

## “New Central Library Countdown Project” at Kyushu University : Promotional Activities focusing on users’ experiences

Kyushu University Library

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# “New Central Library Countdown Project” at Kyushu University

- Promotional Activities focusing on users' experiences -

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## What's “New Central Library Countdown Project”?

### About New Central Library

On October 1<sup>st</sup> 2018, Kyushu University Central Library opened in Ito Campus. Central Library has the large collection on humanities and social sciences collected during the long history of this university. In addition, the library has a lot of books for undergraduate students.

### Launch the Project

Prior to the opening, we launched the "New Central Library Countdown Project" and has continued diverse activities in order to increase users' feelings of expectation for new library and to promote use of library after the opening.



Project was launched on May 23. It consisted of about 20 members.

## Project Activities focusing on User Experience

### Activities based “Experiential Marketing”

Experiential Marketing is:

- ✓ a marketing method that builds relationships with customers (=library users) through an interactive and unforgettable experience
- ✓ proposed by Schmidt (1999) \*

\*Schmitt, B.H. Experiential marketing: how to get customers to sense, feel, think, act, and relate to your company and brands. Free Press, 1999, 280p.

### ③ After Experience

We keep on posting our activities on Instagram continuously. Please check it!

#### Talk events



Library TA(Cuter) talked about their academic life for undergraduate students. About 'Cuter', check our other poster (Track 3-3).



#### Library Quest

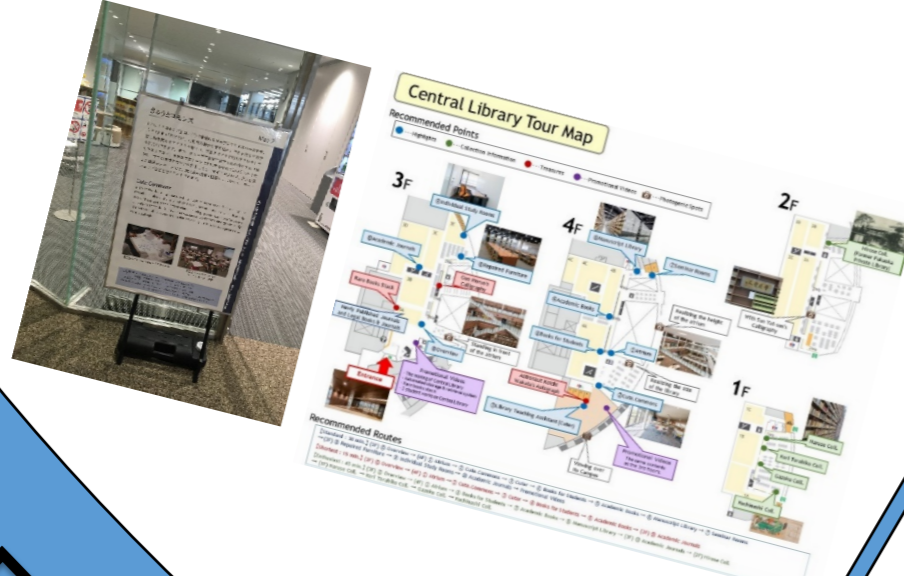
“Walk around the library and get tips to solve the Quest!” Students could learn new library features through the quest and get original goods as a prize.



It must be in fashion!

#### Self tour

Guide map and panels helped visitors to look around new Library must-see points by themselves.



#### Short concert

Student groups performed music on the bridges across the atrium spaces. Beautiful harmony brought a relaxing and comfortable time.



13:00 Men's Chorus  
14:00 String Quartet  
15:00 Mandolin Club  
16:00 A Cappella Club

#### Original Goods

We presented some gifts to 10/1 visitors and event participants.



### 3 Steps of Experience

#### ① Before Experience:

- ✓ Posting photos and short videos on IG in order to share wonderfulness of the new library

#### ② “Real” Experience:

- ✓ Organizing and running events that users could “experience” new library

#### ③ After Experience:

- ✓ Posting photos of some events on grand opening day on IG in order to convey to users who could not join the events

### ① Before Experience

#### Instagram

We started Instagram to share the wonderfulness of the library. Now we have over 400 followers! (Dec.2018)



#### Posters



#### Promotion movies

3 groups of students in School of Design made promotional movies.

Instagram comment  
< Really amazing. Looking forward to study at Kyushu University!

#### Countdown Ceremony

New Central Library started with countdown and welcome concert.



3,2,1, Opeeeen!!!



welcome concert  
♪ Gaudeamus.

1<sup>st</sup> Oct.

897 visitors

311 books are loaned  
(opening hours 13:00-17:00)

### Target

Weekdays 2,300 people  
Weekends 600 people

### Calculation grounds:

- ✓ Numbers of university members that new library targets
- ✓ Numbers of visitors at old central library etc.

## Future Task

Keep experiential marketing and increase the number of users.

### Next Events

- 20<sup>th</sup> Dec. Happy Holidays Short concert / book display
- Jan. Origami workshop

