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
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
Choose three phrases you do not want someone to associate with ARL.
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
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**
ARL marketing should make me feel:

1. Energized
2. Engaged
3. Proud
SHARE YOUR THOUGHTS

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