

Anatomy of an Ad Campaign

Des Plaines Public Library

Des Plaines, IL

www.dppl.org

About Me

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Marketing Communications +
Public Relations + Branding +
Graphic Design + a lot of “Other”



About DPPL

- Mid-sized public library / primarily working class community of 59,000 residents in the suburbs of Chicago. Directly north of O'Hare airport.
- 1/3 of our residents have a college degree or equivalent
- 60% of the population has a library card, 90% of households have at least one library card.
- Nearly 40% of Des Plaines residents were born outside the United States.



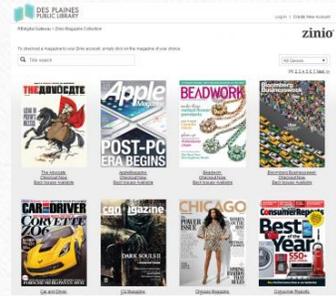
About DPPL

- 2014 Budget \$6,485,005
- We have lowered our levy 1.5% each year for the past 4 years
- The 2015 budget includes a \$1.2 million capital project to will add:
 - Two dedicated, flexible digital training and digital literacy centers
 - Dedicated collaborative spaces for teen
 - More spaces to support early literacy initiatives.





“E” at DPPL



- \$861K materials budget
- \$86K dedicated to eProducts and resources in 2014 / 11% budget
- eProducts are about 3% of our total circ.
- First offered downloadable audio 13 years ago.
- Increased focus 5 years ago



What

- \$19K consumer advertising campaign with the same tag line “Your DPPL Library Card: the most valuable card in your wallet”.
- Includes print, digital and email components.
- Paid for with State of Illinois per capita grant funds / \$68K in 2014



**A Des Plaines
Public Library Card.**
The most valuable card
in your wallet.



Download eBooks, audiobooks, magazines, MP3 music and music videos for free! Need a library card? Want to learn more? Visit dppl.org or call 847-827-5551

The banner features a row of seven items: a silver textured wallet, a brown leather wallet, a yellow wallet, a green library card with the text 'DES PLAINES PUBLIC LIBRARY', a blue wallet, a pink wallet, and a black wallet with a chain.

Why

- Board desire to “reach” non-library users
- Staff desire to increase the use of the digital materials and products.



When

- November and December 2014
- Timed to coincide with
 - Holiday Shopping Season.
 - Time when patrons are shopping for digital devices and looking to save money.

Where

Twelve 4-color ¼ page
print ads in the Daily
Herald (\$7.2K)

A Des Plaines Public Library Card The Most Valuable Card In Your Wallet!



Stream Movies, Television Shows, Music Albums and Audiobooks For Free!

Thousands of titles are available to borrow for instant streaming or temporary downloading on smartphones, tablets, computers and Apple TV through DPPL's new partnership with Hoopla Digital.

Download eBooks and Audiobooks For Free!

Select from 60,000 titles and download directly from MyMediaMall to your iPhone/iPad/Touch, Android, Windows phone, Blackberry, PlayBook, Kindle, Nook, Mac or Windows tablet.



Download And Read Your Favorite Magazines For Free!

Zinio lets you read your favorite magazines on your tablet or smartphone. Get complete digital editions on demand. No holds, fees, no due date!

Planning On Purchasing A Device This Holiday Season?

Check one out from DPPL and give it a try first. Nexus 7 tablets, Kindles and Nooks are available to checkout for 4 weeks. Each device is pre-loaded with a variety of popular fiction and nonfiction titles. Check with the 3rd floor Readers Services desk for availability.

Download MP3 Songs And Music Videos For Free!

Download up to five songs per week from a library of 7 million songs from over 28,000 labels, including the entire Sony Music Entertainment catalog, via Freegal. Move them to your computer or device and keep them forever.

Need A DPPL Library Card?

All residents of incorporated Des Plaines are entitled to a free library card. To receive your card, bring a photo ID and proof of legal residence in the City of Des Plaines (driver's license, utility bill, voter's registration card, etc.) to the library's 1st floor information desk. For all the details, visit the Library Cards & Policies page at dppl.org or call 847-827-5551. Don't live in Des Plaines? Check for these services at your local library.



Get started at dppl.org/save

Where

Two ¼ page Spanish
language ads in Reflejos
(\$780)

UNA TARJETA DE BIBLIOTECA DE DES PLAINES PUBLIC LIBRARY: ¡LA TARJETA MÁS VALIOSA EN SU BILLETERA!

¡Transmita Películas, Programas de Televisión, Álbumes Musicales y Audiolibros Gratis!

Miles de títulos en inglés y en español están disponibles para su transmisión instantánea o para su descarga temporal en todos los dispositivos móviles con **Hoopla Digital**.



¡Descargue Canciones MP3 y Videos Musicales Gratis!

Descargue cinco canciones gratis a la semana de una librería de 7 millones de canciones, incluyendo el catálogo completo de Sony Music, vía **Freegal**. ¡Muévalos a su computadora o dispositivo móvil y consérvelos para siempre!



¿Necesita una Tarjeta de Biblioteca de DPPL?

Todos los residentes de la ciudad incorporada de Des Plaines tienen derecho a una tarjeta de biblioteca gratis. Para todos los detalles, visite la página de Library Cards & Policies en dppl.org o llame al 847-827-5551

**Visite DPPL.ORG/EBOOKS-MORE
para empezar**



Where

375,000 keyword-driven
digital ad impressions
over 6 weeks on
dailyherald.com. (\$2.25K)



Where

Three emails over 14 days to 30K emails from a Daily Herald database, targeting women 18 – 40 interested in music and film within a 10 mile radius of DPPL. (\$2.8K)

DES PLAINES PUBLIC LIBRARY
Work. Learn. Play. dppl.org
1501 Ellinwood Street
Des Plaines, IL 60016
For More Information
Call: (847) 827-5551

[EBOOKS & MORE](#) [PATRON SERVICES](#) [SUPPORT THE LIBRARY](#) [BLOG](#) [ABOUT](#) [CONTACT](#)



**Got a DPPL Library Card & a mobile device?
Time to Start Saving Some Money!**



Stream hot movies, television, music albums & audiobooks on the go, for free!

No waiting, no holds, no ads, no late fees! Thousands of titles are available to borrow for instant streaming or temporary downloading on smartphones, tablets, computers and Apple TV through DPPL's new partnership with **Hoopla Digital**. You can download to your device, too, to watch or listen offline without a live internet connection.

[Start Using Hoopla](#)

[Learn more about Hoopla](#)



Download 5 Free MP3 Songs and Music Videos Each Week!

Download up to five songs per week from a library of 7 million songs from over 25,000 labels, including the entire Sony Music Entertainment catalog, via **Freemusic.com**. Move them to your computer or device and keep them forever.

[Start using Freemusic.com](#)

[Learn more about Freemusic.com](#)



Forget Amazon! Download eBooks and Audiobooks For Free!

Select from 60,000 titles and download directly from **MyMediaMall** to all popular mobile devices or your desktop.

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Don't Buy Magazines! Download and Read Your Favorite Magazines For Free!

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dppl.org 

Where

Eight 8 1/2" x 11" inserts into Des Plaines Journal and Topics (40K pieces total), zoned to our community (\$4k)

**Your DPPL Library Card;
The Most Valuable Card In Your Wallet!**



hoopla

zinio

freegal

MyMediaMall

Get started at dppl.org/save

**This Holiday Season, One Card Can Help You
SAVE - Not Spend - Your Dollars**

**Your DPPL Library Card;
The Most Valuable Card In Your Wallet!**

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1501 Ellinwood St, Des Plaines, IL 60016 • dppl.org
Hours: Mon-Fri 9-9, Sat 9-5, Sun 1-5 • 847.827.5551

**DES PLAINES
PUBLIC LIBRARY**

Get started at dppl.org/save

Where

In-library promotion,
including our website
homepage, blogs,
Facebook, banners and
other signage.

The screenshot shows the Des Plaines Public Library website. At the top, there is a navigation bar with links for EBOOKS & MORE, PATRON SERVICES, SUPPORT THE LIBRARY, BLOG, ABOUT, CONTACT, SEARCH, and ACCOUNT. The library's logo is on the left, and navigation links for VISIT, CALENDAR, RESOURCES, GUIDES, and CATALOG are on the right. A search bar is located below the navigation. The main content area features a grid of colorful wallet images. Below the grid, there are two featured articles: "A DPPL library card. The Most Valuable Card in Your Wallet" and "Dropbox.com: Photo & File Storage Explained". The "LATEST FROM THE BLOG" section follows, with three entries: "The Other Awards" by Joanie, "Dear Gloria: WWII love letters to Des Plaines" by Steven, and "The Words Unwritten" by Elizabeth. At the bottom, there are sections for "UPCOMING EVENTS" (featuring "Hearthstone: Fireside Gathering") and "RESOURCES" (with links for "Quick Links" and "By Subject").

DES PLAINES PUBLIC LIBRARY

SEARCH catalog...

SLIDE PRESENTATION
Journey to Mollie's War: WACS and WWII
A glimpse into the life of a woman in uniform during this crucial time in history. Saturday Feb 21, 1:30 pm [Reservation →](#)

COMPUTER & TECH INSTRUCTION
Dropbox.com: Photo & File Storage Explained
Learn how file storage, sync and sharing are made simple with Dropbox. Thursday Feb. 19, 6:30 pm [Reservation →](#)

LATEST FROM THE BLOG

By Joanie
The Other Awards
February 13 • Spotlight
For librarians who work with kids and teens, awards season is already over. The awards we anticipate most are the Youth Media Awards. They YMAAs honor outstanding books for children and celebrate the best in books for youth. [More →](#)

By Steven
Dear Gloria: WWII love letters to Des Plaines
February 8 • Spotlight
"Read 'em and weep." That phrase usually means you just won a hand of poker. In this case it describes what might happen to you when you read the letters of a young World War II soldier serving in the Pacific, to a girl back home in Des Plaines. [More →](#)

By Elizabeth
The Words Unwritten
February 4 • Kids & Parents
What if I could place into your hands a gift that empowers your child, encourages the love of books and help children become great readers? What could be this wonderful gift? Discover the world of Wordless books. [More →](#)

UPCOMING EVENTS

Feb 17 6:30 PM Tuesday
Hearthstone: Fireside Gathering
Join a fireside gathering of Hearthstone players at the library!

RESOURCES

[Quick Links](#)
[All resources](#)

[By Subject](#)
[Books & authors](#)

Where

Other miscellaneous
community based
advertising (chamber of
commerce map, etc.) (\$2k)

A Des Plaines Public Library Card.
The most valuable card in your wallet.



Download eBooks, audiobooks, magazines, MP3 music and music videos for free! Need a library card? Want to learn more? Visit dppl.org or call 847-827-5551



Target Audience

- Women 18-40 interested in music, film, magazines and downloadable books, at a time when they are shopping and needing to save money.
- Key Hoopla demographic
- Secondarily, new mobile device owners
- Anyone with a familiarity with digital resources and desire to save money.

Production

- All “in-house”, no production or design costs.
- I developed the campaign concept, wrote the content and purchased the ads.
- Designed by our Manager of Creative Services, Kelly Horvath
- Web content support and custom URLs from DPPL’s Web Services Manager Ali Van Doren.

The Outcome

- High impact in anecdotal awareness of the library and new offerings
- The 60K dedicated emails alone had 10 – 12% open rates (9,580 opens) and 1,340 clicks to the featured links in the first 2 weeks.
- Circ of eMaterials up 21% Dec 2013 to Dec 2014
- Circ of eMaterials up 24.5% year end 2013 to 2014

Opportunities

- Ownership of digital devices still relatively low in our community but growing.
- Difficult to use platform, restricted quantities, but improving.
- Lack of digital device and ematerials training.
 - Digital training classroom coming late 2015.
 - Tech device “e-Bar” training center coming late 2015

What I've Learned

Lobby for the money:

- More money = more impressions = (hopefully) more usage of your resources.
- DPPL gets about \$70K in per capita grant funds each year. Ask for a piece of that. And ask for even more next year, after you've run a successful campaign.

What I've Learned, PT 2

You don't need to be a media buying expert:

- Trust your local media sales reps to steer you in the right direction.
- I was a little skeptical about the email campaign recommended by my Daily Herald rep, but it's turning out to be fantastic.

What I've Learned, PT 3

Focus your target and message:

- One kind of product and service, sending
- One specific message to
- One specific group of people.
- Others will get the message too.

What I've Learned, PT 3

Good design matters:

- If you don't have internal resources, invest in a freelance design professional to execute your campaign.

Questions?

About Me

Heather Imhoff
Head of Public Information Services,
Des Plaines Public Library / dppl.org
himhoff@dppl.org

Marketing Communications +
Public Relations + Branding +
Graphic Design + a lot of “Other”