Lights, camera, penguin!

The invention of the anthropomorphic library brand mascot

David Bennett & Paula Thompson
Lights, Camera, Penguin!

The invention of the anthropomorphic library brand mascot
Welcome to Portsmouth
Welcome to our world
A competitive market

Vs.

Google
The origins of brand mascots

Which would you remember?

Singer Sewing Machine Advert (1900s) and Singer Sewing Machine from www.publicdomainpictures.net
Anthropomorphism explained
The rise of anthropomorphomorphic brand mascots
Like me, love my brand
Design and desirability
creativity

[kree-ey-tiv-i-tee]

n. the state or quality of being creative.
The ability to transcend traditional ideas and to create meaningful new ideas.
RULES
1. You can
2. You can’t
3. You can
4. You can’t

+ 

ACTION PLAN

WHO
WHAT
WHEN
NOW

Freshers Week
History Induction Session
First essays due!
Our penguin...

• Is uncomplaining
• Never refuses to have his photograph taken
• Is never off sick (is a constant presence)
• Doesn’t need to be paid!
• Is cuter than the average library assistant?

He...

• Promotes services
• Answers questions
• Provides an alternate, less official voice for the library
• Engages a different audience from usual library feeds
• Provides us with a USP
Upwards trends for all areas of engagement (September-October 2016)
### Target age ranges showing highest engagement:

<table>
<thead>
<tr>
<th>Age category</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 to 17</td>
<td>2%</td>
</tr>
<tr>
<td>18 to 24</td>
<td>44%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>29%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>14%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>7%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>2%</td>
</tr>
<tr>
<td>over 65</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Gender of followers shows popularity amongst females:

- **Male**: 34%
- **Female**: 66%

### Target geographical areas showing highest engagement:

<table>
<thead>
<tr>
<th>Region</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>England, GB</td>
<td>75%</td>
</tr>
<tr>
<td>South East England, GB</td>
<td>38%</td>
</tr>
<tr>
<td>Greater London, GB</td>
<td>16%</td>
</tr>
<tr>
<td>South West England, GB</td>
<td>3%</td>
</tr>
<tr>
<td>Tameside, GB</td>
<td>1%</td>
</tr>
</tbody>
</table>
@uoppenguin for the best library & stuffed penguin combo pics

5:11 AM - 23 Oct 2016

@T_Pettin @uoppenguin @WaynePentony Pablo even has an intern at the minute (called Pip). They are my favourite things ever. I ❤️ Pablo.

my uni has these cute penguins my life just got better

UoPLibrary Penguin @uoppenguin

@EdinburghZoo funny enough, my work experience penguin is called Pip...

got to love the @uoppenguin Always so much fun! He has wings and does library things!

This is my TWO favourite things in the world combined into one photo! :D 🦆蠹

UoPLibrary Penguin @uoppenguin

I've just toppped the table in the atrium with even more colouring books. Wow, you really seem to like them!

Too cute...seriously, love the stories from @uoppenguin

UoPLibrary Penguin @uoppenguin

Pip is back and looking sheepish (which is hard for a penguin) only days after he was carried off by the #mice
@uoppenguin I believe I left some rather important documents in the library yesterday and now I'm asking a penguin if they got handed in.
@uoppenguin Penguins can do anything they want to do. They just need to believe. #webelieveinpablo

"The thought of Pooh encountering a penguin seemed no more outlandish than his meeting a kangaroo and a tiger in a Sussex wood"
@uoppenguin

7:50 AM - 19 Sep 2015

I think I'm sat next to @uoppenguin 😊

14 Sep 2015
@uoppenguin I have heard about Pablo but not met him yet 😅

This is so cute. Glad I came back to @portsmouthuni - not many people have penguin colleagues.

@uoppenguin He's unmissable. Also adorable. only got virtually introduced last week via but I'm already smitten 😊

UoPLibrary Penguin @uoppenguin

I've been awfully busy this afternoon putting the finishing touches to my review of @edinlibrarycat's new book...
Where are we now?

- 700+ followers on Twitter
- 1500 tweets
- 1 peer reviewed academic journal article
- Increased engagement with students, potential students, other departments in our institution, and other libraries
- Creatively inspired staff with an opportunity to develop their ideas
- Improved staff morale through times of great change
- Other libraries introducing similar “mascots”
Pablo’s Plan for World Domination
increased library use and information literacy...

- Continued evaluation and development of the “brand”
- Responding to trends in social media and marketing
- More adventures!
Any questions?