

ARL MEMBERSHIP MEETING

October 2014

Branding Surveys



METHODOLOGY & GOALS

- Examine All Existing Data
- Inclusive
- Transparent
- Strategic



AUDIENCES SURVEYED

- ARL Staff
- ARL Board
- ARL Members
- ARL Leadership Fellows
- Associate University Librarians
- Various Library Association Leaders
- Other Partners Association Leaders



COLLECTED RESPONSES

Choose three phrases you *want* people to associate with ARL.



ANSWERS ACROSS AUDIENCES

- 4 out of 7 audiences ranked being an **expert**, an **authority**, an **influencer**, and a **leader** as #1. *The other three audiences ranked this in the top 3.*
- 4 out of 7 audiences ranked being an **innovator**, having a **clear vision**, and using **forward thinking** in the top 3.
- 3 out of 7 audiences ranked **collaboration** and **partnership** in the top 3.



TOP THREE

ARL should be perceived as a:

1. leader
2. innovator
3. collaborator



COLLECTED RESPONSES

Choose three phrases you *do not want* someone to associate with ARL.



ANSWERS ACROSS AUDIENCES

- 4 out of 7 audiences ranked **elitist, exclusionary,** and **“a club”** as #1.
- 3 out of 7 audiences ranked **traditional, antiquated, old fashioned** as #2.
- 3 out of 7 audiences ranked **stodgy** and **out of touch** as #3.



TOP THREE

ARL should *not* be perceived as:

1. elitist
2. antiquated
3. out of touch



COLLECTED RESPONSES

Choose three emotions you want people to associate with ARL's marketing materials.



ANSWERS ACROSS AUDIENCES

Overwhelming agreement:

- All audiences agree that the #1 emotion they want people to feel is **excited, enthusiastic, exuberant, and energized**
- All audiences agree that the #2 emotion they want people to feel is **intrigued, inspired, interested, and engaged**

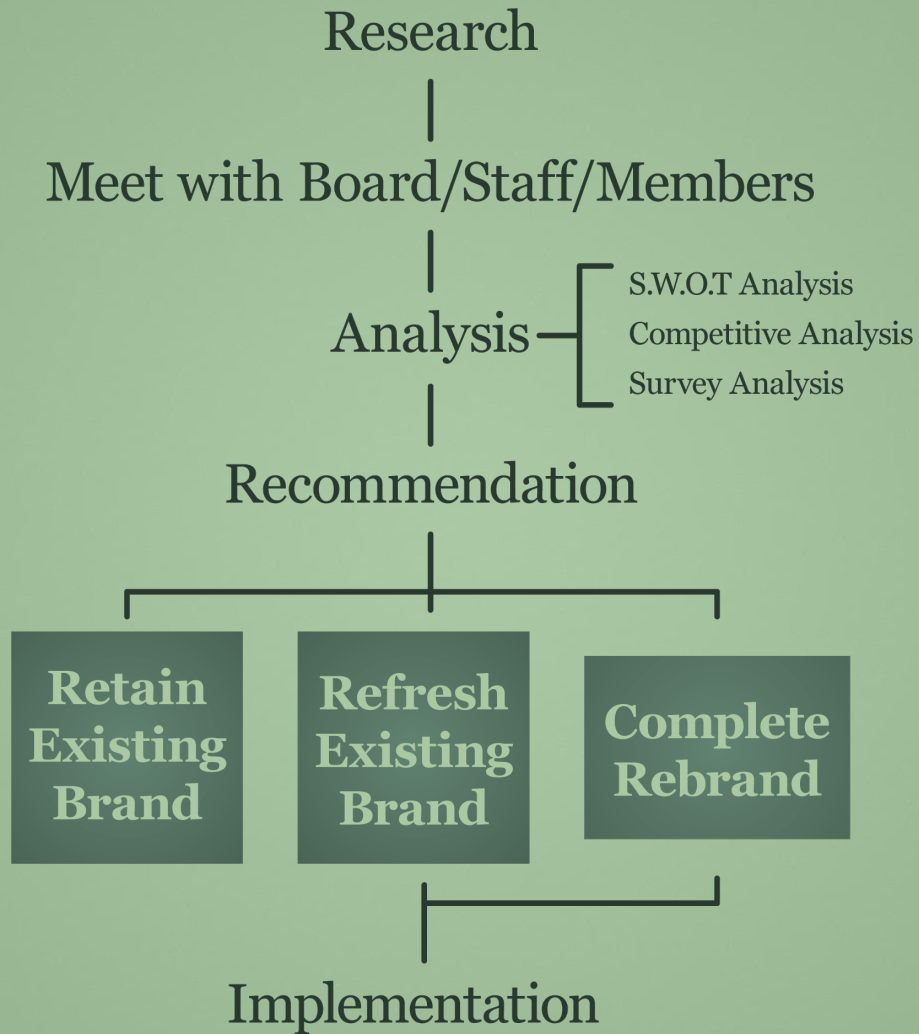


TOP THREE

ARL marketing should make me feel:

1. Energized
2. Engaged
3. Proud





SHARE YOUR THOUGHTS

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