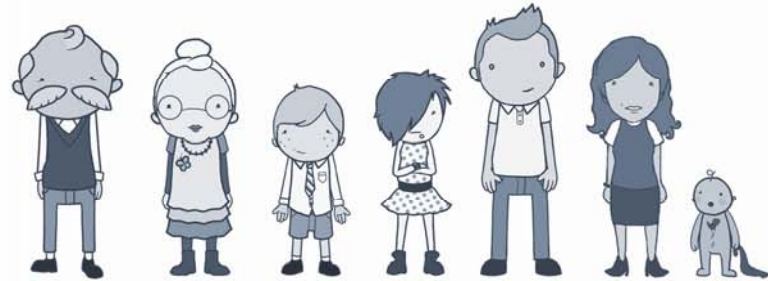


fancy
that...

You'd be surprised what
goes on **in your library**



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that...

Students who **use the library** get better grades



- **Producing one or two academic films**
- **HE/FE film/s or different needs?**
- **Do we introduce a new Bibli character?**
- **Who will that be?**
- **Who is the target audience/s?**
- **What do you want to say?**
- **Where/how will you use the films?**

WHO are you targeting?

- **Age**
- **Gender**
- **Subjects being studied**
- **Part or Full-time**
- **On-site or Remote**

WHAT do you want to say?

- **Service/s to promote**
- **Key message/s**
- **Main focus**
- **Unique selling point**
- **Corporate priorities**
- **What is the call-to-action?**

WHERE/HOW will you use the films?

- **Online**
- **Student Union bars**
- **Information screens**
- **Gyms**
- **Part of induction process**
- **To academic staff**

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WHO are you targeting?

WHAT do you want to say?

WHERE/HOW will you use the films?