MARKETING OF SERVICES AND INFORMATION RESOURCES OF THE RESOURCE CENTER FOR LEARNING AND RESEARCH - CRAI-OF THE UNIVERSITY OF BARCELONA: 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 Services Awareness Group. Following the proposals and objectives outlined in the CRAI UB Strategic Plan, the team started working on the creation of the CRAI UB brand in 2008, 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 2008-2011

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 wider university community of the UB

Are you familiar? Initiative to promote the library services offered to Severo Ochoa students

Are you familiar? Action to promote library services offered to Franco students

Do you know Net maka? Networks advertising campaign on an application for managing references, retrieving bibliographic information, and designing tracks in terms of their literary references

2011 calendar

Principal aim of the campaign designed to promote the CRAI UB digital collections

Four notebooks

Extending the campaign to promote the CRAI UB digital collections

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 (5 libraries + 7 technical units + 150 personnel) 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 CRAI?

Post-it stickers

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

CRAI bookmark

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

Bookmarks for the opening of The Food and Nutrition

Tarragona Campus Library

Two bookmarks celebrating the opening of The Food and Nutrition Tarragona Campus Library

Desktop poster and bookmark to inform the new rules of loan services

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

Center of Resources for the Enhancement and Investigation

Conclusions

We consider it essential to have our own brand, so it is well-known and accepted that having a visual 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.