The MUSE brand campaign

• Start with the Prosumer
• Understand the Ecosystem
• Dig into the DNA of the brand
Align the Brand with our Prosumers* (early adopters, leaders, influencers**) – Who are they? & How have they changed?

Looking to the Future...

* Where the Prosumer is today, the Consumer will be tomorrow.
** Who better than librarians who make recommendations, scholars & teachers who give assignments
That was then, this is now

Somewhat Recent

Even more Recent
Who do our ultimate end-users look to?

- Teachers
- Influencers
And, an even broader audience of...

Provosts
Deans
AULs (Associate University Librarians)
& ultimately...STUDENTS
Survey of MUSE users*

Q2 What do you think of when you think of Project MUSE?

Answered: 130  Skipped: 1

Access  Titles  Ebooks  Valuable  Full  Text  E-Journals
Academic  Database  Quality  Source  Humanities  Resource  Journals
JSTOR  Scholarly  Literature  Content  DRM-free  Research  Broad  Books  Aggregator  Useful

* 131 respondents: 83% librarians 8.4% Faculty 3% Grad Students
Q3 Please fill in the blank. MUSE is_______?

Answered: 126   Skipped: 5

Expensive Scholarship Collections E-book Quality Project
Academic Good Source Humanities Platform
Journals Repository Scholarly Hard
Resource Excellent Useful Full Text
Research Interdisciplinary Access Place
Database Exceptional Reliable JSTOR
Q4 MUSE is your go-to resource for__________?

Answered: 130  Skipped: 1

History  Students  Ebooks  Quality  Literature  Culture
Scholarly  Specific  Journals  Scholarship
Humanities  MUSE  Articles  Resources
Research  Literary  Full Text  Titles  Content
Books
How Do You MUSE?


muse.jhu.edu | #musepubmtg18
What they told us at ALA 2017

I MUSE ABOUT INDIE PUBLISHING

I muse about epic poetry!

I MUSE about Super Heroes

I MUSE with Cormac McCarthy

I muse about Wimmin's Comix!

Me gusta el postlack, esta Linda = Cote

I muse with British Lit!

I MUSE with Children's Lit.

I muse about the modern aesthetic

I MUSE about Religion & Conflict

I muse about East Asian Studies
On Project MUSE @ last year’s *Journals Publishers Group* meeting, we heard...

- Personal approach
- High Quality
- Reputation
- Diverse collections
- Communicative with publishers
- Collaborative opportunities
- High performing personnel
- Well known brand
- Intuitive technology interface
- Customer service
MUSE is...
relevant, timely, expansive, political, esoteric, interesting, world-shaping, thought provoking, related to today's news, pop culture, trendy, cool, high quality, vetted/peer-reviewed, global, topical, serious, deep, well-written, thoughtful, human.

Better customer service / we reinvest $
Why do all this?

Authenticity
Inverted Pyramid

Push Down Marketing

Talking at

Listening to

Bottom Top Marketing
Insight

While most competitors are focused on themselves...

Opportunity

We can focus on the users and their interests.
Creative Business Idea

Prosumer = Libraries & Scholars / Faculty & Students

Brand = Project MUSE / Hopkins

Category = Other Online platforms / Publishers / University Presses

Brand Relevance

Brand Opportunity

Brand Advantage

muse.jhu.edu | #musepubmtg18
Some things to consider:

• What expectations do Prosumers have of the category? (include USER testing)
  – **Fair price, functionality, good quality customer service, exceeding the standards,**
  – What role do they want the category to play in their lives?
    • **A trusted, reliable source, to access without a lot of hassle and interference.**
• What issues or disappointments do they have with the category?
  – **Other vendors remove content or hard to know what was included in subscription**
• What needs are currently unmet or poorly met by the category?
  – **Transparency in pricing, (we make it a point to be transparent – open/honest)**
• What are they aspiring to?
  – **To provide the best resources to their scholars/users. To build the best library.**

*Can you summarize the most significant forces of Prosumer momentum in one headline?*

**We are trustworthy, reliable, fair and with a committed staff.**
Category – Project MUSE

How developed or undeveloped is the category in your market?

• A crowded, competitive field of digital content providers to the scholarly community.
  – Situated between academic/non-profits & larger, for-profits
  – Yet, there exists an opening from which to differentiate.
• Other academic non-profits, offer a broader range of subjects
  – Cambridge Core offers Science, engineering, (STEM)
  – Oxford offers law, medicine & health
  – Jstor offers SciTech (and while not-for-profit, carries commercial content.)
• For-profit academic (commercial) enterprises also offer a wider array of subjects
  – ProQuest offers SciTech, Historical newspapers, global newspapers
  – ProQuest - Customer focused (owned by private equity firm)
  – EBSCO (corporate, division of EBSCO Industries (privately held)
• For-profits but specialized. BMJ, Elsevier (sci, medical, technical)

Summary: Project MUSE needs to be a beacon. With a strong, clear, message of exceptional quality in humanities and social science subject areas, rooted in an academic, university setting, possessing high aspirational values. Needs to stand out, offer inspiration and guide prospects. A lighthouse brand.
Brand – Project MUSE

How is the brand viewed? What equity does it own? What can it leverage?

• An enthusiastic fan base of librarians, who value our “Quality”, “Humanities”, “Content” “a reliable resource” offering humanities books, journals and articles. Site is not hard to use and with “responsive customer service.”

How aligned is it with evolving users needs for the category?

• Developing an entirely new (researched) platform.

What equity does it own?

– “Quality”, “Trust”, “A source for information / inspiration” with material (journals not found elsewhere )

Inside: A quiet, friendly, professional, environment, made to feel at home.

• Part of something bigger, an academic press housed on a world-renowned university campus.

Summary: Because we’re part of a university, we’re part of something bigger than ourselves with a higher purpose than just sales. And (can) authentically relate to our audience, as one of them.
An enthusiastic fan base of Librarians and publishers (surveyed) who value our “Quality”, Humanities”, “Content” and see us as “reliable, trusted, resource”

We are part of a world-renowned university - something bigger than ourselves with a higher purpose than just sales.

Situated between academic/non-profits & larger, for-profits, needs to stand out - a lighthouse brand
Strategic Convergence

Brand Relevance
20+ years of providing high-quality content on an always-evolving, easy to use, soon to be, superior platform.

Brand Advantage
We are part of a world-renowned university - something bigger than ourselves with a higher purpose than just sales.

Prosumer
An enthusiastic fan base of Librarians and publishers (surveyed) who value our “Quality”, Humanities”, “Content” and see us as “reliable, trusted, resource”

Category
Situated between academic/non-profits & larger, for-profits, needs to standout – a lighthouse brand

Brand Opportunity
A trusted, reliable, quality, staff & resources with strong publisher/library relationship with an excellent reputation (soon, on a best in class, aspiring platform.)

We are like you, embedded in the academy & possessing a world renowned reputation
muse.jhu.edu | #musepubmtg18
Brand Promise

**Brand Relevance**
20+ years of providing high-quality content on an *always-evolving*, easy to use, soon to be, superior platform.

**Brand Opportunity**
A trusted, reliable, quality, staff & resources with strong publisher / library relationship with an excellent reputation (soon, on a best in class, aspiring platform.)

**Brand Advantage**
We are part of a world-renowned university - something bigger than ourselves with a higher purpose than just sales.

**Prosumer**
An enthusiastic fan base of Librarians and publishers (surveyed) who value our “Quality”, Humanities”, “Content” and see us as “reliable, trusted, resource”

**Category**
Situated between academic /non-profits & larger, for-profits, needs to standout – a lighthouse brand

We are like you, embedded in the academy & possessing a world renowned reputation

muse.jhu.edu   |   #musepubmtg18
But how does that turn into advertising?

Something that was said...

*We keep calling ourselves “MUSE”*

*We’re “Project MUSE.”*

Let’s make it about them, not us.

Make it about their “Project”
Posters

The Project idea w/Brand Promise & a Key Differentiator
From bookmarks & interactive banner ads on websites
To the banner headers on our social media platforms
To large displays at conferences
And, even fun holiday e-cards…
The campaign’s evolution...
Again, reinforcing the idea that it’s really about them.
A couple of shout outs...

When I have a choice I use Muse!

“Project Muse has saved my life plenty of times”
MUSE’s Momentum

The Brand Love Curve

INDIFFERENT

No Opinion.

LIKE IT

Satisfies Need.

LOVE IT

Crave It.

MY BELOVED BRAND FOR LIFE

Self Expressive.
We listened.
We learned.
We launched and...
yes, we’re loved.
Thank you!

Questions?