

# **COUNCIL OF LIBRARY DEANS (COLD)**

*Unified Library Management System (ULMS) Rollout  
Client Briefing*



# ABOUT COYOTE ADVERTISING

Coyote Advertising is a student-powered advertising agency at CSUSB. It serves as an applied communication “laboratory” wherein CSUSB’s best and brightest students in communication, media, marketing, broadcasting, and advertising related disciplines are fine-tuning their craft and preparing for careers upon graduation. The award-winning agency has gained recognition throughout the campus and community as a go-to shop for creative marketing and advertising solutions. Key clients of the agency include; the CSUSB Division of Information Technology Services, College of Arts and Letters, College of Education, John M. Pfau Library, Educational Doctorate Program, Department of Communication Studies, Coyote Bookstore, and College of Extended Learning. The program is self-funded, and therefore charges a modest rate based on individual project/campaign requirements. All revenues generated are reinvested into the program to pay for student workers and equipment.



The program is lead by Jacob Poore, who has over 10 years experience in marketing and advertising. Jacob has been highly acclaimed for his mentorship and leadership of his student team. He is the winner of the prestigious 2016 “Inland Empire Media Professional of the Year” award and is highly regarded within the advertising community. Jacob is a former President of the American



Advertising Federation, Inland Empire (2012-2013), and currently sits on the district-15 executive board which oversees all AAF chapters throughout Southern California and Western Nevada.

*Fun Fact: The 19-person Coyote Advertising team is comprised entirely of students including the program manager Jacob Poore, who is completing a Masters Degree in Integrated Marketing Communication.*

# PROJECT GOALS

Our understanding of the project: COLD would like our help to establish a visual identity for ULMS and creating a promotional collateral that can be utilized to promote the ULMS rollout at all CSU campuses.

Therefore, our pr objectives are as follows:

- 1) To establish an approved visual identity for ULMS before March 24, 2017.
- 2) To equip the COLD committee with a “toolbox” of promotional assets for the ULMS rollout before April 30, 2017.
  - a. Promotional assets may include (but not limited to)
    - i. Logo
    - ii. Flyers
    - iii. Posters
    - iv. Social media posts/content
    - v. Email header(s)
    - vi. Web graphics
    - vii. Press releases

# CREATIVE STRATEGY

## Objective Statement:

To develop a campaign theme and artwork that resonates with students and faculty at all CSU campuses, with promotional assets available for distribution between the period of March 2017 until the ULMS launch date.

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## Target Market:

1) Students and 2) Faculty throughout all 23 CSU campuses

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## Key Value Propositions:

- Access to content at any CSU library, advancing research, discovery, and academic achievement
    - Real-time information sharing
    - Access to over 1-billion digital holdings
  - Enhancing communication among libraries
    - Greater operational efficiencies
    - Equitable access to resources
- 

## Tone:

Optimistic, Confident



# CREATIVE STRATEGY

## Intended Reactions:

- *Anticipation and Excitement* – for improved access to information and resources
  - *Reassurance* – that library access and services will improve within the new ULMS
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## Campaign Theme:

“Upgrading Your Education”

*We believe that the concept of “upgrading” will resonate with our target population. Almost everyone in our target population has “upgraded” their personal technology within the past seven years and understands the importance and meaning behind it. “Think - old flip phone being upgraded to the newest Apple or Android device, and the feeling/emotions that come along with that.”*

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## Potential Taglines:

- Upgrading your education.
  - Upgrading your research.
  - Upgrading your access.
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## Execution Style:

Informational, Informative



# DESIGN COMPS FOR ULMS [PRELIMINARY]

*\*Please note, these are not final designs. We hope that by providing some preliminary comps will begin to stimulate productive dialogue and reduce uncertainty between the client and agency. We look forward to hearing you feedback.*

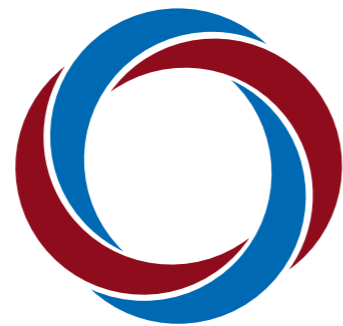
# VISUAL IDENTITY



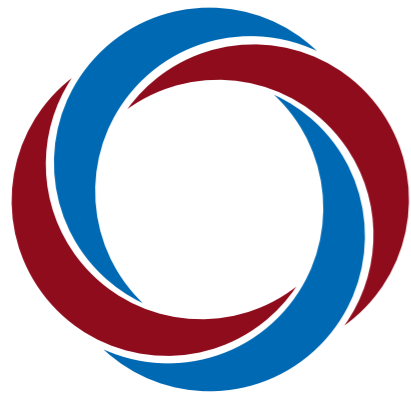
**UNIFIED LIBRARY**  
Management System



# VISUAL IDENTITY



**UNIFIED LIBRARY**  
Management System

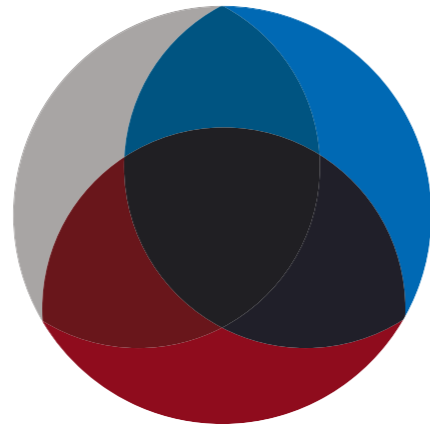


**ULMS**

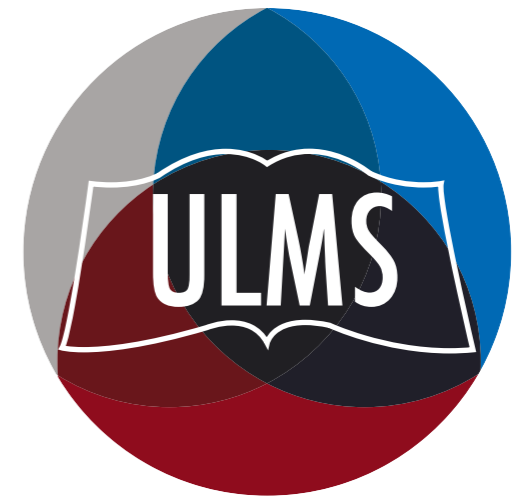




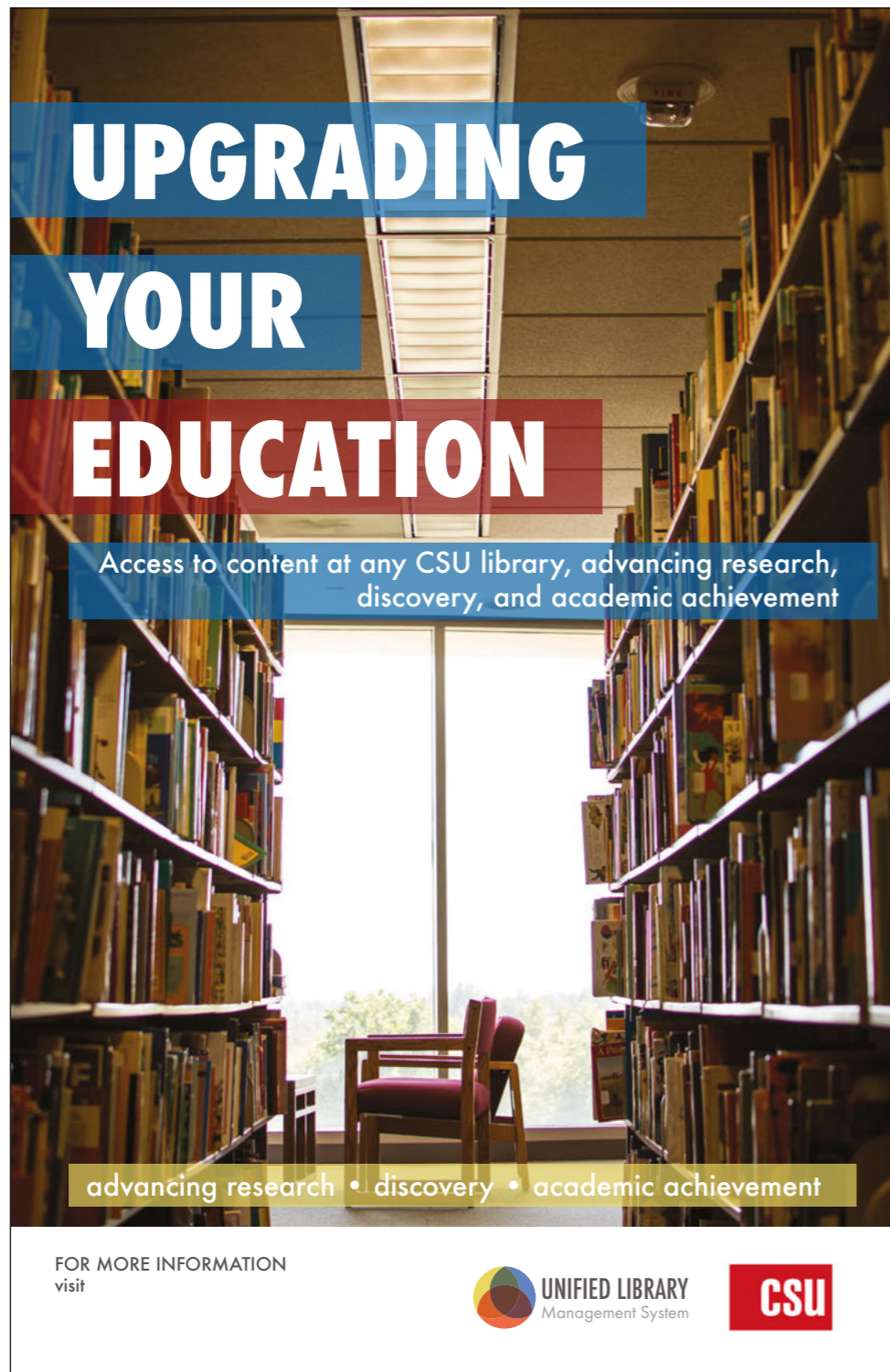
# VISUAL IDENTITY



**UNIFIED LIBRARY**  
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# PROMOTIONAL





**UPGRADING  
YOUR  
EDUCATION**

Access to content at any CSU library, advancing research, discovery, and academic achievement

advancing research • discovery • academic achievement

FOR MORE INFORMATION  
visit

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 CSU

# POSTERS