



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

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 advertising 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 CRAI?**

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



Post-it blocateca
 Campaign to give visibility to the CRAI blogs with the logo that was used initially to advertise them

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



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

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



Bookmarks for the opening of The Food and Nutrition Torribera Campus Library
 Two bookmarks celebrating the opening of The Food and Nutrition Torribera Campus Library

Model document for the use of databases
 Standard model to introduce the CRAI UB brand in producing training materials



Desktop poster and bookmark to inform the new rules of loan service
 Two elements of the campaign to raise awareness about the new CRAI UB lending rules and especially of its advantages

Search engine triptych
 Initiative to promote the use of CRAI UB search engine

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

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.