



PROJECT MUSE®

[muse.jhu.edu](https://muse.jhu.edu)

# *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 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

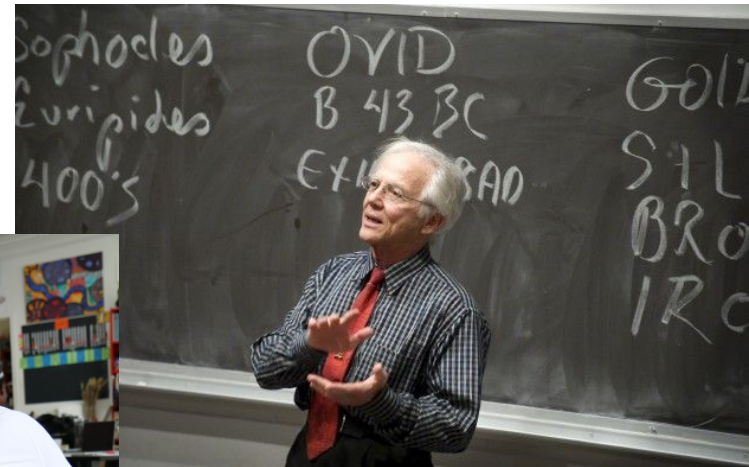


# Who do our ultimate end-users look to?

- 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



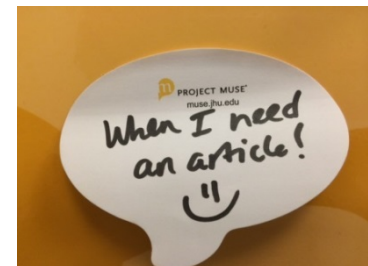
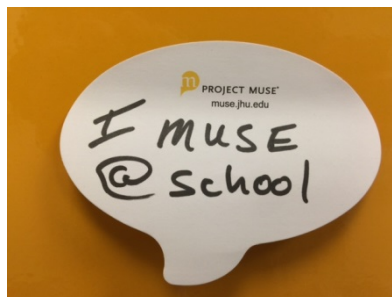
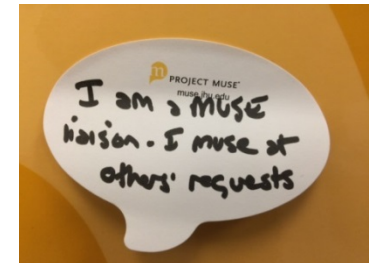
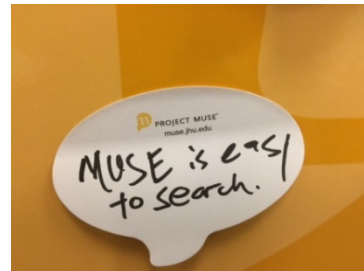
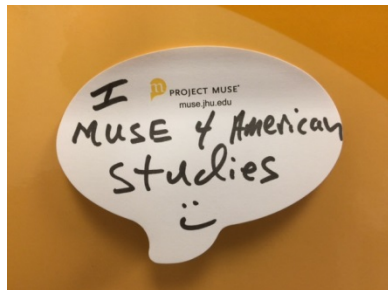
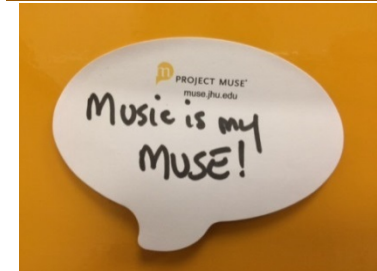
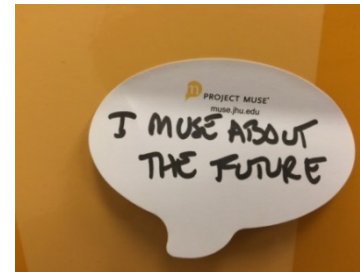
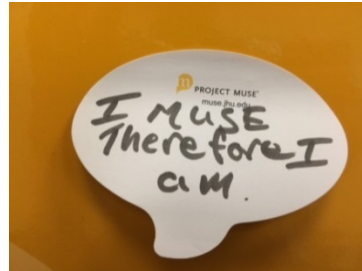
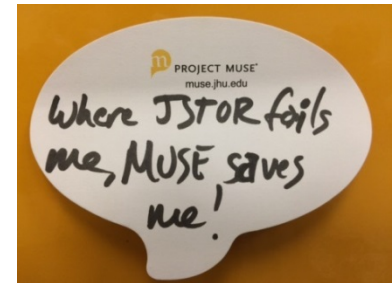
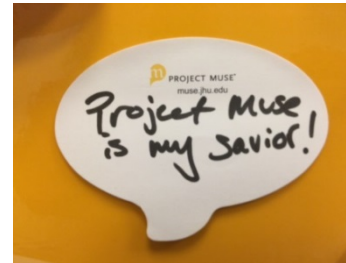
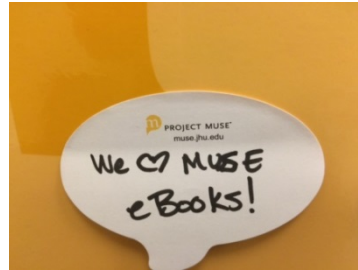


## Q4 MUSE is your go-to resource for \_\_\_\_\_?

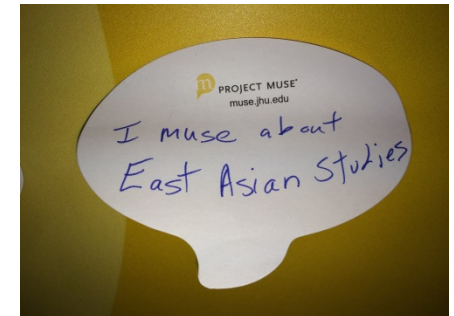
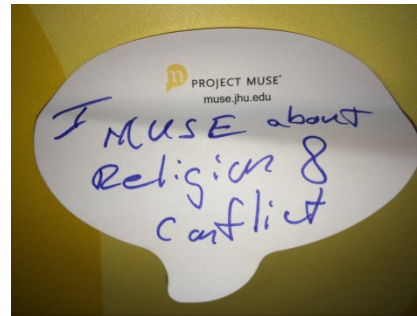
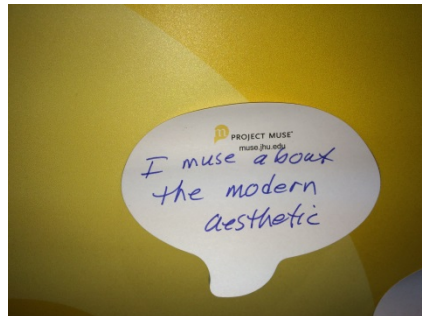
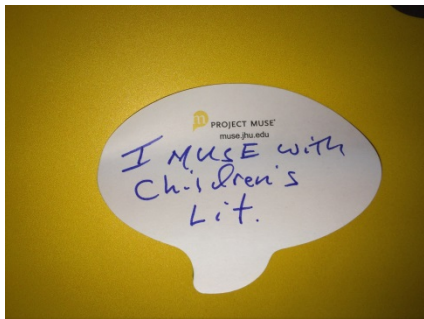
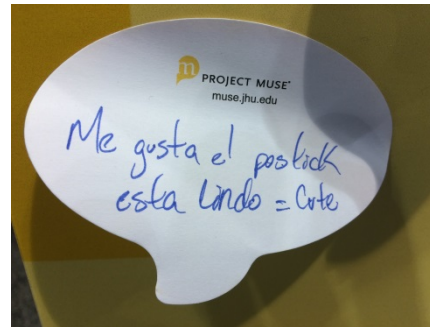
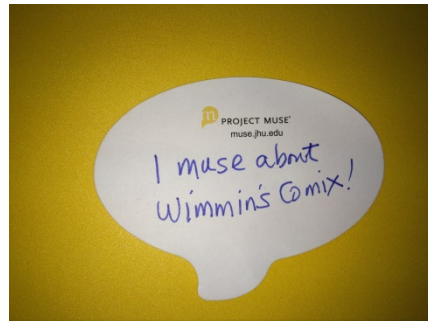
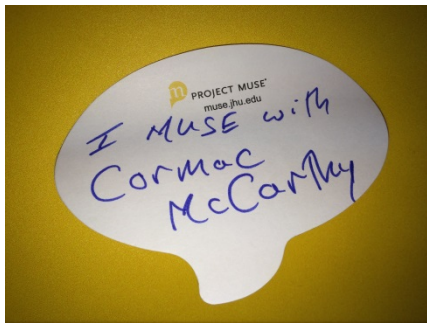
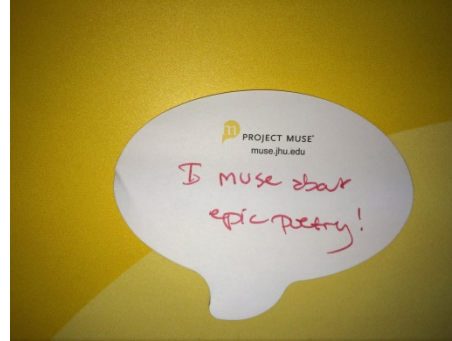
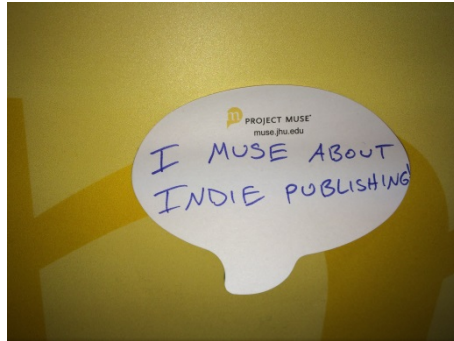
Answered: 130 Skipped: 1

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?



# What they told us at ALA 2017





## 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



# Looking out from the inside...

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.

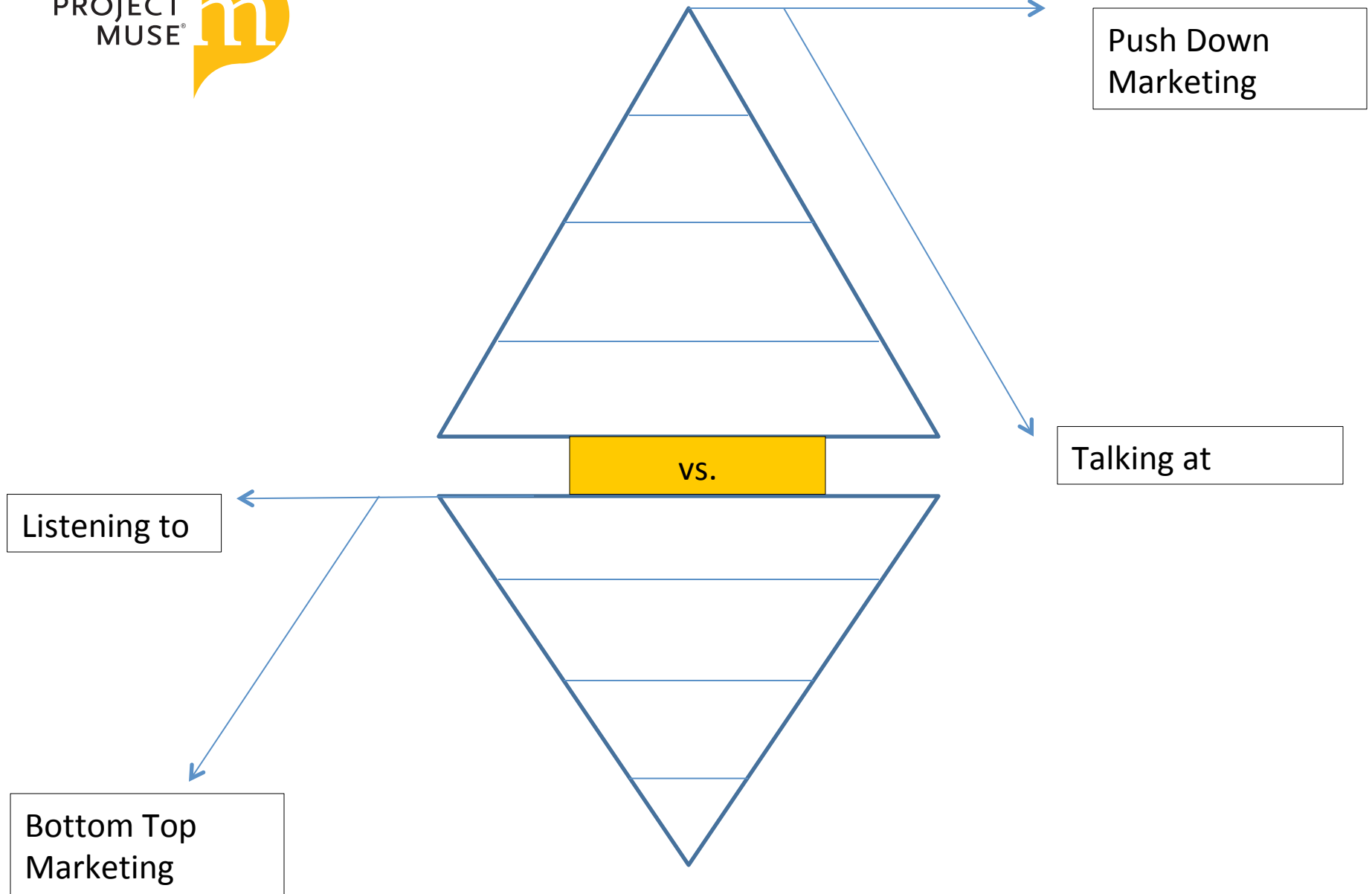
Better customer service / we reinvest \$

# Why do all this? *Authenticity*





# Inverted Pyramid





# BrandScape

Non-Profit / Academic



OXFORD  
UNIVERSITY PRESS



PROJECT MUSE®

Broader  
Subject  
offerings



DE GRUYTER

Specialized  
Subject  
offerings

EBSCO Information Services



ELSEVIER



Commercial







# Insight

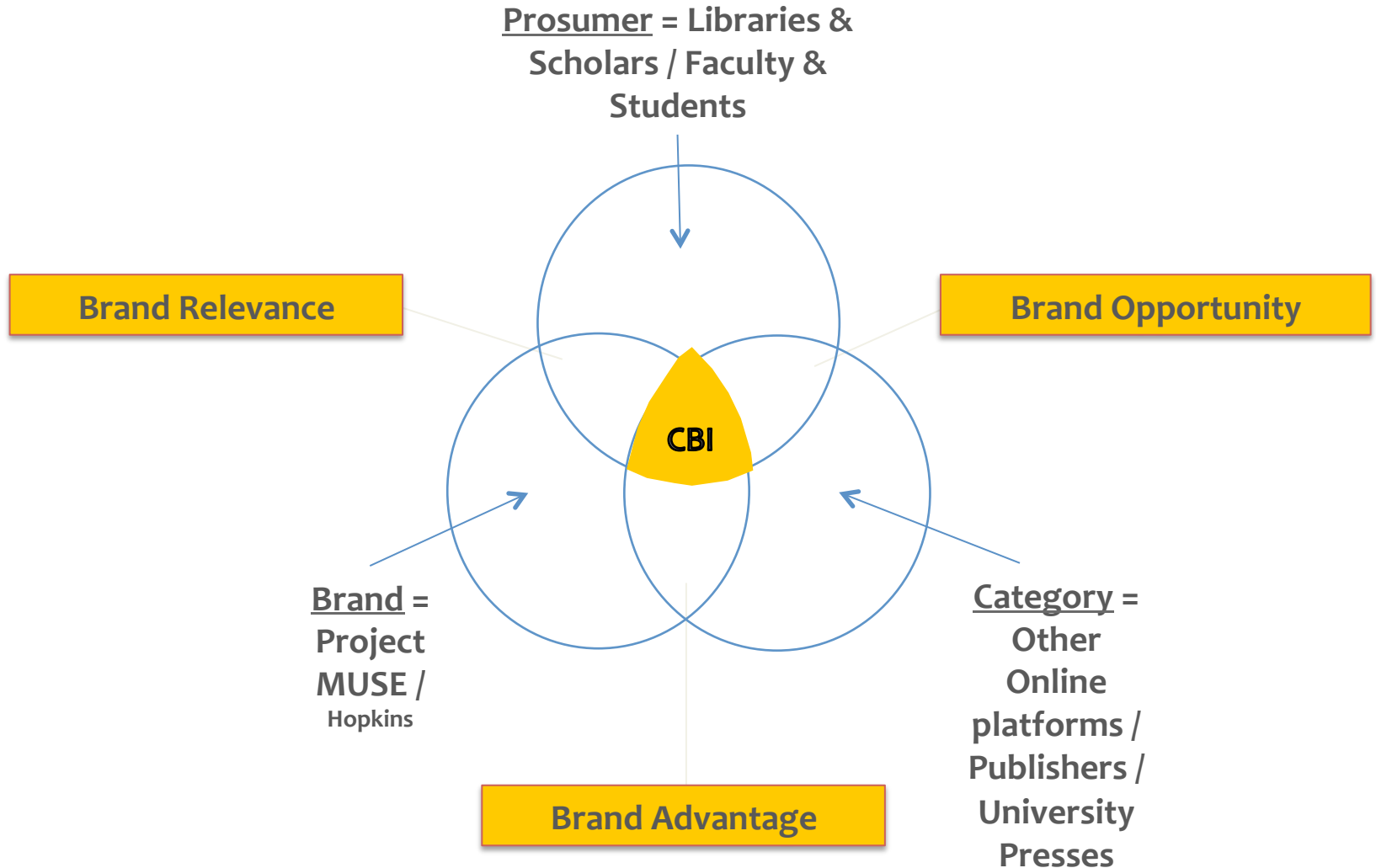
While most competitors are focused  
on themselves...

# Opportunity

We can focus on the users and their interests.



# Creative Business Idea



PROJECT  
MUSE®  **Prosumer Momentum**


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.***

PROJECT  
MUSE®



# 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?

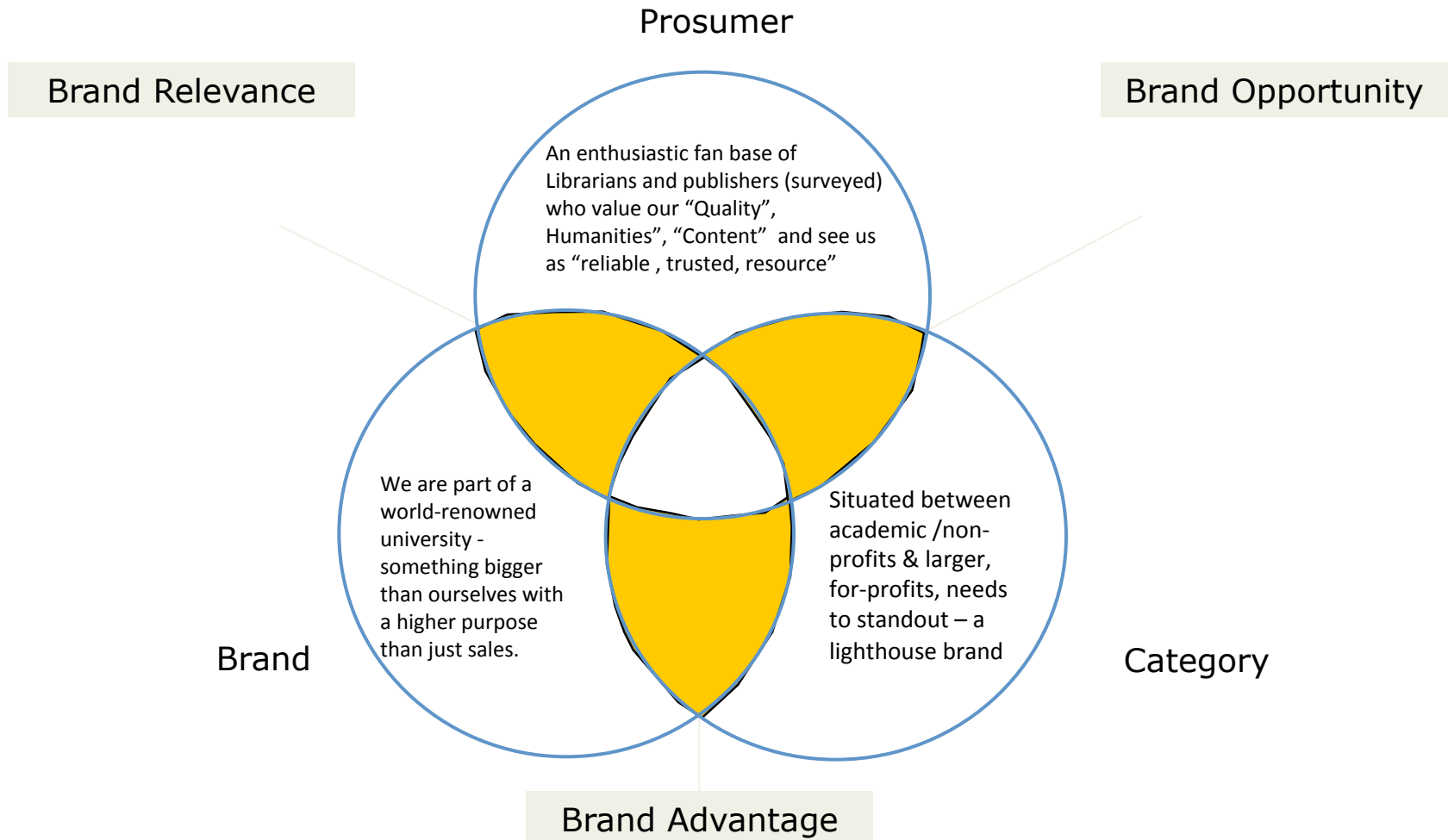
- “Quality”, “Trust”, “A source for information / inspiration” with material (journals not found elsewhere )

**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.

# Strategic Convergence



# Strategic Convergence

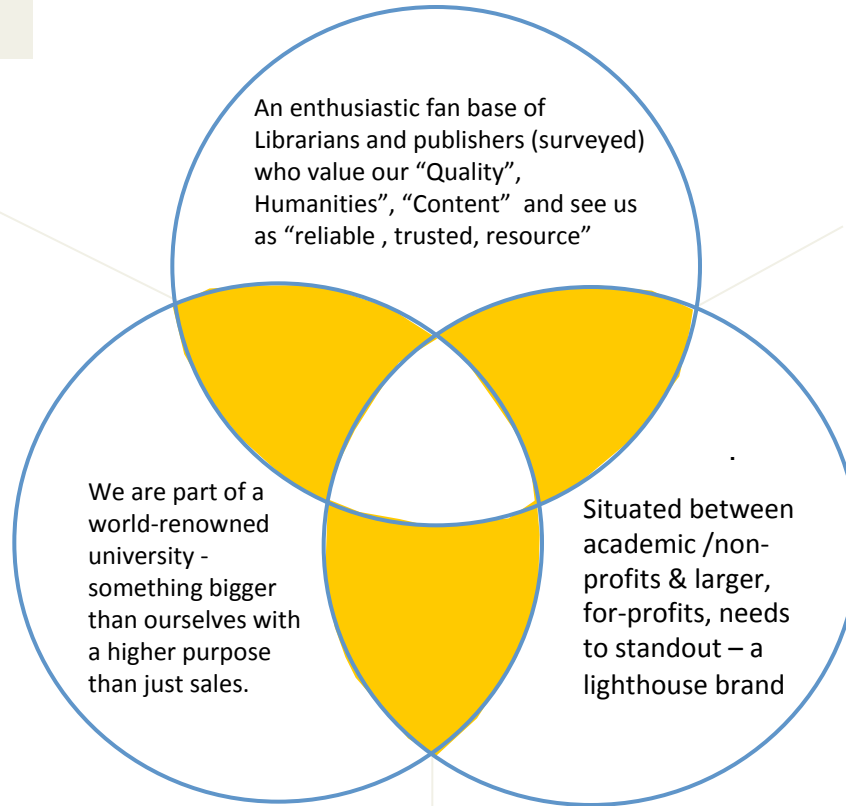
Prosumer

## 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

Category

## Brand Advantage

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

# Brand Promise

Prosumer

## 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.)

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

**“Now and Always, the trusted content your research requires”**

Brand

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 standout – a lighthouse brand

Category

## Brand Advantage

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





# But how does that turn into advertising?

Something that was said...

*We keep calling ourselves “MUSE”  
We’re “Project MUSE.”*

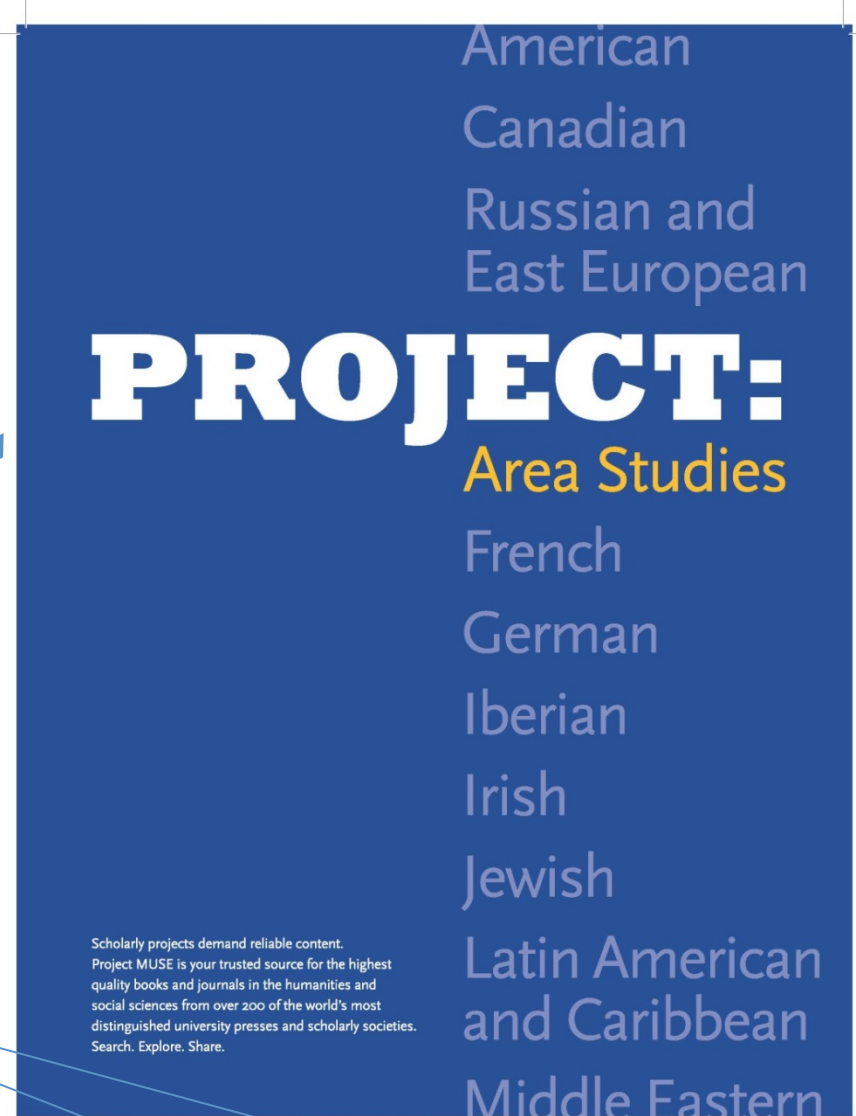
Let’s make it about them, not us.

Make it about their “Project”



# Posters

The Project idea  
w/Brand Promise  
& a Key Differentiator



**Now and Always, The Trusted Content  
Your Research Requires.**

[muse.jhu.edu](http://muse.jhu.edu)

Built on the Johns Hopkins University campus





From  
bookmarks  
&  
interactive  
banner ads  
on  
websites

Film Adaptation  
Cinematography  
Documentary film  
Pedro Almodóvar

**PROJECT:**  
Film & Media

Production and  
Direction  
Contemporary  
French Cinema  
Film Criticism  
Digital  
cinematography  
Independent film  
Telenovela  
Amateur  
Movie Making  
Animated Films  
Reality television

Music Theory  
Modern dance  
Conceptual art  
Experimental  
theater

**PROJECT:**  
Performing Arts  
& Music

Theater for  
the deaf  
Music  
Performance  
Women composers  
Social aspects  
of dance  
Shakespeare's  
Plays  
Comedy  
Rap music  
Drama technique  
Theater Philosophy

African American  
American  
Asian  
and Pacific  
Canadian

**PROJECT:**  
Area Studies

French  
German  
Iberian  
Irish  
Jewish  
Latin American  
and Caribbean  
Middle Eastern  
Native American  
and Indigenous  
Russian and  
East European

Ancient and  
Classical  
Asian  
Caribbean  
East European

**PROJECT:**  
Global Literatures

French  
German  
Irish  
African  
Italian  
Latin American  
Middle Eastern  
Comics  
Russian  
Spanish and  
Portuguese  
Comics





To the  
banner  
headers  
on our  
social  
media  
platforms

Now and Always, The Trusted Content  
Your Research Requires.

**PROJECT:**  
Film & Media  
Documentary film  
Pedro Almodóvar  
Contemporary  
French Cinema  
Film Criticism  
Digital  
cinematography

Now and Always, The Trusted Content  
Your Research Requires.

**PROJECT:**  
Area Studies  
French  
German  
Iberian  
Irish  
Jewish  
Latin American  
and Caribbean

Now and Always, The Trusted Content  
Your Research Requires.

**PROJECT:**  
Global Literatures  
East European  
French  
German  
Irish  
African  
Italian  
Latin American

Film Adaptation  
Cinematography  
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American  
Asian  
and Pacific  
Canadian

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Asian  
Caribbean



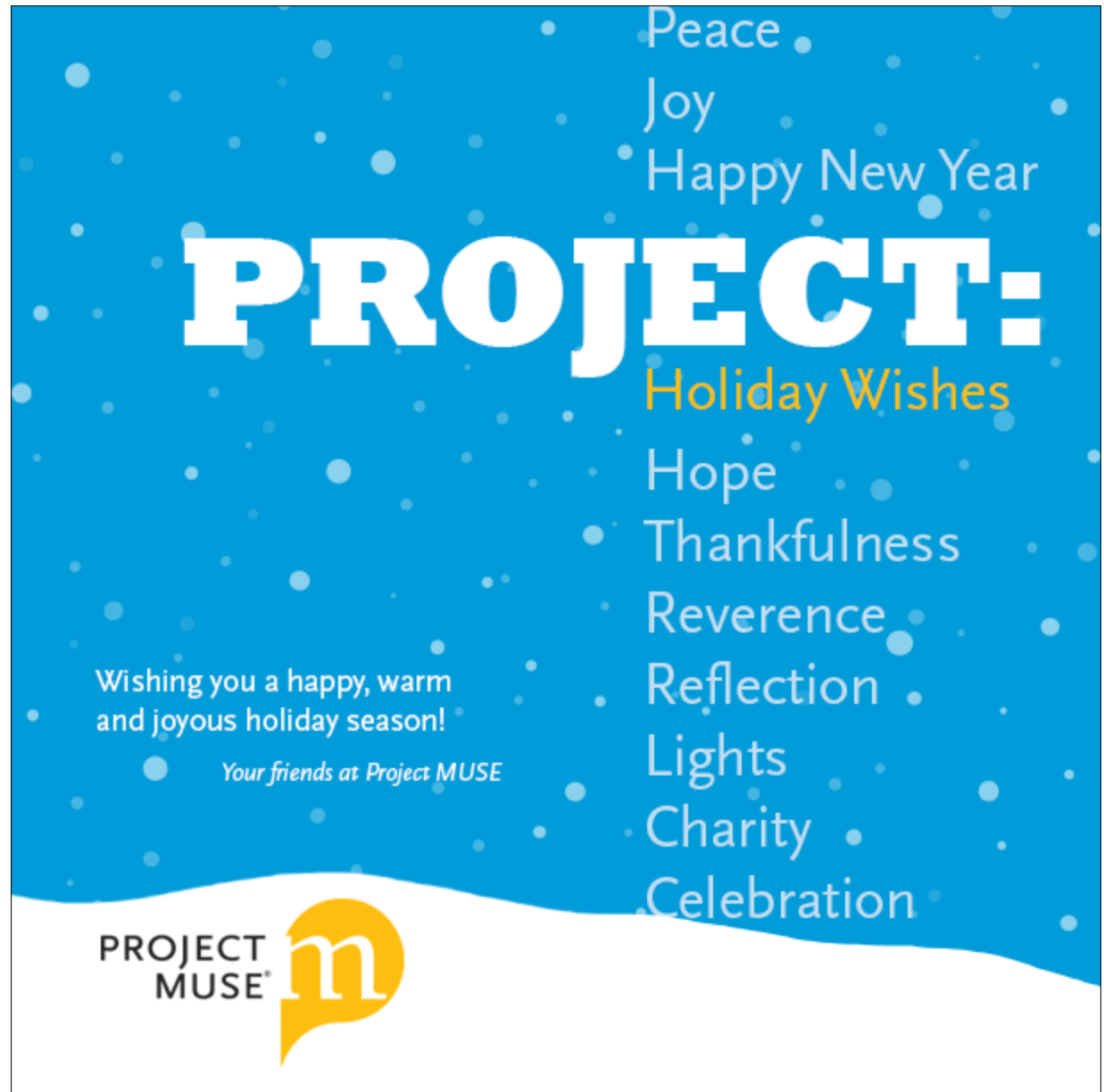


# To large displays at conferences



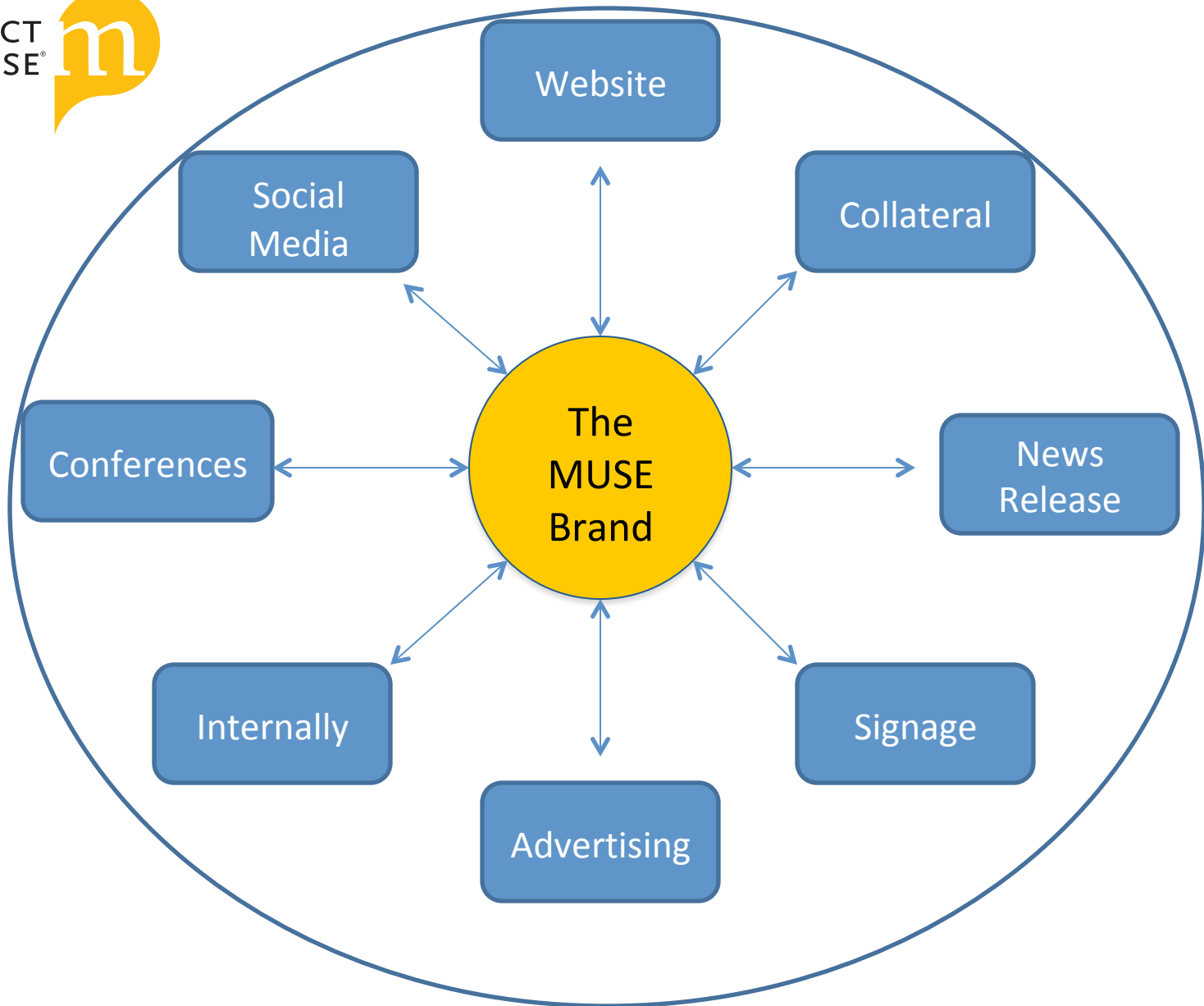


And,  
even fun  
holiday  
e-cards...



360°

PROJECT  
MUSE®





# The campaign's evolution...

**What's Your PROJECT?**

- Biblical Studies
- Buddhism
- Ethics and Moral Philosophy
- Religion & Philosophy
- Christianity
- Epistemology
- Church History
- Quaker
- Gilles Deleuze
- Hinduism
- Islam
- Thomas Aquinas
- Christian Theology
- Judaism
- Mystical

**What's Your PROJECT?**

- Kabbalah
- Zionism
- Hebrew
- Maimonides
- Jewish Studies
- Ancient Israel
- Rashi
- Hasidism
- Kafka
- Philip Roth
- The Dead Sea Scrolls
- Spinoza
- The Holocaust
- Martin Buber
- The Talmud
- Saul Bellow

**What's Your PROJECT?**

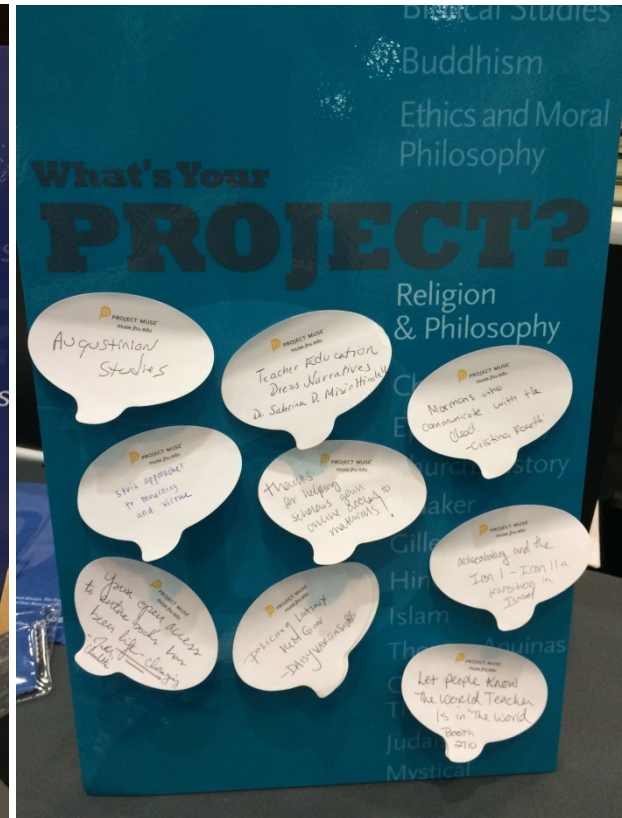
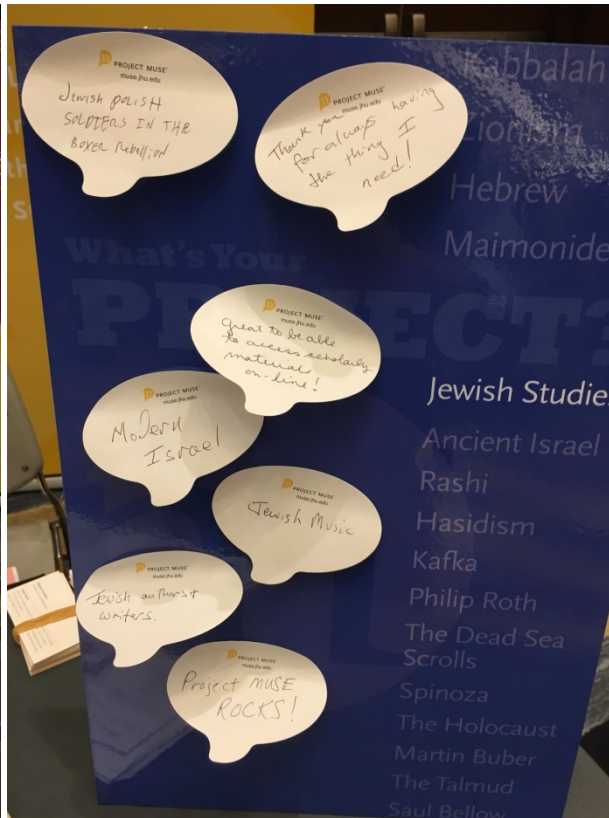
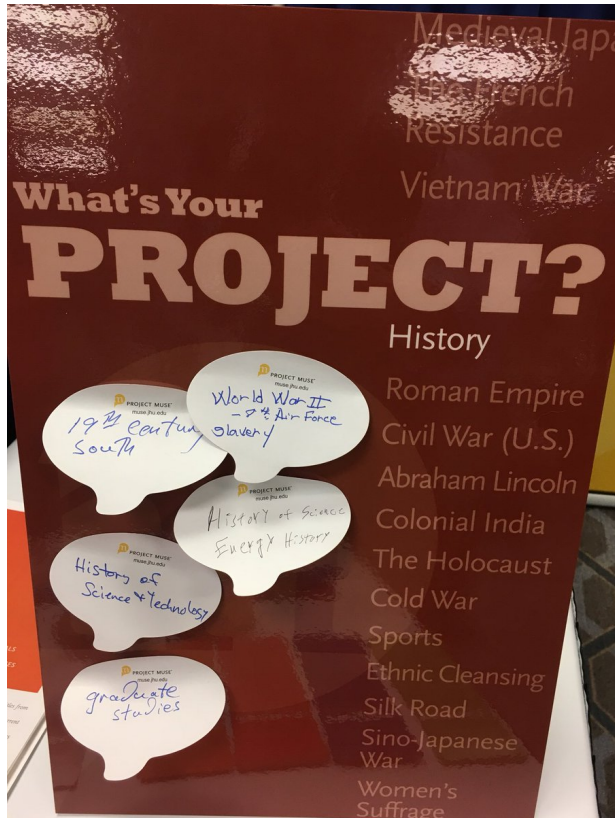
- Medieval Japan
- The French Resistance
- Vietnam War
- History
- Roman Empire
- Civil War (U.S.)
- Abraham Lincoln
- Colonial India
- The Holocaust
- Cold War
- Sports
- Ethnic Cleansing
- Silk Road
- Sino-Japanese War
- Women's Suffrage





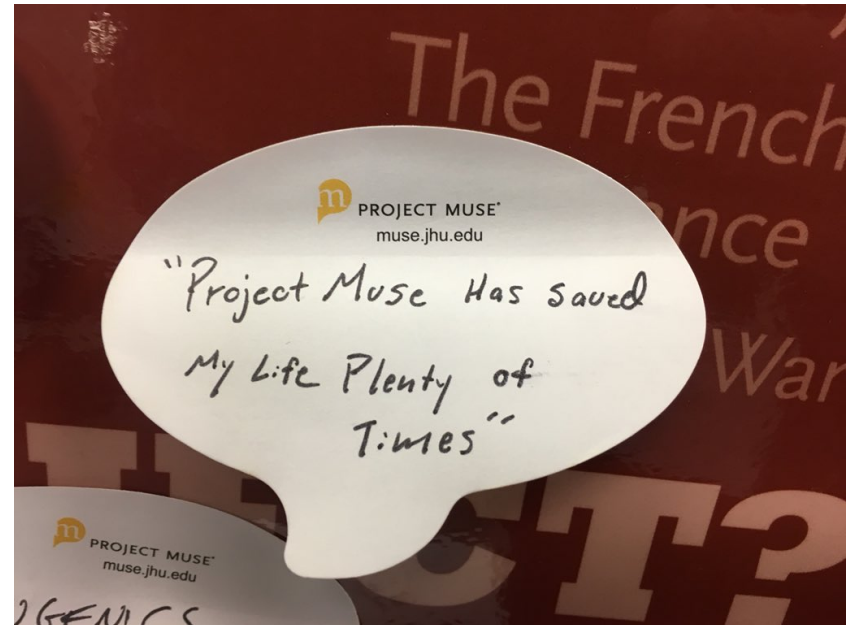
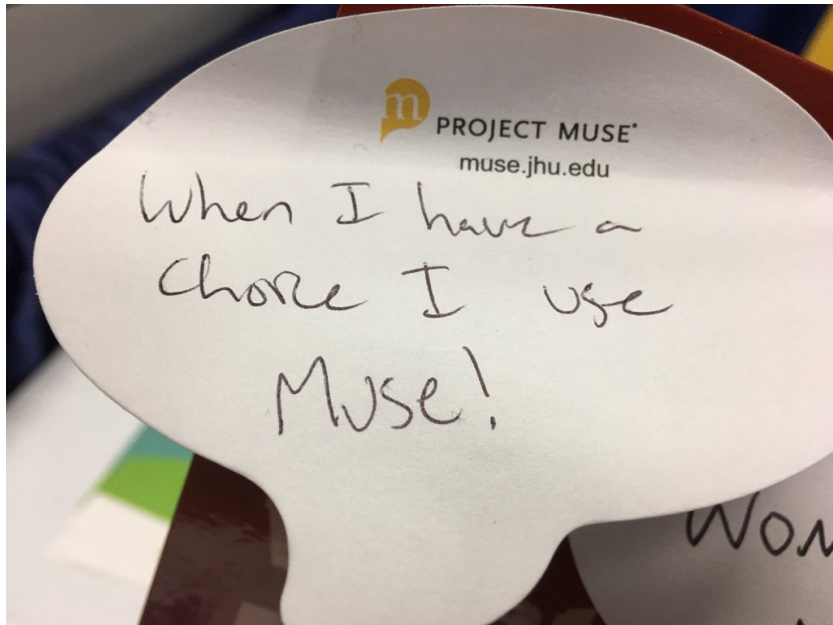


# Again, reinforcing the idea that it's really about them.



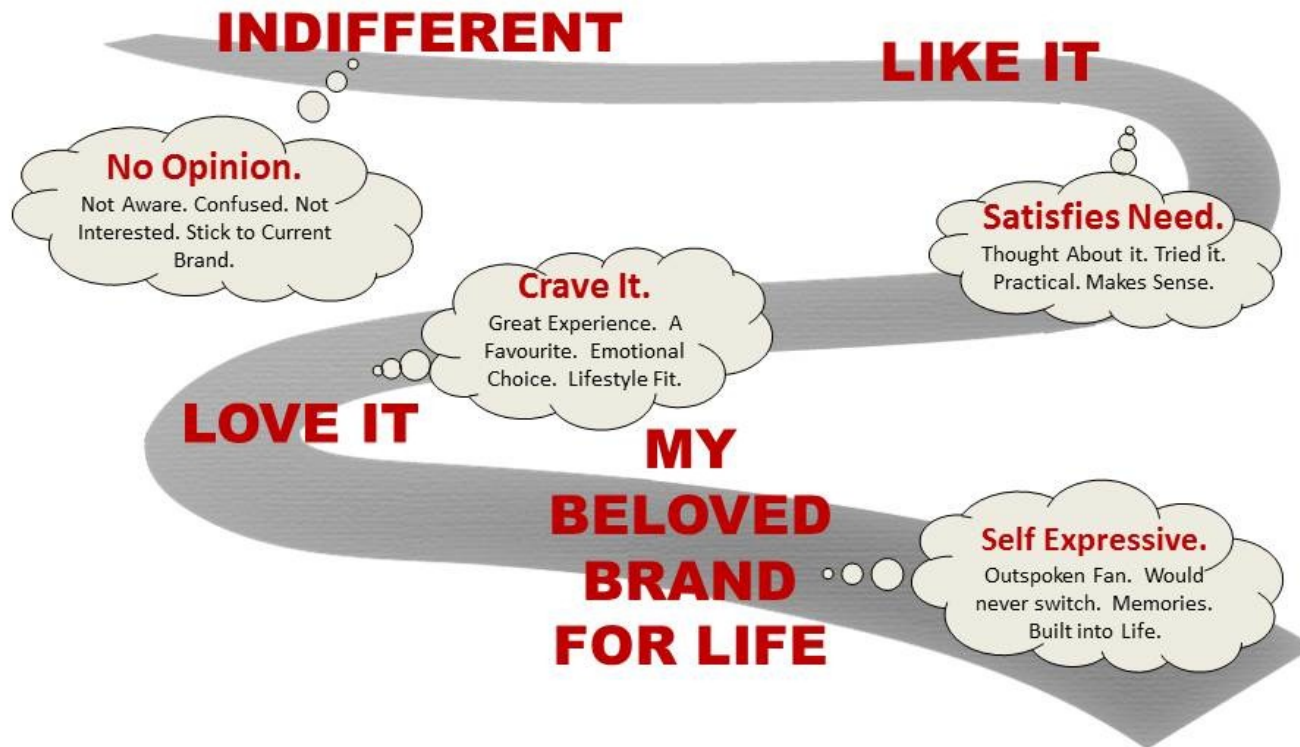


# A couple of shout outs...



# MUSE's Momentum

## The Brand Love Curve





We listened.

We learned.

We launched and...

yes, we're loved.

Thank you!

Questions?



[muse.jhu.edu](http://muse.jhu.edu) | [#musepubmtg18](https://twitter.com/musepubmtg18)

