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Branded! The Libraries Agency Brand Audit Offer

Everyone loves libraries. Don't they? Or have libraries now been branded dull, boring, out of date, tired, scruffy or - worse still - irrelevant?

Everyone who works in libraries works to ensure that this is not the library's image. Yet there's often a gap between the dedicated work that goes on in libraries and the customer's perception of what the library's value is - to them.

How your service values get expressed is your library brand. If they are expressed badly - or incompletely - then your brand suffers, and your reputation suffers.

Brands are expressed in many ways, not just in corporate logos or leaflet design but at each and every transactional point where the customer encounters the service.

Branded! The brand audit package

A brand audit will help you find out if your brand is working - and where it's not - and give you the information you need to quickly improve the user's perception of your service.

The Libraries Agency offers a straightforward, single priced brand audit package with no hidden extras. The audit process will tell you where you are, using a proven brand alignment model, and produce an output analysis on which you can base an improvement plan.

The audit will focus on a service point of your choice, or on the busiest library. The results can reasonably be expected to be representative of the issues that affect your brand, so that planned actions can be scaled across the whole service.

What's in the package?

Phase One

Brand immersion

in current and recent performance data, reports, plans, developments, aims, objectives.

What are we trying to achieve?

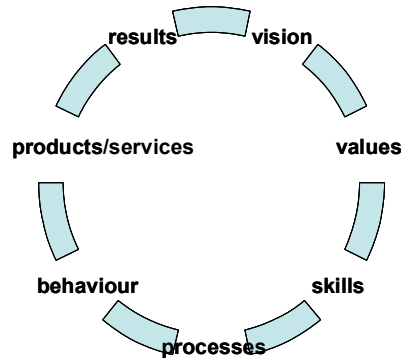
How well are we doing?

What are the factors critical to service success?

Phase Two

Brand visibility

Assessing how the brand surfaces at points of interaction, using a brand alignment model that looks at the relationship between the vision for the service and the service in situ.



The process consists of a one day on site visit and audit of:

Publicity, information, communications, advertising, signage and the language you use.

External building and approach presentation.

Internal building reception, barriers, notices, impediments, distractions, misalignment of key spaces.

Counter and first transactional spaces.

Layout, directions, guiding, furnishings, lighting, colour.

Service visibility.

Product presentation.

Other points of customer and service interaction.

Staff awareness and understanding of service brand values.

Phase Three

Brand Audit Report

of findings, with examples and illustrations and recommended action points for brand development, delivered within a week of the assessment.

Price

£750 inclusive of all expenses within the UK.

For further information and a general discussion contact David Lindley on 01788 822975 or email david@aptitude.me.uk

Just one of the many ways the Libraries Agency can help you.