



Branding SOS

Saving Your Image
in the Electronic Sea

presented by Chris Olson
Chris Olson & Associates

Insurance & Employee Benefits Division
SLA Conference, Baltimore
June 12, 2006

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410-827-5642

Chris@chrisolson.com

237 Prospect Bay Drive West
Grasonville, Maryland 21638 USA

Note: Some slides shown during the presentation have been removed to protect confidential information.

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the next 90 minutes...

- brand image
- not just visual
- image in the electronic environment is an essential component of a branding strategy, marketing plans and communications activities

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5 steps for starters

- it begins offline
- an evolutionary process
- developing a brand that is an asset requires...
 - authenticity
 - impact
 - alignment
 - depth
 - loyalty

4
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authenticity

- you are who you say you are.
- proof that you can delivery what you promise
- what you offer makes a difference
- compelling reasons for people to align themselves and select/choose your services

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impact

- the first first point of contact
- 3 seconds to take in as much as you can about your brand
- what would you notice?
- consistent sensory triggers

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alignment

- stakeholders make comparative choices
- what's important to them?
 - price
 - perceived value
 - status
 - historical preferences
 - peer pressure
- 30 seconds to deliver your message-
your brand promise

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depth

- growth of the brand
- leadership role
- trend setter
- your brand influences the market

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loyalty

- intangible, inexplicable
- the pinnacle of branding
- super brands

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electronic branding is about...

- relationship building
- immediacy and speed
- constant dynamic change
- fine tuning differentiation

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“A brand is a complex symbol.

It is the intangible sum of a product’s attributes; its name, packaging and price; its history, reputation and the way it is (promoted.)

A brand is also defined by consumer’s impression of the people who use it, as well as their own experience.”

David Ogilvy, 1955



full steam ahead...

- produced by...
- created by...
- brought to you by...
- researched by...
- developed by...
- coordinated by...
- endorsed by...
- certified by...
- coordinated by...





huh?

- 8621.pdf
- checklist.doc
- execsummary.pdf



standardize file names

- NIMHexecSum04.pdf
- thomson_styleguide
- USNWRLibNewsBrief...



brand names in bookmarks

- Bookmarks magazine:
Welcome to Bookmarks Magazine
- Maine State Library:
MARVEL! Maine's Virtual Library
- WetFeet.com > Helping You Make
Smarter Career...





names inside electronic files...

- headers and footers
- watermarks
- properties/meta tags
- document covers and end pages


**Designs for Change:
Libraries and
Productive Aging**

Report on the National Library Leaders Forum

Co-Sponsored by
Americans for Libraries Council
and
Institute of Museum and Library Services
Washington, DC, September 26-27, 2005





Designs for Change is supported by a generous grant from
The Atlantic Philanthropies
and additional support from
Institute of Museum and Library Services and
Americans for Libraries Council



AMERICANS FOR LIBRARIES COUNCIL

Americans for Libraries Council is a national nonprofit that champions the role of libraries in American life and promotes new approaches to connecting and developing libraries in the 21st century. Its program division, Libraries for the Future, has operated since 1993.



INSTITUTE OF MUSEUM AND LIBRARY SERVICES

An independent grant-making agency of the federal government, the Institute of Museum and Library Services is the primary source of federal support for the nation's 12,000 libraries and 150M+ residents.

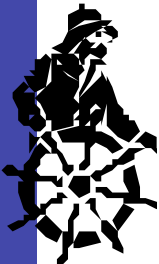
1400 M Street, NW, 10th Floor, Washington, DC 20004-0002
www.ilm.gov

Designs for Change: Libraries and Productive Aging was made possible by generous support from
The Atlantic Philanthropies in partnership with
Atlantic Philanthropies in the form of disadvantaged and vulnerable people. Through its aging programs, Atlantic is bringing other leading organizations in the form of older adults, veterans and others to connect with one another and explore the way older persons are treated by society.
www.atlanticphilanthropies.org

Written and edited by William Zittel

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Americans for Libraries Council
27 Citicorp Square, New York, NY 10003
486.364.2414
www.alfc.org


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5 stage customer buying model

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Information is no longer a scarce resource — attention is.

19
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audio brands

“ Sound is the easiest way to bypass cultural and language barriers... sound works on an emotional level. ...hearing does not require the same focused attention as looking, it allows **sonic branding** to reach the parts of the brain that other marketing tools cannot reach.”

(The Telegraph, UK).

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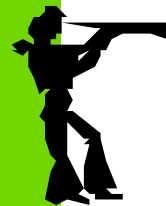




MasterCard
International



21
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electronic branding opportunities


- e-ads and banners
- maps
- content lists
- “leaving our web site” page
- search screen interfaces

22
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share your story now.
LIVESTRONG.ORG

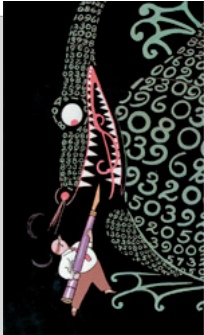


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<http://www.getty.edu/webwise2006/conference>


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electronic branding opportunities


- e-mail signature blocks
- electronic documents
- virtual communities
- presentations
- blogs
- videos
- podcasts








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Marsha Iverson
 Vice-Chair, LAMA PRMS
 Public Relations Specialist
 King County Library System
 960 Newport Way NW
 Issaquah, WA 98027
 425.369.3277
 miverson@kcls.org





Turn to us. The choices will surprise you. King County Library System, King County, Washington.

Community Connections: Links to local voices

Local voices, skilled sources on vital issues

KCLS Community Relations has gathered a list of nonpartisan, nonprofit groups, public agencies and individuals who offer important opportunities for community-based learning, civic involvement, community development, and discussion of diverse ideas and issues.

For fresh perspectives, vital and vibrant local voices, and significant expertise on contemporary issues for interviews and feature ideas, consider these community resources.

Arts and Humanities

- [The Burke Museum](#)
 - [MaryAnn Barron](#), External Communications Director
- [Foolproof American Voices](#)
 - [Marilyn Raichle](#), Executive Director
- [Kenneth Humm](#), Associate Professor of Philosophy, Seattle Pacific University. Ken's specialties include legal philosophy, information ethics, applied ethics, and philosophy of religion.
- [Public Site Search](#): A single-stop Internet search site that provides users of all ages and interests with organized access to the diverse assets of: public media, libraries, museums,

Key Contacts

Primary News Contact
 Julie Wallace
 Community Relations Manager
 Phone: 425.369.3273
jwallace@kcls.org
[more >](#)

Did you know...

Spring's here, summer's coming, and kids are excited about having free time. Parents are worrying about how to keep kids busy. That's why KCLS offers summer programs to entertain and motivate kids to read all summer.

Coming Soon to www.kcls.org: Furry or slithering, animals are the stars in this summer's program: Paws, Claws, Scales and Tales.

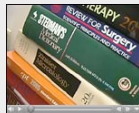
Library Board Approves Plan to Modify Use by Seattle Residents
 May 31, 2006

Elizabeth Stearns
Public Relations/Marketing Manager
1.847.623.2041 ext. 256 (ph) 1.847.623.2094 (fax)
www.waukeganpl.org



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Contact Us:

**H. M. Fishbon
Memorial Library**
UCSF Medical Center at
Mount Zion
1600 Divisadero St.
Room A116
San Francisco, CA 94115
Telephone
415-885-7378
Fax
415-776-0689
Email
fishbon@itsa.ucsf.edu



<http://mountzion.ucsfmedicalcenter.org/library/news9.asp>

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electronic branding opportunities

- training & tutorials
- virtual help desk
- webinars
- webcasts
- invitations & announcements

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The screenshot displays the NIH Library Resource Training website. The main content area features a search bar, navigation links, and a list of resources including Online Training, AGRICOLA, Chemistry Resources, and Drug Information. Overlaid on the website are two presentation slides. The top slide is titled "EndNote® 9 National Institutes of Health Library" and includes the instruction: "Click on Slide Notes to read the audio portion of the presentation". The bottom slide is titled "EndNote® 9 Export References from Online Databases" and states: "This online instruction is self-paced and will run automatically without assistance from the viewer. You may also use the navigation bar at the bottom of the browser window. It takes approximately 5 minutes to complete. can notify you of new versions." The THOMSON logo is visible at the bottom of the slide.

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Macromedia Breeze



www.qarbon.com/

www.adobe.com



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Slide 31

Please Join Us!

Campaign Kick-Off, Cocktails & More

Officially Announcing

Eric Wargotz
*Candidate for County Commissioner
President of the Commission
Queen Anne's County*

Sunday, March 12, 2006
5:00pm - 8:00pm

*Annie's Paramount Steak House
Kent Narrows, Maryland*

For information and to RSVP: (410) 552-0183
wargotz-commissioner@ericwargotz.org
www.ericwargotz.org

Please Join Us as a:

Sponsor \$500+ Benefactor \$250 Supporter \$100 Guest \$35

We cannot attend but will contribute \$ _____

Name(s) _____

Address _____

Phone _____

Email _____

Checks should be made to:
"Friends of Eric Wargotz" & Send to P.O. Box 45
Queenstown, MD 21658

By Authority/Friends of Eric Wargotz
Michael W. Scott, Treasurer

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electronic branding opportunities

- animated brochures
- email to a friend
- forms
- surveys
- "potty posting" postcards

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"What's nice about having a digital approximation of the book itself is that, experientially, it anchors people to a very important part of our story, which is the catalog. There is something very familiar and very reassuring about going to a catalog where you know there's something you wanted on page five and you can flip to that page."



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The screenshot displays the Answers.com website interface. The top navigation bar includes the site logo, a search bar, and a 'Tell me about...' dropdown. A left sidebar contains a menu with links for HOME, CONTENT DIRECTORY, PRODUCTS, HELP, ABOUT, and CONTACT US. The main content area features a 'Tell a friend about Answers.com' form with fields for 'Your Name', 'Your E-mail', and 'Recipient's E-mail'. A quote by Jean Nicolas Bouilly is displayed: "Whatever one possesses becomes of double value when we have the opportunity of sharing it with others". Below the form is a 'Send this message' button. A second screenshot shows the resulting email message, which includes a 'Thank You' note and a 'Your message' section containing the original form's content.

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electronic branding opportunities

- virtual expos and exhibits
- “thank you” and follow-ups
- calendars
- newsletters and news sponsors
- e-mail “drip marketing”

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Slide 37

ACGA
Virtual Exhibit Hall

Bank / Trust Companies

Click on image below for additional information.

[Close](#)

ACGA
Virtual Exhibit Hall

Wachovia Center for Planned Giving

100 North Main Street, NC 6732
Winston-Salem, NC 27150

Phone: 336-732-5288
Fax: 336-732-0282

Contact: Robin R. Ganzert, Ph.D. - robin.ganzert@wachovia.com

Specializing in: Banks / Trust Companies

The Wachovia Center for Planned Giving is the premier provider of integrated solutions for planned giving. Our reputation rests firmly on more than two decades of superior client service, in-depth technical gift planning, administrative expertise and solid investment performance. Through consistently delivering on our promise to preserve, protect and enhance donor relationships, The Wachovia Center for Planned Giving offers a unique and powerful partnership for philanthropy that reaches well beyond today's gift...to tomorrow's future.

For additional information, visit their website at www.wachovia.com

[Close](#)

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branding in a web site



Tuesday, June 6, 2006

W WAUKEGAN PUBLIC LIBRARY


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Sunday, Labor Day through Memorial Day 1 pm - 5 pm


Calendar • Site Map • Search • Contact us • Map
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WAUKEGAN PUBLIC LIBRARY


WHAT'S NEW



- ESPAÑOL
- KIDS
- MY CARD
- CATALOG
- READING & INFO
- PROGRAMS
- SERVICES
- WHAT'S NEW
- COMMUNITY
- FRIENDS & FOUNDATION
- ABOUT US
- CALENDAR
- SITE MAP
- SEARCH
- CONTACT US
- MAP

WAUKEGAN PUBLIC LIBRARY

READING & INFORMATION



Questions? I'm online to help.

- Ask My Web Librarian**
Click [here](#) to visit My Web Librarian, a live, online help service offered by Linda Isom-Harris, you may "chat" with an experienced reference staff member regarding your information needs.
- Online Resources**
Click [here](#) to go to these great resources made available free to you through the library for research or homework. Use them from home with a Waukegan Public Library Card.
- General Reference Works**
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- Free Magazines & Articles**
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- Internet Services**
[Directories](#) | [Email](#) | [Search Engines](#) | [Tutorials](#)
- Web Resources By Subject**
[Databases](#) and [web sites](#) organized by subject in an easy to browse directory.
- Other Libraries**
If you still cannot find what you are looking for, try these links to other nearby libraries and systems.

New this Month
** * * * * *

Tax Websites
Click [here](#) for a list of tax websites

Thank Spring!

Backyard Gardener
Gardening resources site.

Better Homes and Gardens
Tips, hints, suggestions, and inspirational beauty from the Better Homes and Gardens gardening editors.

Botany.com
Common and botanical names of plants, dictionary of botanical terms, general description, methods of cultivation, etc.


Brooklyn Botanic Garden
Offers tips and techniques, botany information, feature stories, and links.

Chicago Botanic Garden
Check out what's blooming and find the best plant for your garden.

Garden Guides
Basic horticultural information on vegetables, flowers and herbs.


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WAUKEGAN PUBLIC LIBRARY

ABOUT US



- ESPAÑOL
- KIDS
- MY CARD
- CATALOG
- READING & INFO
- PROGRAMS
- SERVICES
- WHAT'S NEW
- COMMUNITY
- FRIENDS & FOUNDATION
- ABOUT US
- CALENDAR
- SITE MAP
- SEARCH
- CONTACT US
- MAP

- Partnerships
- Board of Trustees
- Policies
- History of the Library
- WPL Blog: News, Sun Articles & Press Releases
- Volunteer Opportunities
- Jobs
- Hours of Operation

Collections and Services

The Waukegan Public Library has an extraordinary number of resources available for its patrons. The current collection contains over 200,000 books, but also has more than 11,000 CD's! The DVD and video collection is one of the best in all of Lake County, with a wide assortment from the latest releases to classic movies and foreign films in our Audio Visual Department located in the upper level of the library. Here is a quick look at the library's resources:

- 226,000 Books
 - 19,200 Videos and DVD's
 - 11,000 CD's
 - 332 Magazines
 - 73 Computer terminals with Internet access, word processing, games and educational software.
- Interlibrary loan
 - Two Bookmobiles
 - Award winning Literacy Program
 - Free programs, concerts and events
 - Quarterly used book sale

Our Mission

...to put quality in our patrons' lives by providing opportunities to learn, gather, be informed and entertained.
[Read Our 2006-2008 Strategic Plan](#)



Partnerships

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ESPAÑOL

KIDS

MY CARD

CATALOG

READING & INDC

PROGRAMS

SERVICES

WHAT'S NEW

COMMUNITY

FRIENDS & FOUNDATION

ABOUT US

CALENDAR

SITE MAP

SEARCH

CONTACT US

MAP

WAUKEGAN PUBLIC LIBRARY

CATALOG

Choose the type of search you want and enter a word or phrase.

Or choose one of the searches below:

- Author**
A person or an organization.
- Title**
Exact start of title or series.
- Author/Title**
Combine the author's name with the title.
- ISBN or ISSN Number**
- Help**
Search tips

- Keyword**
Words in the title, series, notes or subject heading.
- Subject**
Words anywhere in the subject heading.
- Call Number**
- Series Title**
- Online Resources**
- Featured Lists**
- Suggest a book**

- [View Your Record](#)
- [Other Libraries](#)
- [Interlibrary Loan](#)

TOP

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M - Th 9 am - 9 pm • Fri 9 am - 6 pm • Sat 9 am - 5 pm
Sunday, Labor Day through Memorial Day 1 pm - 5 pm

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Help support WPL with purchases made at Amazon.com and Barnes & Noble. [Learn More about this program.](#)

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WPL Blog

News & Columns from the Waukegan Public Library

Links

RSS Feeds
CNN
ABC News - Top Stories

Categories:
Columns
News Sun Columns
Press Releases

Search:

Archives:
May 2006
April 2006
March 2006

Meta:
Login
Podcasts
RSS
Comments RSS

June 2006
S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30
« May

05/26/06

Conversations with Bradbury

Filed under: [News Sun Columns](#)

Posted by [sile admin](#) @ 8:30 am

I am now a film producer. I know my title at the end of the column says that I am the public relations and marketing manager of course of my work. I have become a firm of Council which recently provided us with a called "Conversations with Bradbury" with Sam Weller, Ray's official biographer.

As many of you already know the famous years of his youth growing up in Waukegan, Wis. But due to health reasons he has no time. So we thought, let's go to him. For it to gather the history of the community, in I became "the producer" because I've been together to make the project happen--and we will be flying out later this summer to Waukegan and how they shaped the world.

The film is part of a larger project called "Ray Bradbury Storytelling Festival" that is on Friday, October 20. Professional story Daniel LeMonnier, Megan Wells and Mar stories of the season as well as a few that be shown that evening in addition to the

When completed, the film will be available looking for sponsors to assist us in our in getting on our festival mailing list please or at esteam@waukeganpl.org. If you'd could have your name in the credits!

CALENDAR OF EVENTS

Department/Program: Month: Year: 2006

All Programs

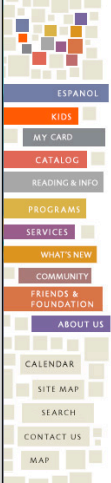
ALL PROGRAMS - JUNE 2006

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 4:15 PM Rec N Band	2 12:00 PM Courtney Concert (Jazz)	3
4 Lawn Closed	5 2:00 PM Moose Mondays, Good Night and Good Luck - PG-13 6:00 PM Citizenship Classes	6	7	8 12:00 PM Trains, Trains, Trains	9 10:00 AM Trains, Trains, Trains 12:00 PM Courtney Concert (Bluegrass)	10 10:00 AM Trains, Trains, Trains
11 Lawn Closed	12 6:00 PM Citizenship Classes	13	14	15	16 12:00 PM Courtney Concert (Electric Guitar)	17
18 Lawn Closed	19 2:00 PM Moose Mondays, Pride and	20	21	22	23 12:00 PM Courtney	24 10:00 AM Citizenship

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WAUKEGAN PUBLIC LIBRARY DIRECTIONS



The library is on County Street between Washington and Grand. It is located on the southwest corner of the intersection of County and Clayton, just north of the Lake County Building and parking garage.

From Route 41 Southbound
Exit at Washington Street, turn East. Stay on Washington for about two miles. Turn left (north) on County Street. Go two blocks to Clayton.

From Route 41 Northbound
Exit at Grand Ave (Rt 132), turn East. Stay on Grand for about two miles. Turn right (south) on County Street. Go one block to Clayton.



FREE PARKING FOR LIBRARY PATRONS
Good for 2 hours:
• Parking Garage at County and Clayton from 9 a.m. - 5 p.m.
• Must get parking ticket validated upon entering and leaving the library.
• You will be charged if you are parked longer than 2 hours in the lot.
• After 5 p.m., you can use Lot B if there is no program at Genesee Theater

The parking program is brought to you courtesy of the City Clerk Wayne Motey and the City of Waukegan.

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"A brand is a living entity - and it is enriched or undermined cumulatively over time, the product of a thousand small gestures."

*Michael Eisner, former CEO
Disney*

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Questions???

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Chris Olson, Principal Consultant

Chris Olson & Associates

We help information professionals develop and implement marketing & communications strategies.

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