Results Summary

ASERL Branding / Marketing Swag Survey
February 2019

1) Would you use any of these items below on campus, or while on business travel?
[Definitely would NOT use = -2; Not sure = 0; Definitely WOULD use = +2]

<table>
<thead>
<tr>
<th>Item</th>
<th>Library Deans/Directors (n=16)</th>
<th>Others in ASERL (n=45)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Umbrella</td>
<td>+0.25</td>
<td>+0.71</td>
</tr>
<tr>
<td>Ballcap</td>
<td>-0.69</td>
<td>-1.11</td>
</tr>
<tr>
<td>Knit cap</td>
<td>-1.63</td>
<td>+1.09</td>
</tr>
<tr>
<td>Tote bag</td>
<td>-0.33</td>
<td>+0.77</td>
</tr>
<tr>
<td>Briefcase</td>
<td>-0.31</td>
<td>-0.27</td>
</tr>
</tbody>
</table>

Other swag suggestions

From library deans/directors:
- iPad-sized case with pockets. I use the case I received at ALADN 2015 all the time, but wish it had better pockets for accessories.
- Lapel pin with ASERL logo
- Laptop stickers.
- Notebook/journal with ASERL logo
- Travel mug or water bottle

From others in ASERL:
- ASERL-branded coffee mug
- ASERL-branded flash drive
- Beverage holder - "coozy" (or however you spell it)
- T-shirt - always my #1 choice for anything!
- Stickers for laptop/ipad covers
- Growler
- Thermal coffee mug - not a glass cup. 2nd choice
- Book Bands
- Bookmarks
- Funny Refrigerator magnets
- Coffee mugs
- Cat stuff
- T-Shirt
- Bookmarks, pens, pencils, post-it notes. While these items are small and rather inobtrusive, they are useful. In general, I don't pick up swag at conferences, so things like apparel just doesn't appeal to me (at least if the tote is well constructed, you can use it later for groceries!!
- Buttons, insulated lunch bags, thumb/flash drive
- Coffee mug or travel mug; water bottle; notepad holder; ASERL desk or wall calendar (something like the holiday card which features the members)
- Drinkware, especially stainless vacuum-insulated tumblers (I would definitely use this!), not so much ceramic mugs. Maybe a cool poster to hang in my office? It would have to be well designed with funny/interesting graphics.
- How about coffee mugs? Or thermal water bottles?
- I would use any and all of these items:
  - Stickers (I see more and more professionals putting stickers on their laptops - kinda like the students are doing.)
  - PopSocket for cell phone
  - Chargers and cables
  - Adhesive phone wallet
  - Earbuds
  - Headphones
  - USB Drives
  - Travel mugs (for hot or cold)
  - Small notebook and pen combo (I still see many librarians at my home institution as well as at conferences who have a notebook and pen in hand myself included.)
- I would use pens or a portfolio. I might wear a ballcap off-campus or to on-campus sporting events, but not generally around campus during the day. I have lots of tote bags already and no one has ever asked about the companies or organizations on them.
- Laptop stickers, mug/thermos
- Leather portfolio
- Please not yet another tote bag or pen!
- Magnets or pins, connected with ASERL programs?
- Neck tattoo jk
- Nice file folders for meetings. a nice notebook.
- Notebooks
- Pens are always fun!
- Also a "padfolio" would be really useful.
- Pens, Notepads, Candies, Bookmarks.
- Pens. Maybe pens is the place to start as something inexpensive? Our reference desk puts vendor pens out for students to walk away with.
- Shirt, mug/travel mug
- Sticker for laptop
- Stickers, hardcover notebook
- Travel mug
- Notepad binder
- Travel mugs!
• What about some kind of drink cup?

2) For any items above ranked as "might use" or "definitely would use," are there any characteristics of the items that are important to you -- size, colors, materials, etc?

From Library Deans/Directors:
• Needs to be subtle, not garish in color, smaller than a circus tent -- honestly not much of a "brand vehicle"
• Travel size for the umbrella
• Sturdy, washable tote bag
• I'd use any of these items regardless -- well, unless they looked really cheap and tacky, which I know they won't!

From others in ASERL:
• A nice, sturdy canvas tote bag would be used. A cheap synthetic tote bag would not.
• background color should be neutral
• Blue
• Colors
• decent enough quality to last several months at least
• Good functionality is probably most important.
• Good quality materials
• good quality, not too cheaply made
• good quality, solid colors or with a simple pattern
• I can't think of any characteristics that would make a difference.
• I did pick up one ASERL sticker at the last conference I went to and like the purple, green and white colors and pyramid-like design.
• I got a free tote bag from my institution that I noticed many people across campus using and exchanged comments with co-workers who agreed it was a great tote bag. I think this was because it was a reinforced bottom in black while the upper was a light natural color, it was a nice standard size (12" tall, about 12" across the base and expanded open about 8"). It had an open front pocket, no closure at the top and large grommets attaching straps that gave about a 13" hanging length. I've worn it out with daily use.
• I have many large to very large tote bags and not so many medium to smaller ones, so I'd appreciate the latter.
• I like green/sustainable things... stuff that wasn't made in China but was done here...
• I like the laptop case more than briefcase
• I think we should be branding, but not through swag.
• I would be more likely to use items that I don't have to personally wear especially if I'm on campus or on business travel.
• I would prefer a travel size umbrella that could easily be carried in a tote bag or briefcase.
• If there is to be swag, it should be of good quality, since that is what you are trying to say about ASERL. Colors - I have no preference, but perhaps a neutral color. Black, dark blue, yellow...Carolina Blue maybe not so much. :-)
• Practicality and how often I would use. For hats/clothing, having a wide range of sizes
• Quality! The cheap crap most vendors now pass out goes straight to trash whereas the few good items that come along get used (and displayed) for years.
• Should be simple and elegant enough to use for/at work or formal events. And a stylish design always helps!
• Small umbrella
• The tote would need to be big enough to hold a laptop, wallet, and print book or conference schedule. But I'd appreciate something smaller than a reusable grocery bag. I like the idea of a laptop case, but you'd have to offer it in different sizes.
• Tote bag: big enough for a laptop. Strong material, like denim. Fall colors
• Umbrella
• Umbrella, Bright colors, large enough to cover rain all around
• Use the ASERL colors (purple and lime green).

3) **Overall, do you think a branding activity is a good use of ASERL's time and resources?**
[No = -2; Skeptical = -1; Not sure = 0; Maybe = +1; Yes = +2]

**LIBRARY DEANS / DIRECTORS:** -0.06

**OTHERS IN ASERL:** +0.48