~We have nothing to say~~

We have share-worthy stories to tell

~~We're like every other library~~

We've a unique brand unlike any else in our community & distinct from other libraries

And everyone in our community knows it

?????

1 Hurdles to changing public perception

“Products from the major competing companies around the world will become increasingly similar. Inevitably, this means that the whole of the company’s personality, its identity, will become THE most significant factor in making a choice between one company and its products and another.”

Wally Olins, Corporate Identity



www.hardieandcompany.com

“Why would I go to the Library?
I have a phone.”

“It’s just not *that* important to people this day in age.
No matter what you do, no matter what you add to it,
people won’t be “lined down the street” to get in.”

“Beyond what I feel is a gross misuse of tax
dollars, I feel like we’ve completely lost touch
with what a library actually is; a place in
which reading materials, such as books,
periodicals, and newspapers are kept
for use or lending...

**won’t somebody PLEASE think of the
children!”**

1
Why Aren't We Getting
Our Message Out?

Shake & Shout

*Use our outside voice
and get it outside our
doors*

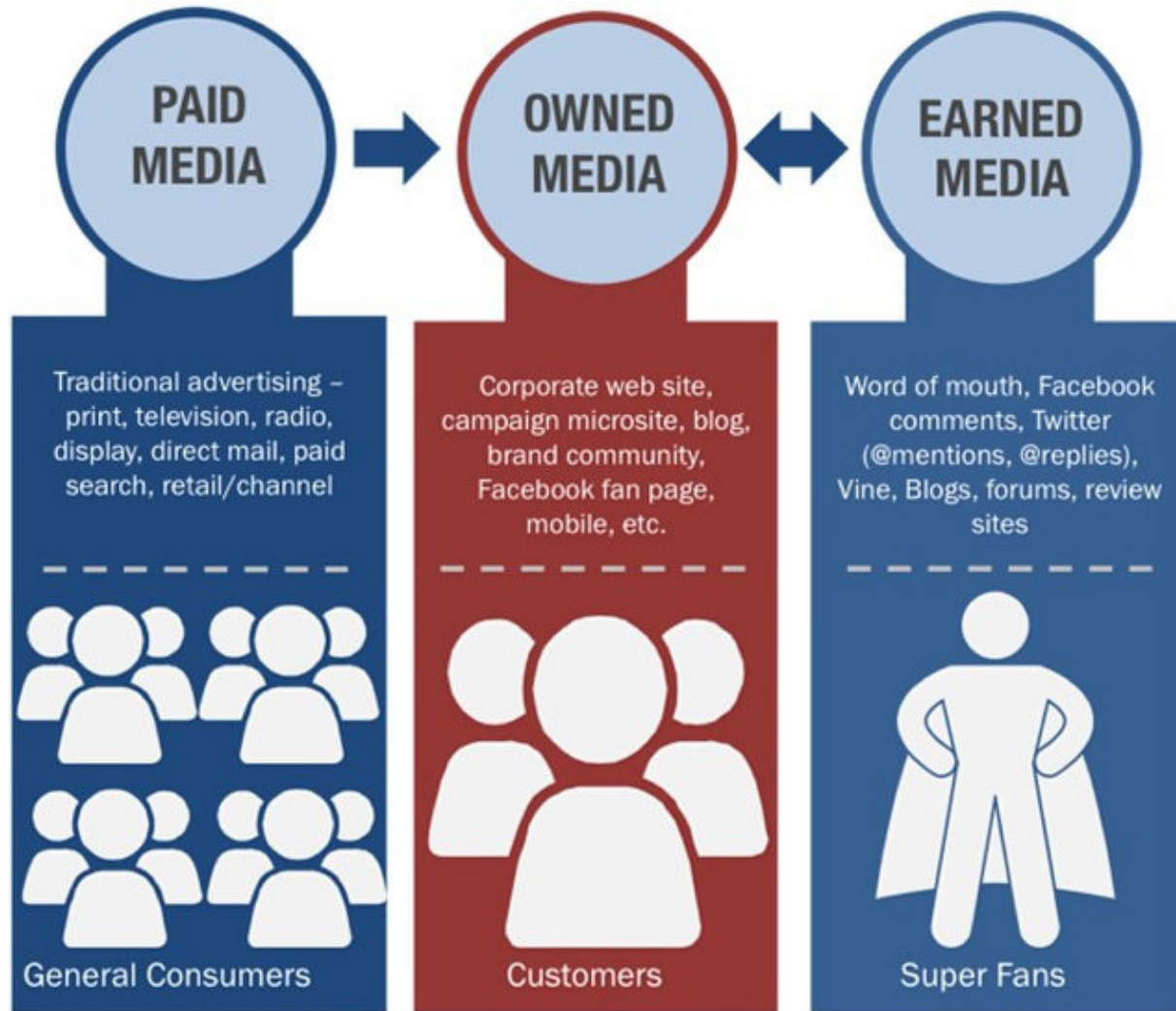


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1 Announced vs. Earned



Girlfriends library card
(source) Jan 15 2016

Next Post >



1,061,667 views



Coca-Cola
open happiness®

Share a **Coke** with a friend

Get in touch with a good friend, an old friend, or maybe even a new friend.

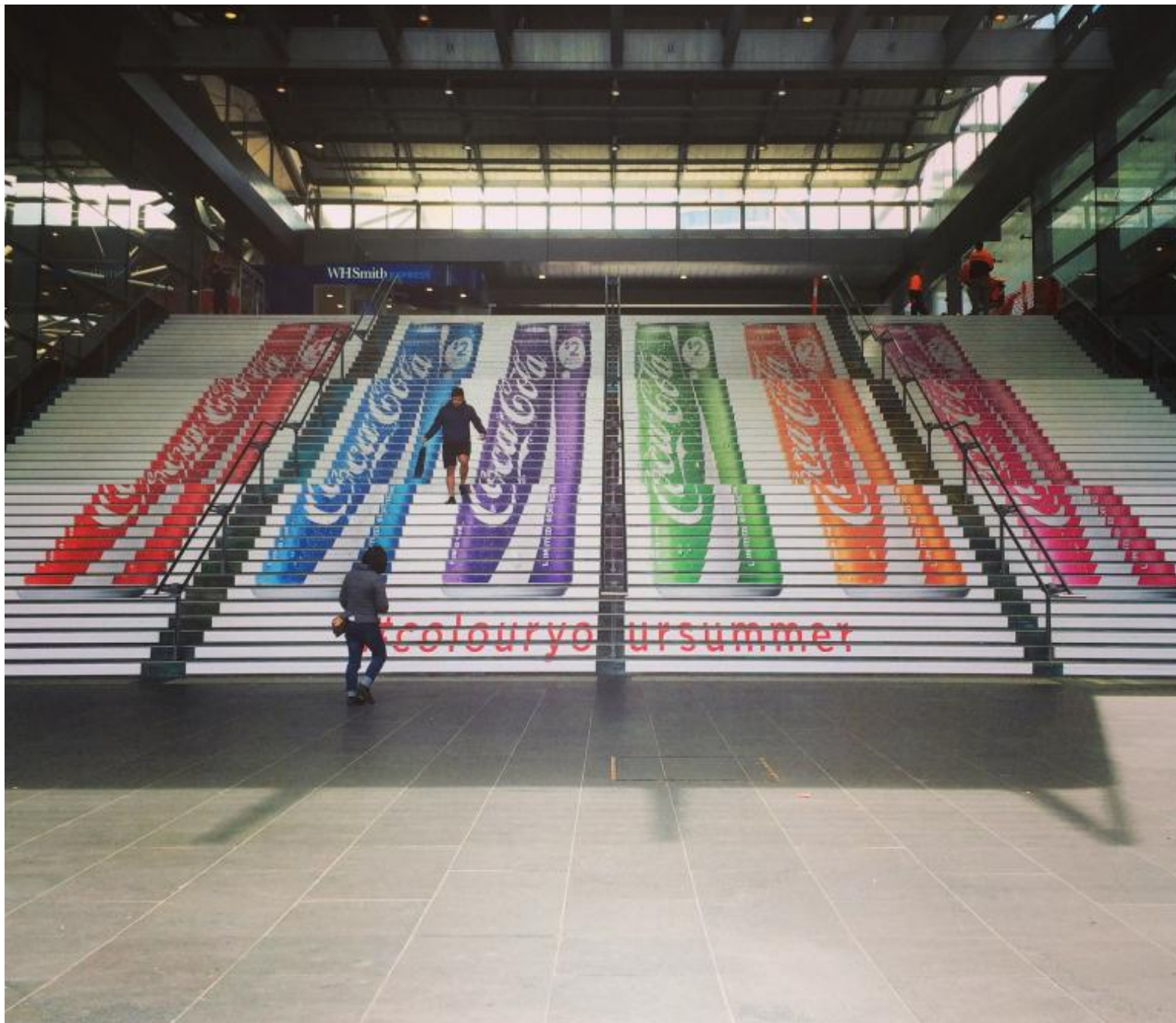
shareacoke.com.au



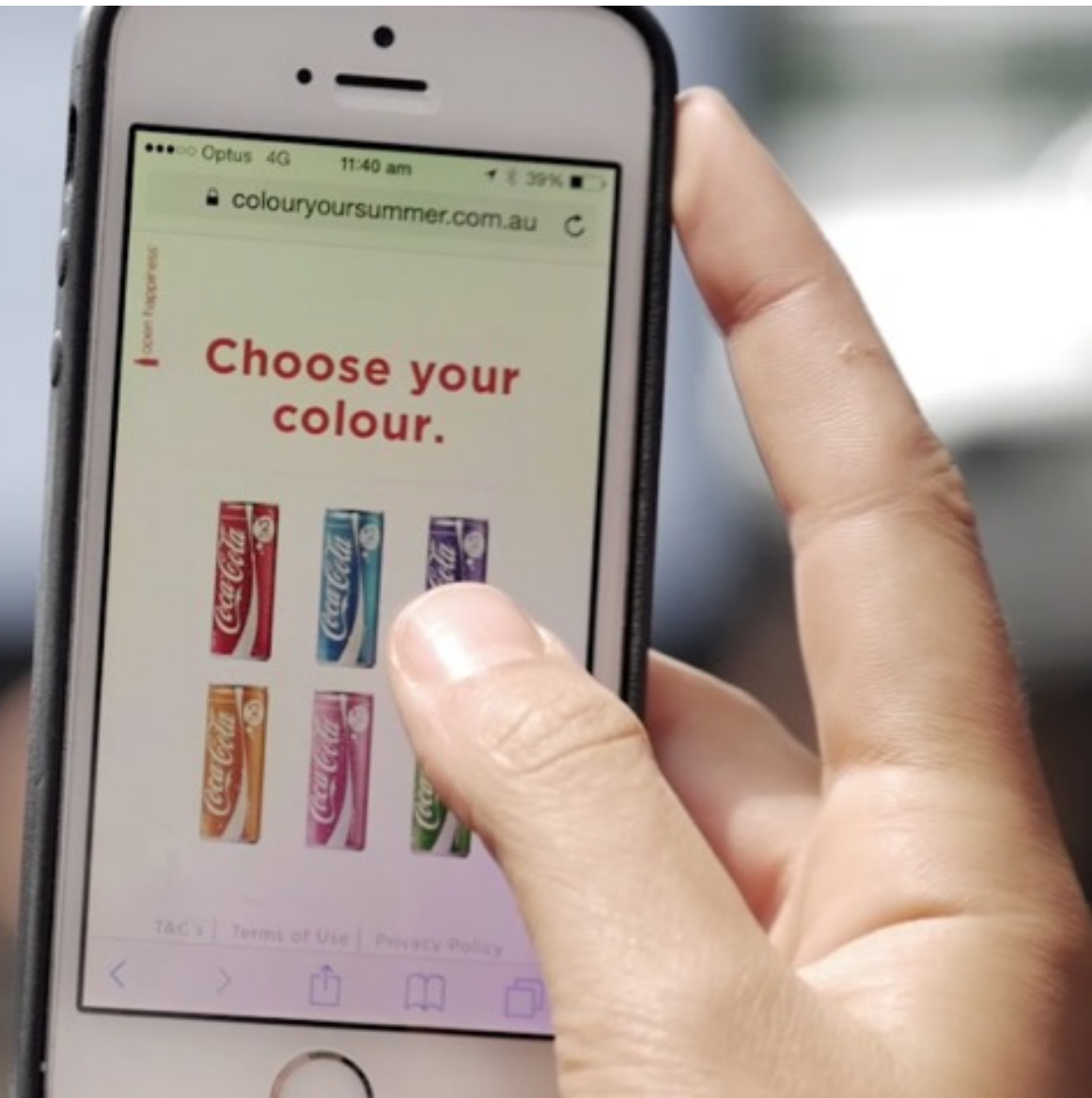
© 2011 The Coca-Cola Company. 'Coca-Cola', 'Coke', the Grip&Go Bottle and 'Open Happiness' are registered trademarks of The Coca-Cola Company.

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Maddy Harris

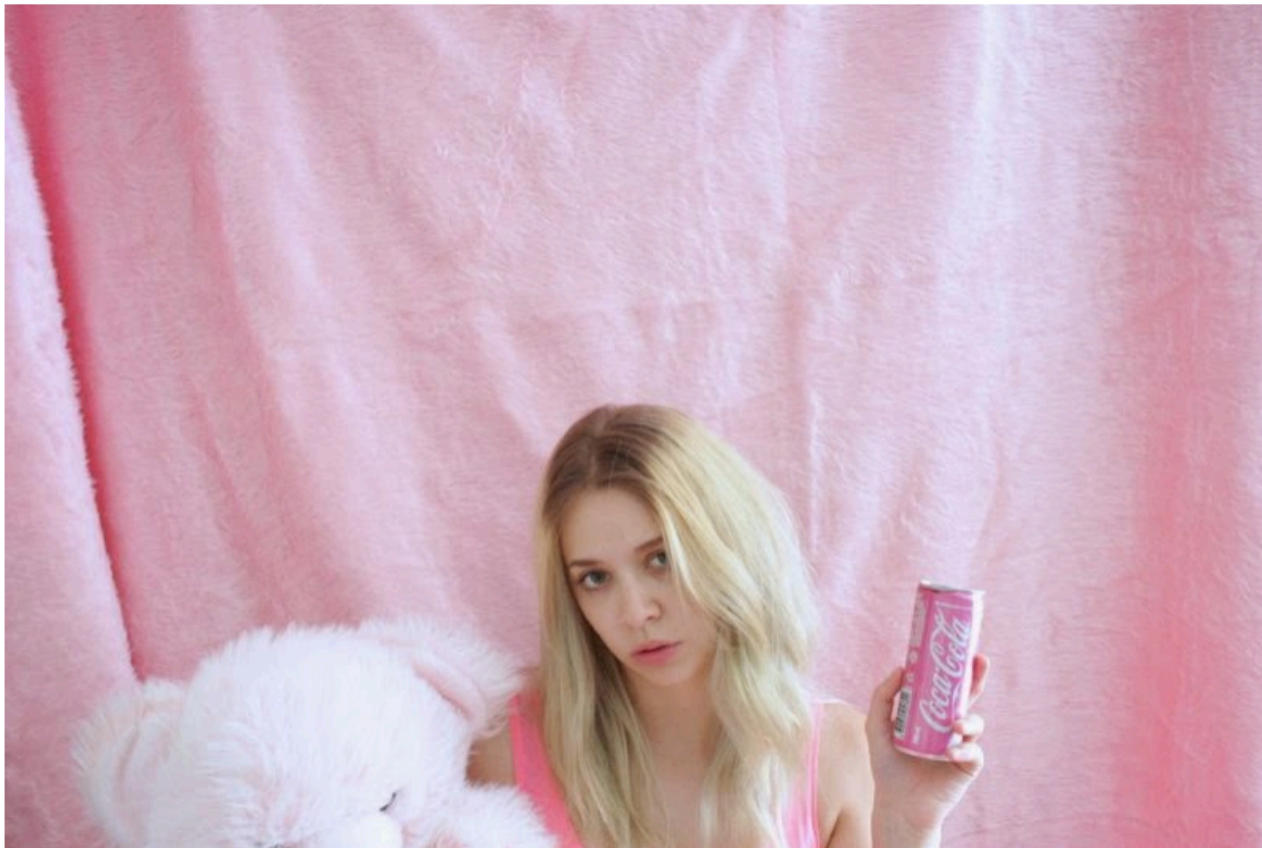
@maddyjharris

 Follow

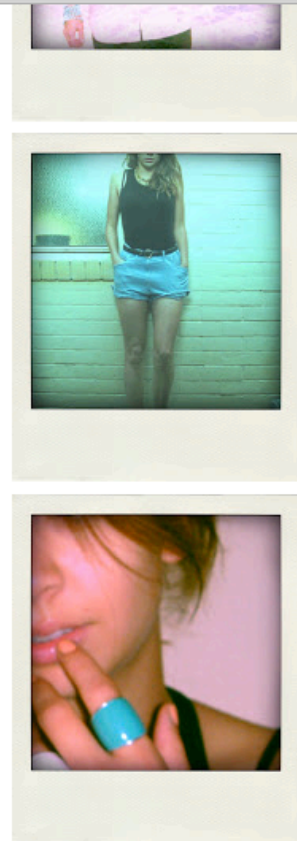
Thanks @CocaColaAU for the great night #colouryoursummer

10:08 PM - 26 Nov 2014

  27  87



(thrifed dress, roller blades and teddy bear)



I've been trying to get my hands on the new #colouryoursummer Coke cans for ages and finally found some in a service station. And then the next week I realised they've been selling them at my work the whole time (#facepalm)! Ah well, they are so cute I picked up the pink, purple and blue ones and not sure if I will ever drink them or just keep them on the shelf looking cute forever and ever ♡☆☆☆☆♡

POSTED BY HEATHER AT 12:36 PM 13 COMMENTS [social icons] Recommend this on Google

LABELS: [OUTFITS](#), [PASTEL](#), [PHOTOGRAPHY](#), [PINK](#)





UKNEKT LIGHTS
@UKNEKT_LIGHTS

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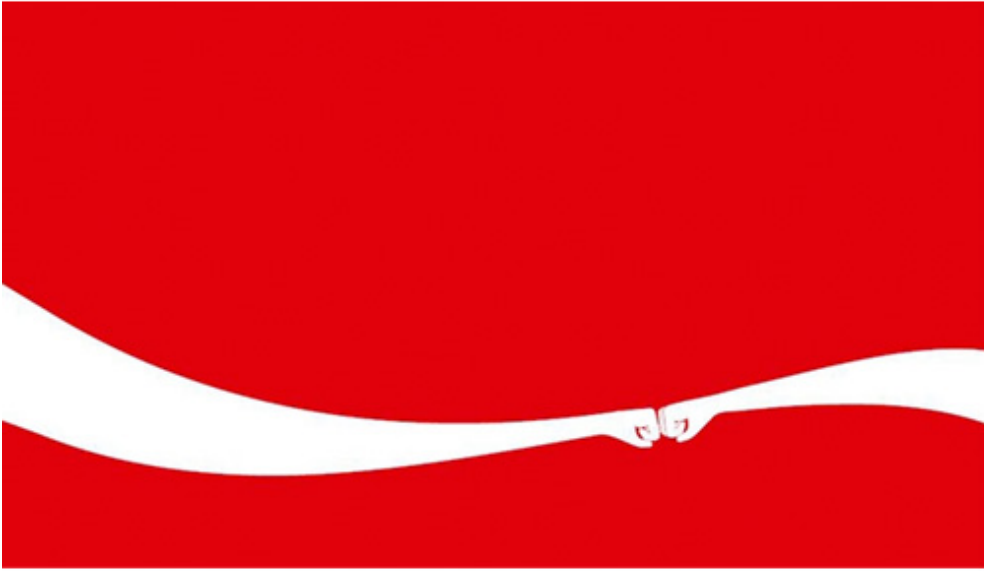
[#colouryoursummer](#) We will soon be launching our colour change lights so we matched our lights to the colours. Summer!

4:58 AM - 1 Dec 2014

[↩](#) [↻](#) 2 [♥](#) 1



Cause Marketing (Social Consciousness)









50,000,000

ALREADY 50 MILLION INTERACTIONS!

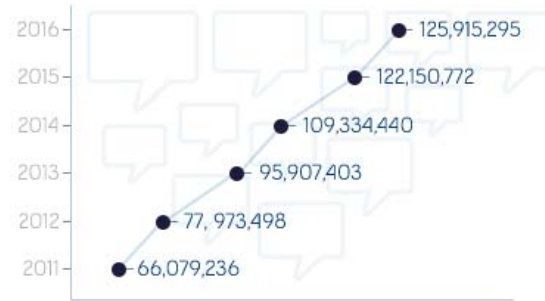
Today, talk, text, tweet to end the stigma around mental illness.



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597,360,644

Total number of interactions



+\$6 million
in Community Fund grants

345 grants

↓
\$1.99 million
in grants

Children & Youth

↓
\$469K
in grants

Aboriginal communities

↓
\$1 million
in grants

Military family support



Can a Library Suffer
From Low Self
Esteem?

h&c
Our Biggest Asset

Who
else wants to be a
trusted part of our community?

Pulling it All Together

(Building a robust ~~advertising~~ engagement campaign)

Be Fearless. Be Strategic.

Go Big --- expect much more but deliver much more.

Remember, “trust” is an asset others value.

Find the unexpected, mutually beneficial partnerships others miss.

Act locally but outside your library for greatest impact.



more wonder

more adventure

more passion

more gee

LET US SURPRISE You!

Working with french wine growers, Louis Pasteur developed this process to extend product shelf life and kill germs. KNOW THE PASTEURIZATION PROCESS

LET US SURPRISE You!



LET US SURPRISE
You!



More Starts Here

More Starts Here

more inside

More Starts Here

More Starts Here

more inside

Innovative Maker Faire

More Starts Here!

It begins as a passing thought, a "what-if", or a half-baked idea that kind your imagination. But how do you do it?

Working from the beautiful Public Library's new Fab Lab, we don't just have the ideal, we offer all the resources, tools, information, knowledge, and hardware to bring your ideas to life!

Yes, we have laser cutters, routers, vinyl cutters and 3D printers.

Get inside the experience! Need a real thing or the best? Join us for the Show!

Don't let your idea wither on a quiet table. Don't let it fade. Let it out of your head and into the world.

Expect more. Do more. Create more. It's all inside.

iDEAS

1072 BAYVIEW BLVD. SUITE 1010B. FID. WA 425 8410

more inside

WELCOME TO PASTA plus FEATURES

\$5.25 + tax
HOME-MADE
RICE BALLS
topped w/ sauce
& mozza

POTATO
(home-
side
fu

Need a VENUE
for your EVENT?
Rent Pasta plus.
Sundays, or
Mondays, or long
weekends
ASK FOR DETAILS.

Did You Know...
Pasta plus caters
7 days/week
also:
off-site
nd

Pastaplus
Eatery and Catering



more inside

Town of Innisfil
Council
Municipal Departments
New opportunities

1

Sow & Reap

(Possibilities abound)



Be Fearless. Be Strategic

Go Big --- expect much more but deliver much more.

Remember, “trust” is an asset others value.

Find the unexpected, mutually beneficial partnerships others miss.

Act locally but outside your library for greatest impact.

1
“You do not merely want to be considered the best of the best, you want to be considered the only ones who do what you do.”

~ Jerry Garcia, The Grateful Dead

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