

**industry**

**SCONUL**

**Summer Conference**

**Ideas session: Brand, reputation and**

**the student experience - what your**

**VC is really worrying about.**

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Three things to talk about

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What is brand?

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Why is branding important for universities?

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What part do libraries play in the brand equation?

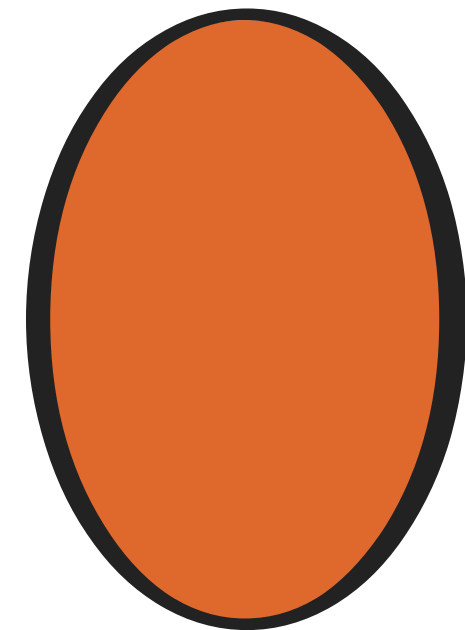
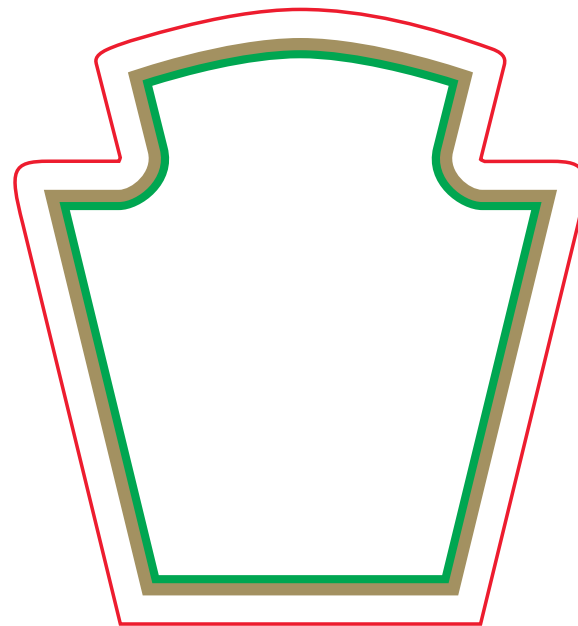
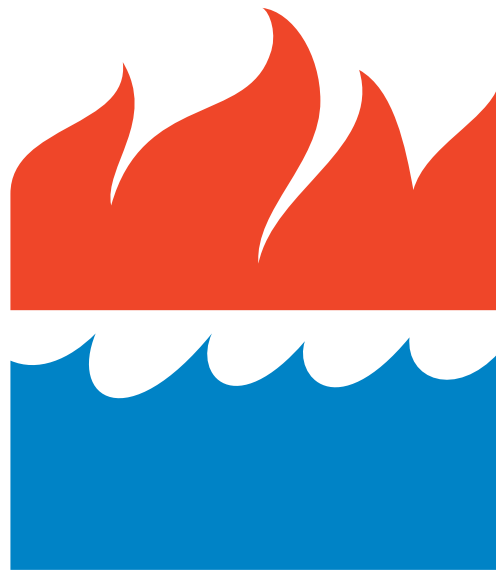
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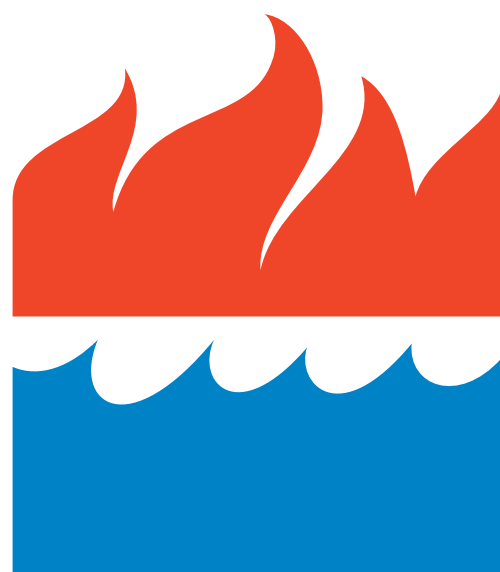
...and finally, how would you brand your library?

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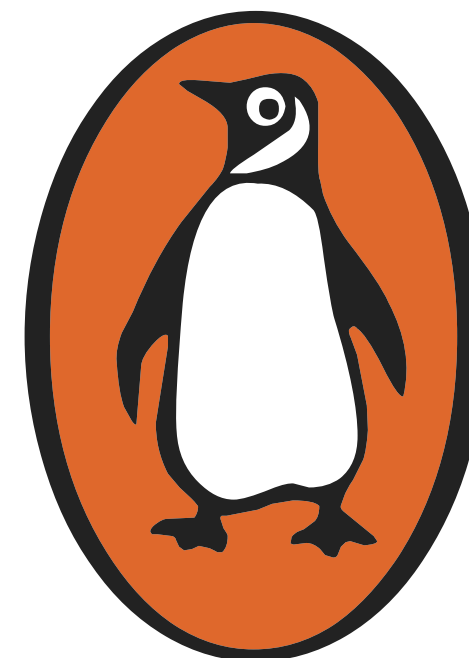
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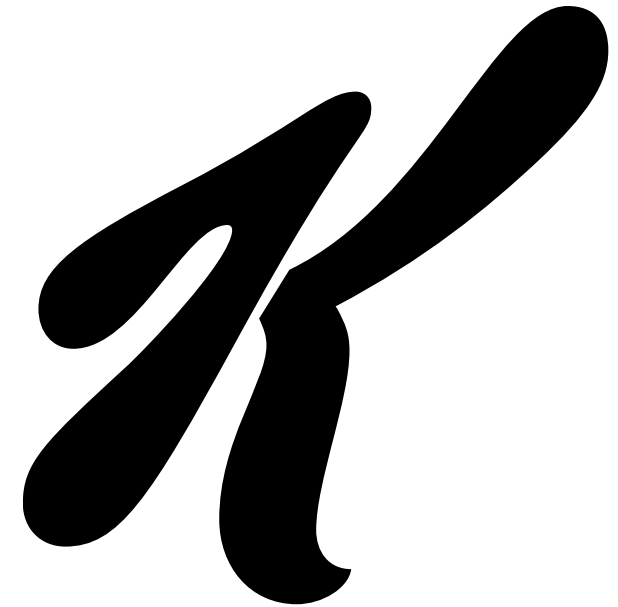
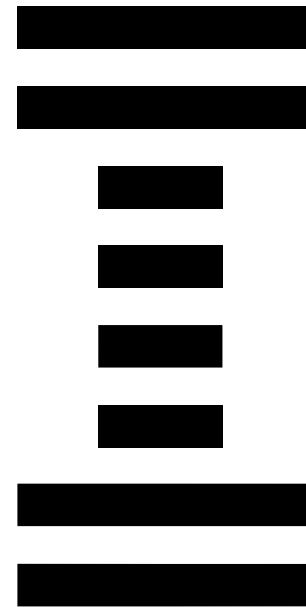
# What is brand?

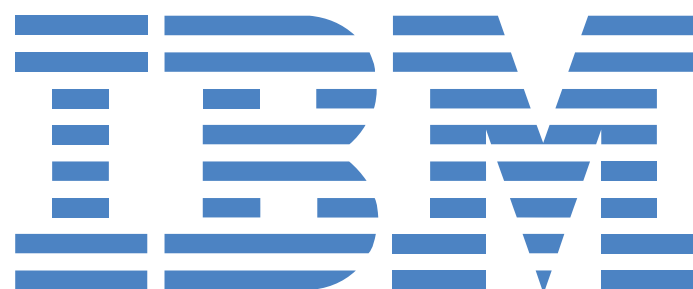


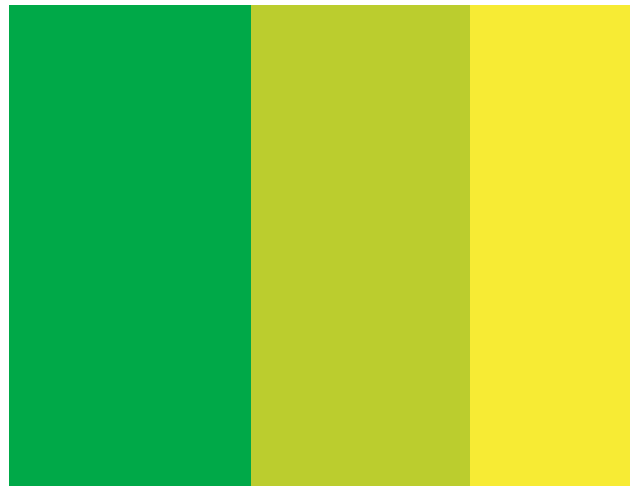


HarperCollins













VIRGIN

APPLE

# OXBRIDGE

# BODLEIAN

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A brand is...

...the sum of all the rational and emotional associations you hold with a place, person, product, service, company, institution...

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“Your brand is what people say about you when you’re not in the room”

—Jeff Bezos  
Founder of Amazon

“A brand is a living entity...it is...the product of a thousand small gestures”

— Michael Eisner  
Former CEO, Disney



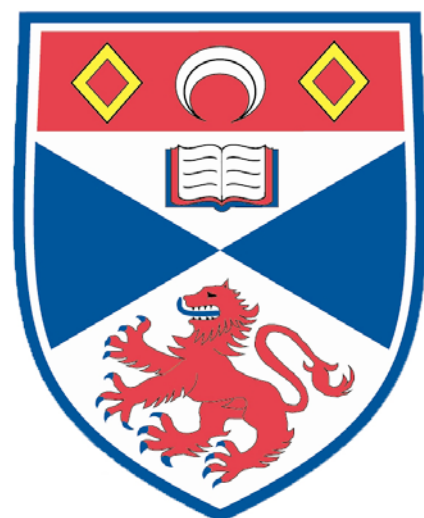
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Brands are shaped by...

...communications, word-of-mouth, the product, the service, the physical environment and the overall experience.

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Why is branding important  
for universities?



University  
of  
St Andrews



**The Open  
University**

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Brands can help you compete

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Attract fee paying students

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Attract staff

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Attract research grants

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Attract business partners

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Attract donations

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## Branding forces the tough questions

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What type of student do I want to attract— academic or vocational?

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What market should I go after—domestic or international, graduate or post-graduate?

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What do we want to be famous for— teaching or research, social life or academic rigor, affordability or employability, location or subject?

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Powerful brands polarise opinion



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# Case study: repositioning the University of Kent



From friendly





...to academic

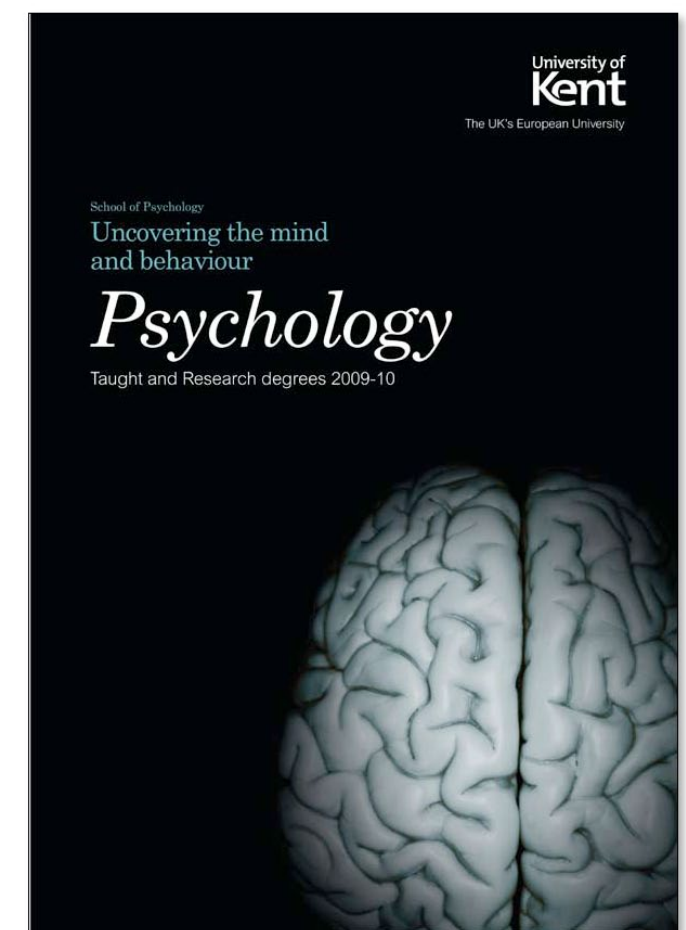
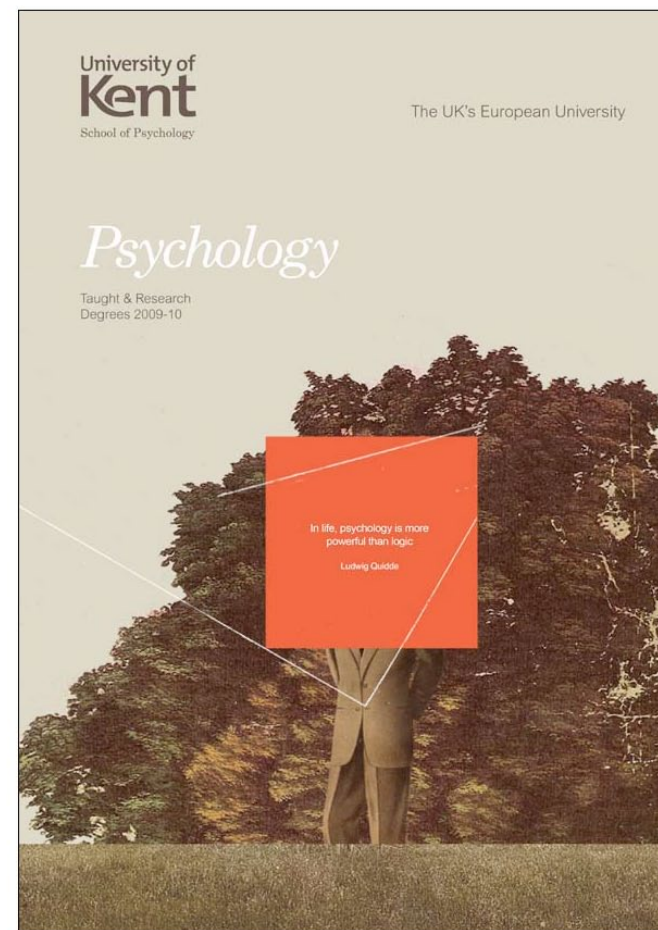
The UK's European University

University of  
**Kent**



IF YOU HAVE  
PASSION AND  
FOCUS / YOU CAN  
ACCOMPLISH  
ANYTHING

We used research amongst the target cohort to test the proposition



Critical thinking  
Academic freedom  
Advancement of knowledge  
Passion for intellectual creativity  
Critical thinking  
Community, Europe, World

Leadership  
Academic freedom  
Advancement of knowledge  
The pursuit of truth  
Critical thinking  
Accountability and integrity  
Excellence



Research pinpointed a brand proposition based on intellectual challenge and passion for the subject



UNDERGRADUATES AT THE UNIVERSITY OF KENT JOIN A UNIVERSITY RESPECTED ACROSS THE WORLD, WITH AN EXCEPTIONAL REPUTATION FOR ITS QUALITY OF TEACHING.

ALL OF OUR UNDERGRADUATE COURSES TEACH OUR STUDENTS TO THINK FOR THEMSELVES WHILST EQUIPPING THEM WITH SKILLS RELEVANT TO THE REAL-WORLD.

/ NOW IT GETS INTERESTING /

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Vullam, volentibit exer aciniseil et niam vulpit prat lan iute tirosentim ilium ruzit nist, summod delessim quisi et iure estrud tin utpat. Dabit.

[www.kent.ac.uk](http://www.kent.ac.uk)

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What part do libraries play  
in the branding equation?



Libraries are at the heart of the student experience - but at first glance its hard to differentiate one university from another

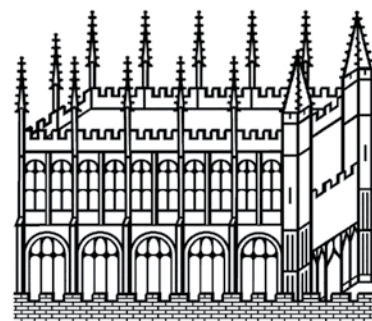




Could your library be an ingredient brand?



Two branding archetypes



Bodleian Libraries



If your library was a car, what would it be?







### The Bodleian Library

The main research library of the University of Oxford, one of the oldest libraries in Europe. Known to Oxford scholars as “Bodley” or simply “the Bod”.



### LSE Library

The working Library of the London School of Economics and Political Science and one of the largest libraries in the world devoted to the economic and social sciences.

Is the library the ultimate third place?



First place

Home (digs)

Second place

The workplace  
(lecture theatre)

Third place

Places that  
facilitate and foster  
broader, more  
creative interaction  
(coffee shops, bars)

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Third places promote community

Promote social equality by leveling the status of guests

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Provide a setting for grassroots politics

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Offer psychological support to individuals and communities

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—Ray Oldenburg,  
The Great Good Place, 1991

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The hallmarks of a true third place

Free or inexpensive

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Food and drink

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Highly accessible

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Proximate for many (walking distance)

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Involve regulars

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Welcoming and comfortable

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—Ray Oldenburg,  
The Great Good Place, 1991



How could your library help shape the student experience?



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How would you brand your library?

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1. How is your university positioned?

Research-leader. Teaching experience.  
Academic. Employability. Modern  
Vocational. Postgraduate.  
Undergraduate. Campus. City. North.  
South. Social sciences. Technology.  
Sciences. Social life. Traditional.

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## 2. What is your core proposition?



### **THE BRITISH LIBRARY**

Explore the world's knowledge

The Library is a world-class cultural and intellectual resource that serves the needs of today's researchers as well as being the custodian of the nation's written and spoken heritage.



3. What does your Library contribute to the overall student experience?







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4. How do you differentiate your service in a virtual world?

**first direct**

5. If your library was a car, what would it be?





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6. What is the right brand architecture?





7. If you had a blank piece of paper what kind of library would you build to support your university's proposition?





Using the worksheets,  
have a quick go at this

### University positioning

Sum up your university's  
positioning in three  
words or less

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### Library proposition

Sum up your library's core  
proposition to students in a single  
sentence (Think about the wider  
social and academic purpose)

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### Library experience

Describe in three adjectives how  
your library can contribute to the  
student experience

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QUESTIONS?