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Branding your library and communicating its value

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Selling Your Library

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Group Exercise— Selling Your Library

How do you sell yourself?

Creating a Brand?

Issues?

What makes a good brand?



Branding is Not Simply About Awareness It's more complicated!

“Branding is the most misunderstood concept in all of marketing, even among so-called professionals. For example, people think successful branding is about awareness. It isn't. After all, everyone knows about cancer, but how many people actually want it?”

Bob Frankel

Good Brands (Bob Frankel)

- Delivers the message clearly
- Communicates quickly
- Projects credibility
- Strikes an emotional chord
- Motivates the respondent
- Creates a strong user loyalty



"I like it, J.D."

**Advertising grabs their minds.
Branding gets their hearts**

Branding

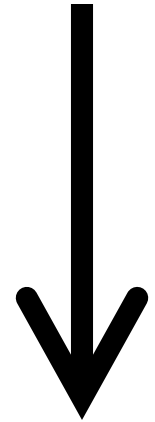
- Branding is really tied to creating a business strategy
- Who the heck are you, why are you important, and why should people care?



“I’m the victim of negative advertising”

Evolution of Marketing

- Features—what it has
- Benefits—what it does
- Experience—what you'll feel
- Identification—who you are
- A Connection!



Know your story!





YOUR
VIBE
attracts
YOUR
TRIBE

Brands can trigger a
religious experience

A Win for the Stacks

Facing faculty uproar, Syracuse library pulls back -- at least for now -- from plans to move thousands of books off campus.

By [Jennifer Epstein](#) // November 13, 2009

[24 COMMENTS](#) 

The Syracuse University Library system is facing the classic book-lover's dilemma: too many volumes, not enough shelves. The stacks in the flagship Ernest S. Bird Library are at 98 percent capacity, the on-campus archives are totally full and dozens -- if not hundreds -- of new volumes flood in each day.

Suzanne E. Thorin, dean of libraries, thought she had a solution. Her plan was to ship rarely used or redundant texts 250 miles southeast of campus, to a storage facility in Patterson, N.Y. Readers and researchers would've been able to request books before 2 p.m. one business day and receive them the next. Space in Bird would be freed up for new acquisitions, study halls and classrooms.

But that plan went awry Wednesday night [when more than 200 faculty and students](#) flocked to first public airing of the issue, a University Senate meeting. Some held signs protesting the proposal (one read "FREE BIRD"). Some spoke against the move on the grounds that library space had been misallocated while others questioned the need to ship the books so far away from campus. Faculty members delivered a petition against the plan signed by more than 100 humanities scholars, whose fields would be hurt more than others by the book relocation.

The Best Product Doesn't Win...

**The Best
PERCEIVED
Product
Does!**



US\$ 8,000



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Who would have thought!

THE READERS' PAGE

VW advertisers showed how to sell the unsellable

By John L. Gann Jr.

Bankrupt Detroit is what it is today simply because it didn't sell. Not to the carmakers who built elsewhere. Not to other industry. And not to families who fled the city for the suburbs.

Other old industrial cities in Upstate New York share Detroit's difficulties if not yet its financial fate. So do downtowns and other older business areas. Their only long-term hope for growth in sales, jobs, population and tax revenues is to start selling again.

So cities like Detroit and other out-of-favor places or products of any kind need marketing.

But in a competitive marketplace, how can you sell the seemingly unsellable?

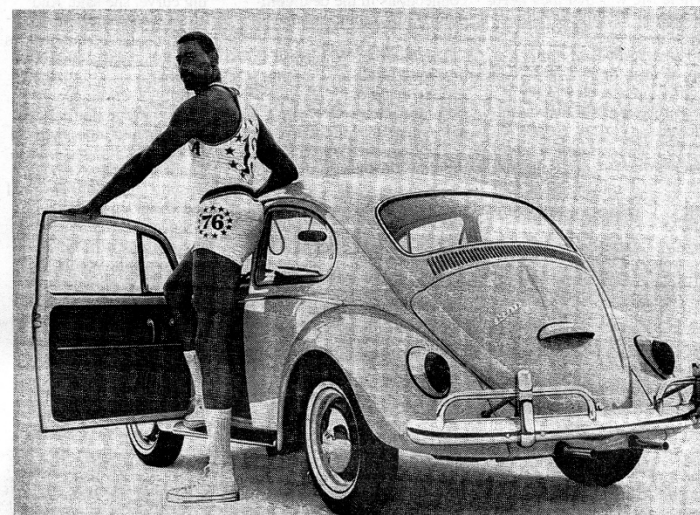
In the business world it's been done. There are great lessons from the experience of the ugly duckling of the Motor City's greatest industry. That was the original Volkswagen Beetle.

Ugly duckling is an understatement. The car the New York Times called the "little Hitler" was conceived and sponsored by the Führer himself. It was antiquated, underpowered, homely, tiny, austere, little known, and burdened by a kiss-of-death Nazi association — everything its postwar U.S. competitors were not.

In 1948 Ford Motors was offered the car and its plant free. The company turned it down as "not worth a damn." U.S. dealers and distributors considered the Beetle unsellable.

VW needed marketing. It got it, but in a way that chose to break a few rules.

The rule-breaking worked. By 1972 the Beetle had out-sold every other car that had ever been put on the mar-



**They said it couldn't be done.
It couldn't.**

We tried. Lord knows we tried. But no amount of pivoting or faking could squeeze the Philadelphia 76ers' Wilt Chamberlain into the front seat of a Volkswagen.

So if you're 7'1" tall like Wilt, our car is not for you.

But maybe you're a mere 6'7". In that case, you'd be small enough to appreciate what a big thing we've made

of the Volkswagen.

There's more headroom than you'd expect. (Over 37 1/2" from seat to roof.)

And there's more legroom in front than you'd get in a limousine. Because the engine is tucked over the rear wheels where it's out of the way and where it can give the most traction.

You can put 2 medium-sized suitcases up

front (where the engine isn't), and 3 fair-sized kids in the back seat. And you can sleep on an enormous infant in back of the back seat.

Actually, there's only one part of a VW that you can't put much into.

The gas tank. But you can get about 28 miles per gallon out of it.



Wilt Chamberlain in a VW advertisement.

thing like VW's unorthodox

on Studies
ERSITY

Fateful Purposes





"Mr. Thornton here is going to make us more visible."

Brand winners now create “Platforms”...instead of “Products”



And the biggest “store” on earth...



For a Strong Brand – Three Questions to Ask

- Who are you?
- What do you do?
- Why does it matter?

“
|



“I can’t decide. I’m having a brand
Identity crisis.”

Branding Examples from Industry



"It would sure fool the hell out of me.
What about you, Thompson?"



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The Coca-Cola Company

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Its Support Of New Voluntary
School Beverage Guidelines >>



The Coca-Cola Company To
Present At Goldman Sachs
Consumer Products

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PRODUCT FACTS

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TV ADS

STREET MOTION





All the reasons you'll love a Mac. ➡







Brand Strategy Checklist

http://www.cim.co.uk/mediastore/Brand_eGuides/eGuide4.pdf

- Is there a clear and clearly expressed strategy for the brand? Is it flexible enough to change when necessary?
- Is there a well-established brand management process to ensure that this strategy encompasses all touch points users will encounter?
- Is the brand strategy defined not just in relation to its own history and standards, but in relation to dynamic environment changes?
- Is the entire organization focused on delivering the brand promise?

Brand Strategy Checklist (cont.)

- Do you see the brand not just as a promise to your customers, but to all your stakeholders including employees, partners, etc.
- How is your brand positioned to differentiate it from competition and keep your customers loyal?
- Do you know which customers you should target – and why?
- Is responsibility for the brand at a high enough executive level?

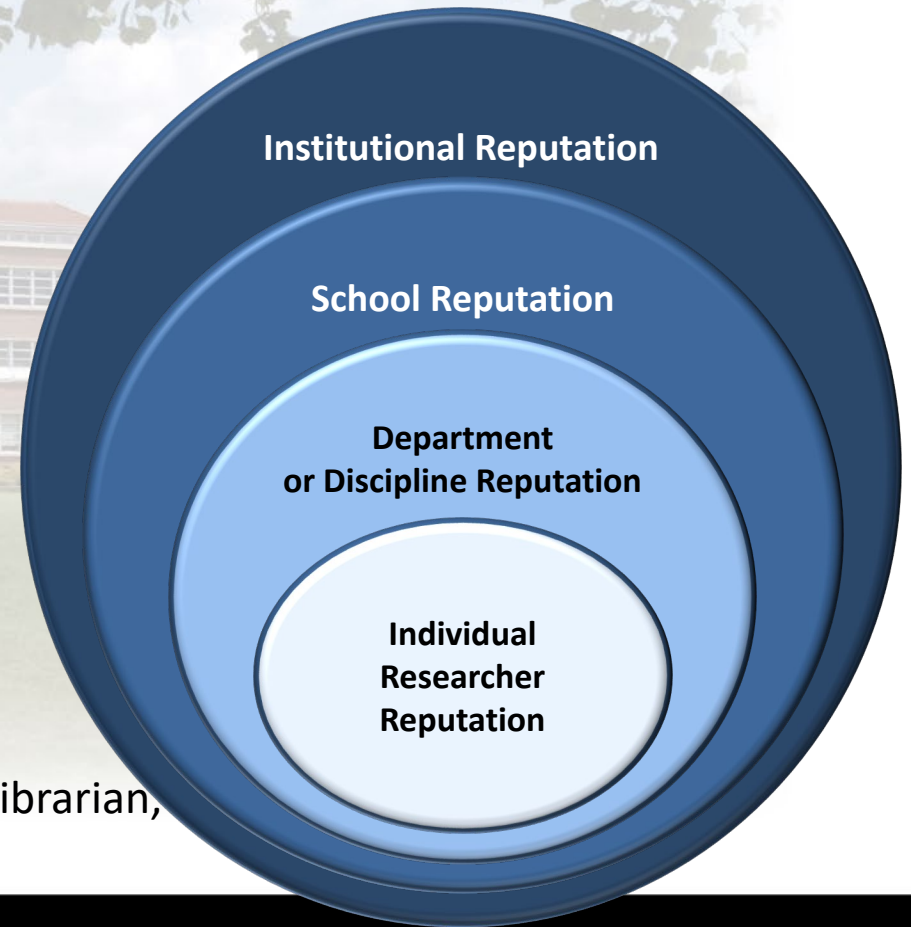
Library Success and Brand is tied to Institutional Brand which is tied to its Faculty..

institutional reputation
= *collective reputations of
all of its researchers*

Institutional Reputation



Individual Researcher Reputations



Source - a talk by Arnold Hirshon, University Librarian,
Case Western Reserve University



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the library role on the new roadmap of institutional success

- To develop strategy and improve intelligence
 - Analyze key predictors of success
 - Conduct benchmark testing
 - Visually display information (infographics)
- To improve institutional reputation
 - Document institutional name variants
 - Citation analysis and improvement
 - Use alt-metrics
 - Support faculty Orcid ID registration
 - Educate faculty on importance of journal impact, and provide assistance to ready their articles to improve likelihood of publication
- To ensure the library has good working partnerships with other university offices
- To develop and foster a productive organizational culture within the library



Orcid ID: orcid.org/0000-0002-1321-6041

Source - a talk by Arnold Hirshon, University Librarian,
Case Western Reserve University

traditional libraries

Results

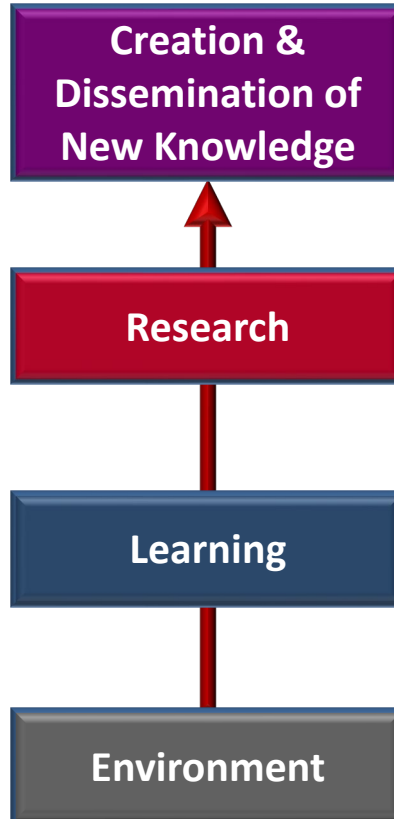
Peer Reviewed Publications:
Books
Journal Articles

Tools and Techniques

Paper-based Formats
Library or Lab

Passive (lectures)
Individual

Isolated
Solitary



today's libraries

Results

Open Access
Virtual Reality
Online Exhibits
Physical Objects

Tools and Techniques

Digital Scholarship
Electronic Databases
Multi-media
Datasets
GIS

Active learning
Collaborative
Maker-spaces

Welcoming & Engaging
Immersive
Interactive

Source - a talk by Arnold Hirshon, University Librarian,
Case Western Reserve University

In this ecosystem, library assets are changing to ensure the library's value in academic success

space
to think &
collaborate

+

*scholarly
content and
resources*

+

services
for research &
scholarship

=

an idea incubator for
entrepreneurship &
sustained innovation

Source - a talk by Arnold Hirshon, University Librarian,
Case Western Reserve University

It's your turn now,

Are
You
READY?

Thanks...

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