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Repositories at Warwick – a *brand* new start

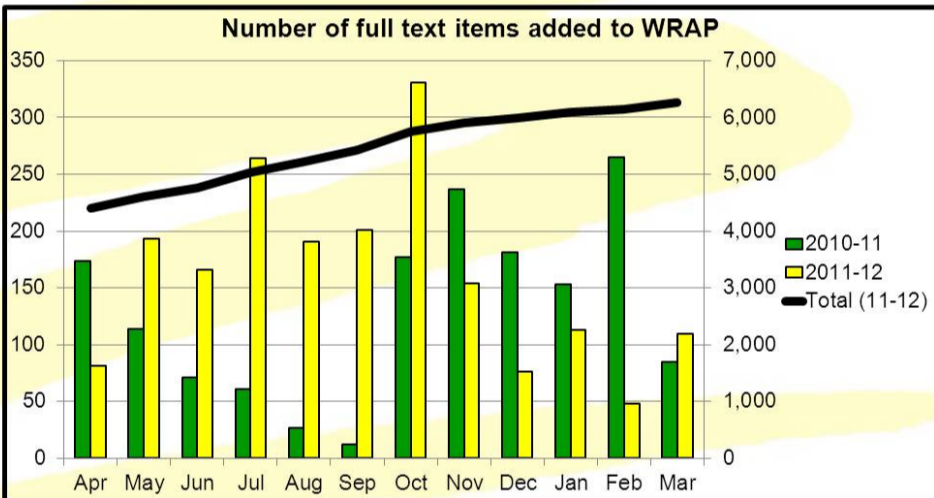
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Introduction

The project to re-brand the University of Warwick's institutional repository services came out of a need to reinvigorate the advocacy for WRAP. Changes and developments had led to a number of new services to promote and we needed a new approach to increase the engagement with WRAP beyond the core of regular depositors we had. In addition to this we had a new strategic direction tasked to us by the University when, in April 2011, we became the home of the University's publications database as well as the open access repository.

Results

- A strong, clear, visual identity for the repository
- A suite of marketing materials
- April 2011 – January 2012 an increase of nearly 50% full text deposits on the same period the year before.
- Successful launch of the Publications service, growing rapidly to 45,000 records
- Standardisation of language
- An excellent team building exercise, using skills that were not always exploited in the day to day work.



Project

We used a seven step strategic marketing toolkit (1) developed by the University of Sunderland and successfully used in other areas of Warwick Library. This toolkit led the team through analysing:

- where we are now
- where we want to be going
- our key services
- and our distinct user groups

The toolkit then led us through a series of analyses to allow us to:

- translate our services into benefits
- and the benefits into messages

These were distilled into a single strapline we used at the centre of our campaign; **'highlight your research'**, which covered all our services and was relevant to all our target groups. Around this we developed a suite of marketing materials for general dissemination, use in meetings and as rewards. It has been used on our EPrints installation and will be used on our revamped advice website.

What next?

The next step is to assess the efficacy and sustainability of the materials.

- What increase in deposits have we seen and has it been maintained?
- Have we seen any new depositors?
- Are there materials that appeal across all disciplines?
- How soon will the marketing date?

As our services continue to develop with the launch of a new personalised service this year we need to ensure the branding remains consistent. With institutional drivers almost exclusively focusing on the REF in 2014 the value of open access should be emphasised. We are looking to use this project and the REF to raise the profile of open access to areas of low engagement.

There are definite benefits to undertaking this process regardless of the marketing budget!



Reference

1. Grieves, Kay (2010). 'How do you like your eggs in the morning?' A simple seven step toolkit for creating marketing plans that really work. Sunderland: University of Sunderland.

Acknowledgments

- Sharon Tuersley, University of Warwick, for advice on using the toolkit and Library branding.