

MARKETING

Treasures

The newsletter that helps librarians market the services of their libraries and information centers.

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What's in A Name?

Brand names are all around us. From the potato chips we eat, to the sodas we wash them down with, we tend to choose, ask for, and think of the products and services we use by their brand names. Brand names are important to manufacturers, who know that consumers generally repeat-buy their favorite brands. Brand names are important to retailers, who depend on brand recognition to help them sell. And brand names are important to the consumer, who comes to know and trust a brand.

But brand names aren't used only by manufacturers and retailers. Service industries also develop brand names and strive for brand identification and loyalty among consumers. Whether promoting a hotel chain's "Getaway Weekend" or a bank's "Preferred Checking" plan, service industries understand the importance of identifying services with brand names and how a name increases recognition and consumption by the public.

And what works for the service industry in general works for information service providers as well. The principles of developing a brand name and the subsequent brand marketing strategy are useful in the smallest of libraries and the most sophisticated of information centers.

But what, exactly, is a brand name? It's "a name that is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors," according to the American Marketing Association Committee on Definitions. Coke® is a brand name, as are Tylenol® and Cheerios®. Some brand names become so widely used that they either lose their status as brand names or the companies have to fight hard to retain the registered name's uniqueness. Xerox® and Kleenex® are registered brand names but they are used freely by many people to describe the product in a generic sense—to the dismay of the companies that spent millions to establish their product in the marketplace.

Why do companies work hard to establish brand names and identities? First of all, identifying a product or service with a unique name creates a foundation for a brand image.

This is particularly important for intangible information services. A brand identity attached to a service gives that service a tangible characteristic—a name that you can visually and verbally stylize to communicate an image.

Establishing a brand identity increases the ability of a promotion campaign to position the product or service relative to its competition in the marketplace, and in the minds of consumers. When Visa advertises the universal acceptability of its credit card, their advertising budget will not go to waste if consumers automatically pull out their Visa cards when they don't know for certain which cards a merchant accepts. If United Airlines listed their frequent flyer mileage program among the benefits of flying their airline over other airlines, this service would be as unwieldy to promote. What does the customer ask for? At American Airlines the frequent flyer program is named AAdvantage®, United's is Mileage Plus®, Northwest's is World Perks®. In these examples, not only does the brand name put a unique identity on basically the same frequently flyer service, the names evoke a competitive position in the marketplace and helps customers to ask for a specific service.

Brand identification ensures recognition. If you know that you're comfortable at Marriott operated hotels, then when you visit your travel agent or arrive in an unfamiliar city, your decision is already made, you look for Marriott brand names—Courtyard by Marriott®, Marriott Resorts®, or The Marriott. The brand identity has done its work. Brand identification also often results in a price advantage for popular brands. Consumers are often willing to pay more for a brand they are familiar with than an unknown brand—which is why you can save money by purchasing "generics" at your grocery or drug store.

Brand loyalty also comes into play when you develop new products and services. If you introduce several versions of a service under an established brand name, you have a willing market waiting for you. This strategy, of course, is not without risk. If your new service is not as successful as the old and trusted one, its poor performance adversely affects the

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Pearls of Wisdom

The increased dependence on computer technology translates into increased need for computer paraphernalia—most common, the diskette label. To add some spice to all those boring, plastic file-keepers, order zany labels from DiskPix! Your set of sixty labels (sets include six labels of ten different designs) will arrive sporting wild animals, flowers, engravings, or a combination of all of the above, depending on your choice. Make a statement and put a little sunshine in your life with these brightly colored, cheerful labels for all your diskettes. Regular sets cost \$29.95. For more information, write DiskPix! 314 North St. Joseph Avenue, Evansville, IN 47712.

Looking for the perfect handout to give your clients? Try an old idea with a distinctive twist: pop-up desk calendars from Perrygraf®. You can order the standard hexagonal shape decorated with landscapes, the world globe, a color palette—even cats. Add your imprint and a special message to keep your name in the limelight. The calendars mail flat, but are rubberband-activated to pop up automatically when removed from the envelope. If you're looking for something extra special, let Perrygraf custom design a pop-up for you. How about one in the shape of a telephone, prominently featuring your information center's name and telephone number? Just tell Perrygraf what you want, and they'll prepare a free full-color sketch and proposal for you. Write Perrygraf, 19365 Business Center Drive, Northridge, CA 91324, or call 800/423-5329 or 818/993-1000.

When you are thinking about the possibilities for a new promotional product, consider using items made out of fabric: custom designed sweaters, baseball caps, or tote bags, for example. 3 Strikes Custom Design produces cre-

ative promotional items such as these. This company offers complete custom design services, theme and program coordination, and fast turnaround. For more information, write 3 Strikes Custom Design, 45 Church Street, Stamford, CT 06906 or call 202/359-4559.

Routine has its good side and its bad side. On the positive end, routine adds structure and security to our lives, making it easier for us to do the things we have to do. On the negative end, it can make us complacent, uninspired, always approaching the same things in the same old way. Unfortunately, even though routine is comfortable, it often sounds the death knell of creativity. Gerald Hamen, president of Creative Learning International, recommends the following "creative building blocks" to circumvent the pitfalls of routine:

- Communicate - give out information & ideas and take new ones in.
- Take risks - they're worth the payoffs!
- Explore - reach out: network with others.
- Take actions - put those ideas to work!
- Use tools - brainstorm dictionaries & flash cards, etc.
- Take care of your environment - set up your work space up to help you work your best.

Scangraphics is in the business of image enlargement—and we do mean LARGE. With their Scotchprint Electronics Graphics System, they can generate four color blow-ups of your pictures to any size, up to 10 x 20 feet. If you have a special occasion to commemorate, a new library addition or collection to advertise, a new idea to promote, or just some wall space to decorate, then try out Scangraphics. Send them a small color photograph, and request that they send you their special promotion: a 3' x 3' demo sample for \$99.00—half price! Or ask for a free "loaner" sample that you can keep for a week. Contact Scangraphics at 5300 Newport Drive, Rolling Meadows, IL 60008. 708/392-3980.

A tip from your editor: a handy publication when it comes time to purchase office equipment is *What to Buy for Business*. Dubbed 'the report that treats businesses like consumers,' these handy softcover books are published ten times a year and are guides to all major types of office equipment (copiers, fax machines, computers, phone systems, mailing equipment, printers and so on) as well as office supplies and long distance phone service. In addition to a full year subscription, you can purchase individual titles on specific pieces of equipment. Call 800/247-2185 for more information or write *What to Buy for Business, Inc.* 350 Theo Fremd Avenue, Rye, NY 10580.

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Back issues and samples are available. Ask for a brochure listing back issue topics and clip art sheets. Additional binders are available at \$4.50 each.

Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue price.

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already well-received brand. But for the most part, the benefits of brand identification outweigh the down sides. New products have less effect on established ones, than established ones have on the new.

Perhaps you are sitting at your desk, convinced that you now know more about brand names than you will ever need to do your job well. Let's hope this is only because of the thoroughness of explanation and not to a perceived lack of the need to brand your products and services. There are surely many products and services offered by your library that will benefit by having a brand name and identity.

If you are on the verge of introducing a new computer database system for your library, this is an ideal time to start using brand names. Long before the system is ready, choose a name for it. Then advertise the system using its brand name and identity that you have created for it. Brand names provide you with limitless advertising opportunities. Even before it arrives, your clients will feel a familiarity with the system.

So you aren't implementing a computer system this week? How about identifying your in-depth research services by name? Your document delivery services? Your journal table of contents routing service? (Just having to write the descriptive names of these services causes your editor pain. Think what it does to your customers!)

Once you have a brand name for a service or product, you can use it to spin off other names for other related library services. Say for example that the computer system is a chemical database, and you name it Chemi-Comp. If you spin off an update publication from that database, you could call it Chemi-Alert. Caution is advised, however, with spin-offs. Although you want to build one brand on of another, beware of overkill when naming. If you use one word or word part too often, your brands are liable to be confused with each other, creating poor positioning and making it difficult for the consumer to differentiate between services.

What some other products and services library marketers might consider brand naming? Current awareness, quick reference services, in-house databases, computer software collections, A-V services—these and others are excellent candidates for establishing a brand name and image. And from a library marketing standpoint, naming your services and products serves yet another function. It defines your service for the user. People who aren't accustomed to calling you up with reference questions, might do so more readily

knowing not only that "the library is available to help you with your questions," but, "if you need an answer to any question, just pick up the phone and call our library's "Facts & Figures Hotline." The name gives your service the officiality that encourages clients to use it. In addition, it gives you more credibility with those who already use it. They no longer think of dialing up the information center as a vague, anonymous service. Next time they will call the "Facts & Figures Hotline" and can't help but realize they are using an actual service. And if these scenarios don't convince you to start brand naming and creating images for your services, how about this: being able to list specific services and products by brand names in progress reports and annual reports promises to make your budget requests easier. You'll be able to point to specific "concrete" services and products by name in your budget proposals. Likewise, if budgets are trimmed, you'll be able to list what will be cut "by name."

Now that you realize you should be branding your products, and can think of a few you would like to attach a brand name to, the question becomes, how do you choose one?

Namers follow many guidelines when choosing a brand name. The name should be short, easy to pronounce and remember, and appropriate for the product. It must also be one that has not already been used by another organization.

A less obvious but still important rule for a brand name is that it should suggest, not describe. Your database searching service should not be called Database Searching Service, because that is generic. But call your service The Data Explorer, and you not only suggest more than a simple search (explore), you also have an original name that can be legally protected as a registered trademark. Keep in mind that your name should suggest rather than describe. Trying to create a name that describes will limit your options and you'll miss developing more creative names.

A creative, evocative name can also make your marketing plans easier. Take the case of Apple computer. First of all, "Apple" is much less high-tech than other computer names, suggesting that you don't need to be a wizard to use it. Second, because it is a simple noun, and suggests a common object, it lends itself to all sorts of visual images and logos. Third, it's an appropriate visual symbol for computers. Think of the apple that opened up the world of physics to Sir Isaac Newton.

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What's In A Name?

The current line of Apple computers, brand named "Macintosh", is named for a variety of apple, yet we don't think of that formal connection to the company name. No, we call it the "Mac". Maybe if Apple tries to tap into the growing senior citizen market, they will name that line of computers the "Granny Smith", building on the brand name already positioned in the marketplace.

To recap: you are now looking for a short name, a name that suggests, a name that opens the doors to future marketing and advertising, and one that is easy to pronounce and remember. It's time to get down to method.

First examine your product. Write down its essential qualities. If it's a tracking and monitoring service, write "tracking" and "monitoring". Now think about how you want that service to be perceived. Do you stress its comprehensiveness, its quickness, its ease of use? Do you focus on how inexpensive it is to use? Think about your criteria for this service, but don't worry about ranking them. You need only to be certain of what comes first on your list. Let's say you wish to promote ease of use. Put "ease" on your list.

Now it's time to brainstorm. List under each word you wrote every other word or syllable that comes to mind. This is not the time to edit or censor; that will only inhibit you and limit your possibilities. If it occurs to you, write it down. You can always strike it from the list later, during the decision phase. Use a dictionary and a thesaurus to help identify words. There are also books of catch phrases and slogans that can help stimulate your creative juices.

After you have your lists, start playing with them, moving the words and syllables around. If nothing jumps out at you, start mechanically writing out the possible combinations and permutations. Choosing a few favorites can be easier than looking for a single best solution. If this approach is too open-ended for you, try crossing off the ones you know won't work. Rewrite the ones that remain and put them aside for a while. When you come back to them you should have a name. If you are still empty-handed, try toying with the names you have. Sometimes an inversion, or an extra syllable inserted for ease of pronunciation, make all the difference.

Some namers favor acronyms, making the new word express the product's theme, while leaving specificity for the acronym's long, spelled-out version. Nabisco's computer system, for example, has the unwieldy name of "Strategy Marketing and Research Topics," but its fortunate acronym,

SMART, became the focus of its in-house promotion campaign. Acronyms provide a significant benefit, if they work, but if you have to stretch too far to include what you want it to say or make it stand for, you should try a different naming strategy. One unwise trend we see in today's library marketing programs is the use of acronym for almost every product name. Librarians bound to this practice make their promotion programs complicated because they feel obligated to explain what the acronym stands for. It's no wonder that some library customers don't know what to ask for.

Instead, your *Marketing Treasures* staff strongly recommends that you scrap the acronym idea altogether, and do as the West Chester University library did in 1988. They took the word "Cat" out of catalogue, and "Chester" from West Chester, and named their online catalog "Chester the Cat." This brand name has the advantages of being a personal name, the cat image presents many promotional options, and the opportunities for spin-offs with other cats and other kinds of animals are endless.

In addition to personal names and animals, places and colors also make good brand names. Or you can go the route of the National Library of Medicine which named its user-friendly software "Grateful Med." It's okay to chuckle and ask "Do they realize it sounds like Grateful Dead?" Yes. Here is an example of a name that works for all the wrong reasons—it's a take-off of a popular rock group with "dead" in its name. But it's short, catchy, and memorable. It works because people stop to think about the name.

Now you have your name, appropriate, suggestive, and clever. It's memorable and easy to pronounce. Now it's time to protect it. If there's a remote chance that your newly named information service or product will be offered outside your organization's environment, you should take the precaution of registering the name. There are sad tales of librarians who thought their band name was protected only to discover it wasn't. So take the time to conduct a trademark search. The actually registering of the mark might be worth a visit to your legal department.

Examine your product and service offering. Can clients ask for an information service by name or do they have to spend time trying to explain what they want? Do the current names suggest an image or position, or are the names merely descriptive or awkward acronyms? It's never too late to start including brand name strategies in your marketing program. Your editor promises it will be worth the effort.

Worth Its Weight in Gold

This issue of *Marketing Treasures* includes your new Cut & Paste Clip Art Sheet. The sheet presents original artwork in camera-ready form. If you would like previously published clip-art sheets, ask for the Cut & paste Clip Art Order Form. It shows all the clip art sheets that have appears in *Marketing Treasures*.

Handprint. Enlarge this graphic to make a poster or flyer. You could also reproduce the hands to achieve an overall pattern. If you want to produce the hand in color, just dip your hand in different color poster paints—a color on each finger—and make a clean handprint on a piece of white paper and run it out on a color copier. The headline could be modified to read "Let Us Give You A Hand".

We Spring Into Action . . . When you want to communicate your library's responsiveness to customer requests, this graphic will convey the message. Additional copy to support the graphic could read "We ask how high to jump on the way up," and "We pull out all the stops".

Would You Buy a Suit that Doesn't Fit? This would make a great lead-in to an article pointing out the pitfalls and risks people take when they rely on information sources other than the library's. The graphic can also serve to introduce a customized information service.

Take Two (Aspirins) . . . If you're looking for a graphic and headline to get potential customers to act now, this should help. Consider using this on a bookmark that takes advantage of the opportunities for puns—the library is the "only pain reliever" they'll need.

Don't Fiddle Around! Another graphic for a book mark or flyer. Be sure to point out in your supporting copy that a person could spend hours searching for a piece of information OR they could call the library, get the information pronto, and be back to work in about 2 seconds—well, almost.

Telephone. We left a space after the word "How" so that you could indicate the number of phone requests you filled over a specific period of time. Be sure to pick a timeframe that will yield an impressive number. That way the graphic will communicate how busy you are as well as the reliable service you offer.

Reindeer. A little something for the holiday season—or remove the headline, reproduce the reindeer multiple times, and work up a headline based on a "herd" theme—how your services are "head and antlers above the rest".

Promotion Gems

The recent Special Libraries Association conference in San Francisco offered a number of excellent programs aimed at marketing topics. Your editor bought audio tapes of these sessions and is prepared to loan them to Marketing Treasures readers. If you would like to borrow any of the following tapes, send to the Marketing Treasures office a self-addressed label, along with \$2.00 for postage, and the names of the tapes that you want to listen to. We'll mail them out first-class for two-week loans, on a first-come, first-served basis. Tapes available for loan are described below. They can also be purchased from National Audio Video Transcripts, Inc., 4465 Washington Street, Denver, CO 80216.

Corporate Decision-Making, Impact of the Special Librarian: Results of the 1991 SLA Research Grant Study. (Tape #9-82). Joanne G. Marshall, speaker, with Hope Coffman as moderator. Dr. Marshall talks about the preliminary results of the 1991 study, which examined what impact special librarians had in several financial organizations. Library users were surveyed to determine how they valued library information as well as what impact that information had on their decision-making processes. Following Dr. Marshall's talk, a representative from each of the five participating organizations discusses her library's involvement. The results of the study are significant, and the session contains useful insights of how a similar a study might be carried out.

The Information Utility: Optimizing Institutional Information. Resources (Tape #15-82). Richard M. Kesner, Hope Tillman, and Gail Fraser are the speakers, with Helen P. Burwell as moderator. Mr Kesner outlines the role of the library in the larger information utility structure. Ms. Tillman describes the impact of organizational integration on library services, on other information technology and service components, and on how these are received by customers. Ms. Fraser represents the corporate viewpoint on information integration. The session reveals the importance of networking and structuring.

What Can Academic Fee-Based Services Offer to Corporate Information Specialists? Issues, Answers, and Strategies. (Tape #33-82). Fee-based services providers Una Gourlay and Julie Barton, plus clients Ann Hoffman and Jean Fraser, are the speakers. Yern Siu Fong is the moderator. Talk revolves around what fee-based services are, why they came into existence, how they operate, and how/why corporate and non-academic users can utilize them. The session offers an excellent overview of fee-based services, as well as a helpful discussion of what corporate needs and wants are with respect to them.

Sparkling Reviews

The Six Imperatives of Marketing: Lessons From The World's Best Companies. Allan J. Magrath. AMACOM Books, New York, NY. 1992. ISBN: 0-8144-5042-3. \$22.95.

Setting the tone for his succinct, hard-hitting book, Allan Magrath prefaces *The Six Imperatives of Marketing* with a quotation from an unknown source: "Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle: When the sun comes up, you'd better be running."

Having thus expressed the dog-eat-dog competitiveness of today's marketplace, Magrath goes on to discuss the issues that a marketing-driven corporation should understand and act upon in order to succeed. And marketing, the author points out, is to be taken in its broadest sense: seeing to it that the corporation's activities revolve around customer needs so that customers feel bound to the company and continue to buy its products or services, thereby creating a give-and-take, mutually beneficial relationship. Magrath tells his readers that "Marketing is an orientation, not an organization."

In order to survive in today's competitive marketplace, Magrath advocates six imperatives he claims will make or break anyone involved in the business of marketing (and nowadays, that includes everyone!). They are:

- Improve productivity and contain costs.
- Be strongly and continuously innovative.
- Manage distribution channels so as to guarantee your products and services to your customers.
- Establish good partnerships in advertising, promotion, public relations, and joint distribution.
- Globalize strategies, tactics, operations & organizations.
- Emphasize, nurture, and develop quality.

In the book's six chapters, Magrath deals with each of the imperatives in-depth, analyzing, among other things, their potential meanings, uses, and issues and providing guidelines for putting them to use. Throughout the book, Magrath vibrantly illustrates his points with hundreds of examples from companies all over the world.

The final chapter, which deals with quality, will be, perhaps, of the most interest to information professionals. The author discusses how to find out what customers want, how to measure quality, how to manage in order to improve quality, and how human resources (such as teamwork and motivation) can be put to work for quality. As Magrath says, "Demonstrating superior product and service quality boosts every key performance dimension in a company."

This book is suggested reading for those who want to cultivate a vital role for their information centers within large corporations as well as for those who wish to transform their libraries into business-oriented organizations.

The Crystal Ball

January 14-15 "Generating and Evaluating New Products and Services." Seminar offered by the Burke Institute in Cincinnati. Contact: 800/543-8635.

January 20 "ABCs of Information Marketing." A one day seminar offered by the National Federation of Abstracting & Information Services in Philadelphia. Contact: 215/563-2406.

January 21-22 "Customer Satisfaction Research." Seminar offered by the Burke Institute in New York City. Contact: 606/655-6089.

January 21-22 "How to Direct & Produce Better Videos." A two-day course presented by

Padgett-Thompson in Alexandria, VA. Contact: 913/451-2900.

January 25-26 "How to Measure & Improve Customer Satisfaction." Sponsored by International Quality & Productivity Center in Atlanta. Contact: 201/783-4403 or 800/882-8684.

February 16-18 "Meet Your Markets: Research for Results." A three-day seminar sponsored by George Washington University in Arlington, VA. Contact: 202/994-5200.

March 18-20 "Improving Responsiveness: Customer Service in Public Libraries." One of several workshops being offered at the Public Library

Association's Very Best Workshops in Chicago. Contact: 800/545-2433 or fax 312/290-5029.

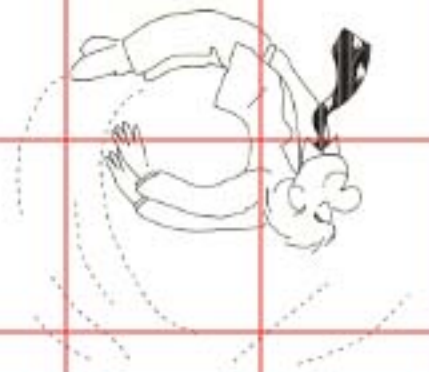
March 22-26 "Strategic Marketing Planning." A five day seminar sponsored by the Michigan Business School in Ann Arbor. Contact: 313/763-4395.

March 25 "Producing, Designing, Editing, & Writing Newsletters." A one-day seminar presented by the Newsletter Factory in Philadelphia. Contact: 404/955-2002.

March 28 - April 2 Seventh Annual Service Marketing Institute. Sponsored by the American Marketing Association in Tempe, AZ. Contact: 312/648-0536.



Your questions
are safe
in our hands.



WE SPRING
INTO ACTION . . .
AT YOUR REQUEST.



Would you buy a suit
that doesn't fit?

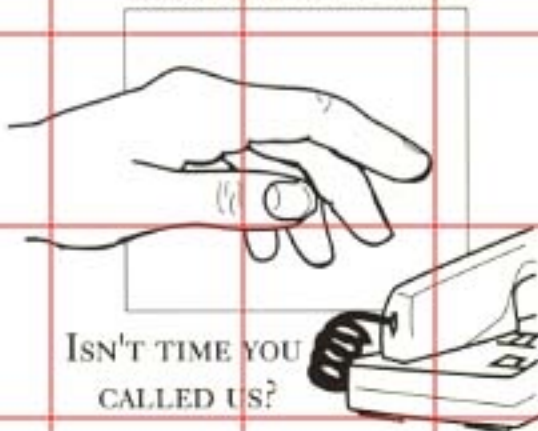


*Merry Christmas
&
Happy Holidays
from the staff*



Don't Fiddle Around!

HOW PEOPLE
ACCESSED OUR
RESOURCES LAST YEAR.



ISN'T TIME YOU
CALLED US?

Information Headache?



Take two & call us Now!