### MARKETING OF SERVICES AND INFORMATION RESOURCES OF THE RESOURCE CENTER FOR LEARNING AND RESEARCH - CRAI-OF THE UNIVERSITY OF BARCELONA:

CRAI de la Universitat de Barcelona Unitat de Projectes Grup de Treball de Difusió de Serveis C/Baldiri Reixac, 2, 08028 Barcelona

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### **BRAND CRAI UB**

### **Objectives**

Our goal in the marketing department has been to provide the CRAI UB with a logo or brand that would clearly associate it with our product in order to enhance and strengthen our primary objective of promoting, disseminating and optimizing the use of all the services and information resources of our libraries and units. The aim of this poster is to show our experience in branding the CRAI UB, as well as displaying the latest marketing materials carrying the newly created logo.

### Methodology

We set up a team of seven members from different libraries and units of the CRAI. The team works under the line of action defined in the Marketing Plan, an action plan carefully prepared by our Service Awareness Group, following the proposals and objectives outlined in the CRAI UB Strategic Plan. The team started working on the creation of the CRAI brand in 2008, it being the most important proposal in the 2009 Marketing Plan. The logo design and its implementation were

developed in working sessions of the group, following the usual procedure of regular meetings, proposal assessment, discussion and working jointly with the contributions of all group members. All marketing materials made from 2009 onwards include this CRAI UB brand logo.

### Marketing products 2009-2011

### Four postcards

Do you know the CRAI? Campaign to make known what the Resource Center for Learning and Research (CRAI) is and what it offers to the entire university community of the UB

Are you Seneca? Initiative to promote the library services offered to Seneca students Are you Erasmus? Action to promote library services offered to Erasmus students Do you know Refworks? Refworks adverstising campaign, an application for managing references, retrieving bibliographical information, and designing texts in terms of their literary references



### Poster

Do you know the CRAI?

Initiative to attract potential users to the CRAI UB. Campaign launched along with postcards with the same design, aimed to make known what the CRAI is (19 libraries + 7 technical units = 251 persons) and what it offers in terms of resources, services and support for teaching and research. The poster includes a plastic bag with postcards Do you know the

2011 calendar Principal item of the campaign designed to promote the CRAI UB digital collections





#### Four notebooks

Extending the campaign to promote the CRAI UB digital collections

### St. George's Day bookmarks Two bookmarks to promote St. George's Day at the UB, a day

devoted to encouragement of reading coinciding with the World Book Day

Memo cubes An internal awareness product with the watermark CRAI logo, used for personal notes







#### Post-it blocateca

Campaign to give visibility to the CRAI blogs with the logo that was used initially to advertise them

### CRAI bookmark

Campaign to spread the CRAI brand to all students at the UB. It was included in the folders given to students when they registered 7.bib.ub.edu

### Folder CRAI UB

Iniciative of internal marketing to introduce the CRAI UB brand in the staff's daily tasks

### Model document for a poster and a ppt

Standard model to make known the CRAI UB brand in making posters of the CRAI libraries and presentations at conferences and in lectures







### Bookmarks for the opening of The Food and Nutrition Torribera Campus Library

Two bookmarks celebrating the opening of The Food and Torribera - Edifici Verda Nutrition Torribera Campus Library Av. Prat de la Riba, 171, 08921 Sa.

### Model document for the use of databases Standard model to introduce the CRAI UB brand in

producing training materials

Initiative to promote the use of CRAI UB search engine

Search engine triptych





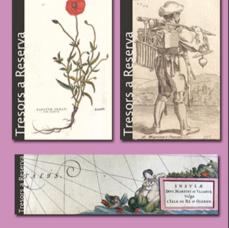


## Desktop poster and bookmark to inform the new rules of

Two elements of the campaign to raise awareness about the new CRAI UB lending rules and especially of its advantages

### En Amsteruaii . ... de Juan Blaeu, 1659-1672. Vol. 7. P. 161. Treasures in the Ancient Book and Manuscript Library

Campaign to raise awareness about the rich heritage of the rare books in the CRAI UB







#### Rubber stamp CRAI UB Action to customize our shipping and to promote the CRAI UB special collection

# Paper Bag

A practical product for users of the loan service to carry their documents in

### Internal transportation bag

Design of red and blue bags with the logo of the CRAI UB, intended for the internal transportation of documents between libraries







Metacrilato exhibitor with CRAI UB brand Action aimed at giving visibility to the CRAI UB marketing materials

### **Conclusions**

AT DE BARCELONA

We consider it essential to have our own brand, as it is well known and accepted that having a (good) logo generates more visibility, while it sends a message of confidence and professionalism. We aim to be easily and quickly identified by our users, so that they can benefit by using the resources and services at their disposal The logo will also contribute to differentiating our product and helping our global position as a unit of information in the professional environment.

Centre de Recursos per a l'Aprenentatge i la Investigació







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