More Cooks in the Kitchen: Creative Marketing Campaigns

Christina Dent & Erica Schattle
Emerson College
“Marketing is about spreading ideas, and spreading ideas is the single most important output of our civilization.”

- Seth Godin
“I’M A GREAT LIBRARY.”

MARKETING

Adapted from:
Source: Neutron, LLC
"I'M A GREAT LIBRARY."
I'M A GREAT LIBRARY.
I'M A GREAT LIBRARY.

ADVERTISING

Adapted from:
Source: Neutron, LLC
TELEMARKETING

“HELLO”

“I’M A GREAT LIBRARY.”

Adapted from:

Source: Neutron, LLC
"TRUST ME. HE'S A GREAT LIBRARY."

PUBLIC RELATIONS

Adapted from:
Source: Neutron, LLC
Adapted from:
Source: Neutron, LLC
"I understand you're a great library."

BRANDING

Adapted from: Neutron, LLC
Jackistthomas  Jacki St.Thomas
Internship till 6, meetings till 11, then study for midterm. This is my life. #soemerson
4 hours ago

JoePetrow  Joe Petrowski Jr.
"I need to learn a welsh accent by tomorrow. I don't know how to do that. We have CDs and all, but I don't know how." #soemerson
@soemerson
4 hours ago

Thalia_Patra  Thalia Barcell
The Emerson Print and Copy Center is getting a free preview of my BFA whether they like it our not. Print credit strugs. #soemerson
4 hours ago

Mkappy  Molly Kaplan
I actually have free time to nap! #bestdayever #soemerson
4 hours ago

xXapich  Annie Pichardo
"It has come to our attention that someone threw an item from a residence hall window over the weekend." #soemerson
7 hours ago

KateHefler  Kate Hefler
@EmersonCollege pride! #soemerson RT @DowntownUpdate: Emerson Kid Lion creates a campus sensation - bo.st/qE2IPd
8 hours ago

Renlong  Ren Long
Had a nightmare where a teacher humiliated me by forcing me to do mental math in front of pre-schoolers #soemerson
8 hours ago
Want to see the inside of the Will & Grace set? In celebration of National Library Week, we're giving away three behind-the-scenes tours. To enter the drawing, tag yourself in one of these photos. The fine print: Entries must be received by 11:59 p.m. on Sunday, April 17, 2011. Open to all Emerson students, faculty and staff.
In this photo: Deanna Wong (remove tag), Jacqueline Lisinski (remove tag), Maddy Noonan (photos · remove tag), Orçun Cengiz Aslan (remove tag), Amelia Jimenez (remove tag), Joe Hyer (remove tag), Jackie Cangro (remove tag), Kevin Walther (remove tag), Melodi Simson (remove tag), Ryan Mazie (remove tag), Megan Nicole Hilburn (remove tag), Billy Palumbo (remove tag), Katya Atat (remove tag), Molly Wheaton (remove tag), Xiao Yu Lim (remove tag), Samantha De La Riva (remove tag), Rachel Globe (remove tag), Katie Hubbard (remove tag), Kendyll Boucher (remove tag), Christine Maroon (photos · remove tag)

Want to see the inside of the Will & Grace set? In celebration of National Library Week, we’re giving away three behind-the-scenes tours. To enter the drawing, tag yourself in one these photos. The fine print: Entries must be received by 11:59 p.m. on Sunday, April 17, 2011. Open to all Emerson students, faculty and staff.

April 8 · Like · Comment
What's New at the Iwasaki Library: Moving on Up!

Over the summer, some significant changes have taken place at the Iwasaki Library. Using the space formerly occupied by the light well in the center of the Walker Building, we have added four new levels of study and exhibition space.... [read more]

Information Literacy: Partnership, Integration, and Collaboration

Information literacy is a common buzzword in higher education. Discussions about exactly what it is and how it should be taught are taking place with increasing frequency in academia.... [read more]

Classic Pairings: Bogie and Bacall, Hepburn and Tracy, Will and Grace... And now... The Library and Media!

After a decade or so of being linked administratively, but located in two different buildings, the Iwasaki Library’s print and media collections are together again!... [read more]

Library Copier Makes Scanning a Breeze

Have you ever wished you could turn your documents or photocopies into electronic files without the time-consuming hassle of scanning? At the speed of 70 pages per minute, the Library administrative copier makes scanning as easy as photocopying. You can turn copies into PDF files in mere seconds!... [read more]
<table>
<thead>
<tr>
<th>Project</th>
<th>Meeting Objectives</th>
<th>How to Prepare</th>
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</thead>
<tbody>
<tr>
<td>Fall Semester Recap</td>
<td>Background/context from Erica.</td>
<td>Reflect on marketing initiatives since September.</td>
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<td>What worked?</td>
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<td>What didn’t?</td>
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<td></td>
<td>What can we do better next time?</td>
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<tr>
<td>Project Sticky</td>
<td>Background/context from Erica.</td>
<td>Read excerpts from Made to Stick.</td>
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<td>Introduce/discuss 8 principles from Made to Stick.</td>
<td>Review positioning ideas from the fall.</td>
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<td>What are our core messages? How can we make them stick?</td>
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<td>Medallin Exhibit</td>
<td>Background/context from Bob.</td>
<td>Read the Exhibition description MedALLinSAMPLEARTtow.pdf</td>
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<td>Do we want to participate?</td>
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<td></td>
<td>If yes, determine a contact person and a team</td>
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<td>National Library Week</td>
<td>Background/context from Erica.</td>
<td>What is our core message?</td>
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<td>Determine Core Message</td>
<td>Review last year’s activities.</td>
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<td>Student READ posters.</td>
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<td>Leisure reading list.</td>
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<td>Other content?</td>
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<td></td>
<td>Team?</td>
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<td>Study Rooms Staying Open Late</td>
<td>Background/context from Bob.</td>
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<td>Are SGA Survey results out yet?</td>
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<td></td>
<td>Determine Core Message</td>
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</tbody>
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STICKY MARKETING

Why everything in marketing has changed and what to do about it

Grant Leboff
LIBRARY ORIENTATION
FALL 2007

Tour the Library to see group study rooms, computers, screenplays, journals, theses, books and more.

Set up your Library “My Account” at the Circulation Desk and enter a raffle to win a Stewie Griffin cutout.

Find all seven Stewie Griffin cutouts in the Library and discover places to study, read and meet with groups.
Check out our extensive screenplay collection at call number PN1997.

Don't choose between eating and studying - you can do both at the library.
Mmmmmmmmm.
McSweeney's Quarterly Concern

Compare your citations to the book—APA, MLA, Chicago, AP, and more at the Reference Desk.
Thursday (9/2) 1:30-2:30
Friday (9/3) 10:00-12:00
120 Boylston, 3rd floor
Emerson College History & Trivia!

Across
1. The middle name of Emerson's founder
2. This movie starring Marlene Dietrich premiered on opening night at the Paramount
3. In 1983, the college purchased this building, making a “dramatic” addition to its downtown real estate.
4. Decade in which the college began offering radio broadcasting courses
5. The first sport offered by the athletics program in 1931.
6. This department preserves and collects primary source materials related to the college and its mission
7. Access over one hundred of these through the library website
8. The city where Emerson College is located
9. The building that houses the Emerson College Library
10. The station that received the first educational broadcasting license on the East Coast in 1949.
11. The Little Building once had the nickname A City Under One of these
12. The library's handle on Twitter
13. The library has additional quiet study space on this floor of the Walker Building
14. The occupation of Charles W. Emerson before founding Emerson College
15. The third President of Emerson College who served from 1908 until 1932
16. Borrow one of these at the library reserve desk, Mac or PC
17. In 1910, $150 covered this cost at the college
18. Number 130 of this street established Emerson's campus in the Back Bay in 1930

Down
1. The library is named after this long-time donor and supporter of Emerson College
2. The play that Emerson students performed at the Majestic Theatre in 1904, "The Jilt"
3. This alum donated materials from his role as Barry Zuckerman to the College Archives
4. Type of business formerly at 216 Tremont Street
5. Research assistance is available at this desk in the library
6. Originally, Emerson College was known as the Boston Conservatory of Elocution, Oratory, and this type of Art.
7. The college purchased property in this city in 2008
8. The city where Emerson College is located
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10. The library has additional quiet study space on this floor of the Walker Building
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For more history, trivia, and library tips, follow EmersonLibrary on Twitter!
@EmersonLibrary
Iwasaki Library

Play ping pong in the library! Stop by our Open House tomorrow from 1:30-2:30 for coffee, treats and games. #ECWelcome
@ECOrientation

31 Aug via HootSuite

Retweeted by ECOrientation
See the video on YouTube at:

http://tinyurl.com/eclibrarytour
Thursday (9/1) 1:30-2:30
Friday (9/2) 10:00-12:00
120 Boylston, 3rd floor

Tour of the Will & Grace set will be raffled off every 15 minutes.
Win a $100 gift card to the Emerson Bookstore!
Can't make it? Take a video tour instead!
Everything you (n)ever wanted to know about spam! On your computer, not your phone. http://ow.ly/6Djq

25 Sep via HootSuite

@EmersonLibrary
Iwasaki Library

Avast ye scurvy dogs! Tis International Talk Like a Pirate Day. Brush up on yer pirate knowledge with this eBook: http://ow.ly/6xj3c Yar!

19 Sep via HootSuite

@EmersonLibrary
Iwasaki Library

Reach for the sky! Literally? Check out "The Philosophy of the Western," new to the library! http://ow.ly/5rqGw

22 Aug via HootSuite

@EmersonLibrary
Iwasaki Library


7 Aug via HootSuite

To help you celebrate National Goat Cheese month, check out this ebook on the nutritional qualities of goats' milk: http://ow.ly/5ugru
What was Beanie Day at Emerson College?

Beanie Day, inaugurated on September 26, 1951, meant freshmen were given “beanie” caps to wear as part of hazing week. The sophomore class was responsible for initiating freshmen into life at Emerson.

For more information and to visit the Emerson College Archives, please contact Christina Zamon, Head of Archives & Special Collections, at christina_zamon@emerson.edu.
STUDENTS of the Senior Gym class at Emerson illustrate correct standing postures. At left, Sally Coulter and Zara posture; Doris Hinman and Elizabeth Wellington in correct shoulder, hip and knee in straight line. It is an interesting side physical training that students, once they have cultivated correct, very difficult even to strike a pose in incorrect posture.

@EmersonLibrary
Iwasaki Library

#ECArchives Looking for date this Valentine's Day? Don't be a "floppy flapper"! http://ow.ly/3VKh

14 Feb via HootSuite
Retweeted by chessie
Created by EmersonLibrary
Sending at 4:00pm, Oct 21, 2011
#FlickFriday: Cursed Sumatran monkeys do not make good pets. See why in "Dead Alive," if you dare! http://ow.ly/5eRLb

Created by EmersonLibrary
Sending at 12:00am, Oct 22, 2011
#TrickorTweet: You'll be the belle of the Halloween Ball in this flapper dress from Berg's Fashion Library: http://bit.ly/4vnwy3

Created by EmersonLibrary
Sending at 12:00am, Oct 23, 2011
#TrickorTweet: How do non-chocolate candies fair in Halloween sales? Check it out from TableBase: http://bit.ly/3EWF9

Created by EmersonLibrary
Sending at 12:00am, Oct 24, 2011
#TrickorTweet: A crazed maniac shrinks people into foot-high figurines in "Attack of the Puppet People." Check it out! http://ow.ly/5eUf2

@EmersonLibrary
Iwasaki Library

#ECArchives Looking for date this Valentine's Day? Don't be a "floppy flapper"! http://ow.ly/3VKvh

14 Feb via HootSuite
Retweeted by chessie
Measure what matters
Constituent Values
What matters to our users?

Outcomes
What do we want to achieve from this campaign?

Criteria
What standards of success will we use?

Assessment
What data/information do we need to gather?

Analysis
What can we learn from the data?

Change
What changes are necessary as a result of what we learned?

Masters of Information

Superpowers
Transforms general topics into focused argument!
Brings print reference books back from the dead!

Vulnerability
Candy!
Bike locks!
Heat!

Secret Weapons
Magnets!
Research guides!

Resurrection
Alias: Joshua T. Jackson
Reference Librarian
Celebrating National Library Week 2010 @ The Iwaseki Library

Superpowers
Smites biological threats!
Bodily contortion!
Makes history come alive!

Lair
Walker Building Room 223

Secret Weapons
Exacto knives!
Acid free paper!
White gloves!
Umatic tape deck!

Vulnerability
Mold, dust, insects and rodents!

The Lone Arranger
Alias: Christina Zamor
Head of Archives and Special Collections
Celebrating National Library Week 2010 @ The Iwaseki Library
MASTERS
OF INFORMATION
THE INFORMATION LEAGUE

CATCHPHRASE
“BRINGING INFORMATION RESOURCES TO EMERSON’S READERS SINCE 1880!”

SUPERPOWERS
SUMMON BOOKS FROM ALL CORNERS OF THE GLOBE!
PRESTIDIGITATION WITH PERIODICALS!
BANISH OBSOLETE DATA!
MAGICALLY ENABLE ACCESS TO BOOKS!

SECRET WEAPONS
LIBRARY OF CONGRESS CALL NUMBERS!
FLO CATALOG!
BINDERY ALLIANCE!
AACR-2!
LAIR
WALKER BUILDING ROOM 229

SUPERPOWERS
ABLE TO CRUSH PONDEROUS FILM PLOTS INTO A SINGLE COMPACT PARAGRAPH!
LEAPS NEW FORMATS IN A SINGLE BOUND!
UNEARTHS OBSCURE FILMS WITH LIGHTNING SPEED!

MOTTO
DEFEND ALL MEDIA!
NO FORMAT IS OBSOLETE UNTIL I SAY IT IS!

VULNERABILITY
EASILY DISTRACTED BY KATHERINE HEPBURN MOVIES!

MEDIA RITE
ALIAS MAUREEN TRIPP
MEDIA LIBRARIAN

CELEBRATING NATIONAL LIBRARY WEEK 2010 @ THE IWASAKI LIBRARY
Follow @EmersonLibrary to see where Iwaspooki the Bunny hides Halloween Treats!
"In Seattle you haven't had enough coffee until you can thread a sewing machine while it's running."~ Jeff Bezos. FREE coffee in the library!

Retweeted by CrookedWords and 1 other
"In Seattle you haven't had enough coffee until you can thread a sewing machine while it's running."~Jeff Bezos. FREE coffee in the library!  
19 Apr

in reply to @EmersonLibrary ↑

@CarolineRichov
Caroline Richov

I was JUST about to tweet "Extended hours at the library. I hope there is coffee." Thank you! RT @EmersonLibrary FREE coffee in the library!

19 Apr via web  ★ Favorite  ✭ Retweet  ▼ Reply
READ: Or, why I’m okay with being a library poster girl

By Cat Viglienzoni — April 22, 2011

So, it's official. I'm a library poster girl. This poster (at left) is now up on billboards all around the Emerson College campus to promote reading for National Library Week (which was April 10–16).

How I got there: a journalism faculty member nominated me for the poster, presumably because of my hard work and professed love for reading. I've been an avid reader for my entire life. And I love libraries – I have both library card numbers (for here in Boston and home in Santa Cruz) memorized.

But this poster means a bit more to me because of my past history with libraries, beyond checking out many, many, many books and movies.

My first job was actually in the local library system at home while I was in high school. I was a library page (and a pretty great one too!). I challenge anyone to shelve four carts of books faster. I loved working there. There are definitely times I wish I was still working there.

But now I use libraries for both academics and recreation. If I'm doing research, a library is one of the first places I'm going to go to get started. But since I'm a voracious reader on a college budget, I also use the public library system to get my reading fix without draining my wallet. (And when you read as many young adult fiction series as I do, keeping up on your own can be an expensive endeavor.)

But it's also a decent alternative to Netflix – I definitely check out new movies from libraries as well. *Disclaimer: I'm not a voracious reader of books on my own for school. I know I'm voracious when I'm doing that, but I'm definitely not doing it this way.*

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**Brooke the Beginner**

**I'd rather use an online article that ' kinda works' than go to the hassle of finding a book in the library.**

**Key Facts:**
- New to the research process and academia
- Working on several assignments in different disciplines, but not an expert in any of them
- Will take the first thing that's good enough

**What she needs to do**
- Get assigned readings for class
- Find academic articles to cite in a paper

**Pain points**
- Intimidated by all the different choices
- Doesn’t understand terminology, like the difference between articles, journals, and databases

Brooke is a 19 year old undergraduate who has yet declared a major.

Right now she’s taking classes in English, History, and Biology. She hasn’t used the library website much yet, but will need to do research for many different class papers and projects over the next couple of years.

When Brooke first started at UW last year, she felt overwhelmed by all the activities and classes going on at once, and all the decisions she had to make. She’s learned to cope by tuning out most of the ‘extras’ and just focusing on what she needs to do immediately. She relies on MyUW to access all of her school information in one place, and keeps track of all her friends and social activities on Facebook.

Doing well in school is important to Brooke, but she also has a part time job working in the payroll office, tries to work out at least twice a week, and volunteers with JumpStart, a student leadership...
Blog: Extended Hours

4/19/2011 12:00pm to 1:00pm 4/19/2011

All day  Repeat...

Event details Find a time

Where

Calendar Marketing

Created by eschattle@gmail.com

Description
Value: Awareness
Target: Students
Goal/Outcome: Awareness of Hours & Coffee
Views: 129
I miss you @EmersonCollege & @EmersonLibrary. Do you feel the same way?

Starting my last week @EmersonLibrary. I'll miss y'all!
Questions?
Further Reading


Image Credits


Brine, Bill. “Water drop fun.” http://www.flickr.com/photos/8099556@N08/3576637694/

Joelk75. “binocular view.” http://www.flickr.com/photos/75001512@N00/3611040776/


Nerissa’s ring. “Reuben + caramel apples 040.” http://www.flickr.com/photos/21524179@N08/2874065048

HeavyWeightGeek. “Number wheel.” http://www.flickr.com/photos/heavyweightgeek/2334939683/


Additional images © Emerson College.