## Basic Information

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|---|---|---|
| 1. **Brand Name** | **Troy Public Library** | |
| 2. **Product / Service Type or Description** | **Public Library** | |
| 3. **Title** | **Book Burning Party** | |
| **4a. Category for this Entry** | **Small Budgets - Service** | |
| **4b. Classification** | Check all classifications that apply. | |

| X Local | ☐ Regional | ☐ National | ☐ Multinational | ☐ Non-English |
|---|---|---|---|---|

# -Your Story-

**You have up to (6) pages to tell your story (*including this page*).** You may use as much or as little space as you wish for each question, so long as your total written case does not exceed (6) pages. Judges appreciate brevity, clarity, facts, a compelling read and a lack of hyperbole. Directions appearing with each question must not be deleted from the completed case; they serve as a guide for both entrants and judges. Answers must be in black 10-point font or higher and all data, claims and facts in all sections of the entry form must include a specific, verifiable source. Refer to the Effie Instruction Kit for guidelines on properly sourcing your data. Do not include any Agency names (Ad, Media, Other) anywhere in the entry form. Answer every question or indicate "not applicable".  Any unanswered question or unsourced data will result in disqualification.

**5a.** **What was the strategic communications challenge? Provide context on the degree of difficulty of this challenge.**
*What was going on in the marketplace and category? Provide information on the category, marketplace, company, competitive environment and/or the product /service that created your challenge and your response to it.  Provide competitive context (main competitor spend, position in market, etc.) Provide a definition of the audience you were trying to reach.*

Due to a struggling state economy, Troy, Michigan, has seen a drop in property values in recent years that has precipitated a 20% drop in revenue to the city[1]. As a consequence, the city has had to make cuts in personnel and city services. One of the services at risk in February 2010 was the nationally recognized Troy Public Library. A tax increase for additional operating funds, including the funds necessary to keep the library open, was put up for vote. Troy Citizens United, a local, well-funded political group, campaigned against the tax increase using social media, direct mail, newspaper and public access television. With no organized support for the library to counter TCU's campaign, the vote failed.

In the fall of 2010, the city tried again, this time asking voters to pass a library-only tax increase. Again, TCU campaigned against the increase. Amidst allegations of ballot tampering and fraud, while library tax increases in eleven surrounding communities passed, the vote failed once more.

Though the library was scheduled to close in the spring of 2011, library supporters managed to get the city to approve one last vote for a tax increase. If it didn't pass, the library would close on August 5 and sell all of its books and materials. By

the time we were approached in mid-June, there were several obstacles to overcome:

1) During one of the worst economies in state history, voters were being asked to approve a tax increase they had already voted down twice.

2) A strong anti-tax sentiment was sweeping the country.

3) The opposition already had a four-month head start campaigning against the increase.

4) Only six weeks remained until the vote.

5) Library supporters didn't have any money to contribute.

6) Our budget was only $3,500.

7) As if turning out Yes voters weren't difficult enough, the vote was scheduled for August 2, the height of the dog days of summer.

1- Statistic provided by Leger A. (Nino) Licari, Assessor, City of Troy

**5b.** **What were your objectives?  What were the Key Performance Indicators (KPIs) against your objectives?**
*State specific objectives and the tools you planned to use to measure each objective.  Provide a prior year benchmark for each KPI or context regarding why they are significant if no prior benchmark is available.  Your entry may have one or all of the following objectives: A. Business, B. Behavioral, C. Perceptual/Attitudinal. Give specific objectives for all of these if all apply to your case. Provide a % or # for all objectives.*

We only had one chance to succeed.

Expected voter turnout was 19%[1]. As seen from the previous two elections, if the same voters were to turn out, the majority would have been No votes. Because Yes voters are more difficult to turn out than No voters, we needed to substantially increase voter turnout in order to secure enough Yes votes.

1- Statistic provided by Frank Houston, Chair of the Oakland County Democratic Party

**6a.** **What was the insight that led to the big idea?  How did you get to that insight?**
*Describe what led to your idea – e.g. a consumer or business insight, a channel insight, a marketplace/brand opportunity, etc.?  Explain how it originated and how the big idea addressed the challenge.*

For nearly 18 months, the opposition had successfully shaped the library conversation to be all about the consequences of a Yes vote (tax increase), rather than the consequences of a No vote (library closure). In fact, one of their mass mailings encouraging citizens to vote No on the library tax increase didn't mention the word "library" at all. We knew we had to change the conversation from taxes to library.

We had to make people stop and think about the consequences of a No vote.

**6b.** **What was your big idea?**
*What was the idea that drove your effort? The idea should not be your execution or tagline.  **State in one sentence**.*

A vote against the library is like a vote to burn books.

Step 1: Disrupt the conversation

We began by posing as a clandestine political group, Safeguarding American Families (SAFe), and brought a whole new point of view to the library issue. We said we wanted the vote to fail, but not because of the tax increase. We wanted the library to close so we could have a party. A book burning party.

We waged a political campaign which began by planting yard signs around the city that said, "Vote to close Troy library Aug. 2nd, Book burning party Aug 5th."

The reaction was immediate. People hated the idea and took our signs down. In the dark of night, we put up more. They took them down, we secretly put up more. Our cloak-and-dagger approach fueled the conversations on our Facebook page and on Twitter. People demanded to know who we were and what gave us the right to burn the library's books. We added talk value to the campaign and incited reactions by creating videos, T-shirts, want ads, foursquare check-ins and Facebook polls. Much to the dismay of the opposition, people were no longer focused on the tax increase. They were talking about the horrible idea of burning the library's books.

The story spread from newspapers to TV. It spread online from local to national news. It even made international news. So now that we had everyone's attention…

Step 2: Refocus the conversation

Days before the vote, we created a default landing tab on our Facebook page with the message, "A vote against the library is like a vote to burn books." We began posting on our Facebook wall under the name "No Book Burning Party," encouraging conversation about the value of books and the merits of the library. Again, the news spread from Facebook to newspapers to TV and across the blogosphere.

We had gotten the people of Troy to stop and think about the fact that whether the books were sold or burned, the result would be the same. If the vote didn't pass, their beautiful library and all of its wonderful books would be gone for good - that's the consequence of a No vote.

☐**TV**
   ☐Spots
   ☐Branded Content
   ☐Sponsorship
   ☐Product placement
☐**Radio**
   ☐Spots
   ☐Merchandising
   ☐Program/content
**XPrint**
   ☐Trade/Professional
   **X**Newspaper - print
   ☐Newspaper - digital
   ☐Magazine - print
   ☐Magazine – digital
   ☐Custom Publication
☐**Direct**
   ☐Mail
   ☐Email
**X PR**
**XEvents**

**XInteractive**
   ☐Display Ads
   ☐Web site
   **X**Digital video
   ☐Video skins/bugs
   **X** Social Networking Sites
   ☐Podcasts
   ☐Gaming
   ☐Mobile
   **X** Other
☐**Packaging**
☐**Product Design**
☐**Cinema**
☐**OOH**
   ☐Airport
   ☐Transit
   ☐Billboard
   ☐Place Based
   ☐Other _____
☐**Trade Shows**
☐**Sponsorship**

☐**Retail Experience**
   ☐POP
   ☐In-Store Video
   ☐In-Store Merchandizing
   ☐Sales Promotion
   ☐Retailtainment
**XGuerrilla**
   ☐Street Teams
   ☐Tagging
   ☐Wraps
   **X**Buzz Marketing
   **X**Ambient Media
   ☐Sampling/Trial
**XConsumer Involvement**
   **X**WOM
   **X** Consumer Generated
   **X**Viral
**☒Other  Craigslist: asked for help with large fires. Ebay: posted lawn signs. Zzzle: created branded items.**

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**7c.**    **Paid Media Expenditures**
*Include value of donated media, out of pocket activation costs, traditional and non-traditional paid media. Check one per time frame.*

**Sept 2010 – Aug 2011**

**YEAR PRIOR: Sept 2009 – Aug 2010**

**XNot Applicable**

| Sept 2010 – Aug 2011 | | YEAR PRIOR: Sept 2009 – Aug 2010 | |
|---|---|---|---|
| **X** Under $500 thousand | ☐$10 - 20 million | ☐Under $500 thousand | ☐$10 - 20 million |
| ☐$500 - 999 thousand | ☐$20 - 40 million | ☐$500 - 999 thousand | ☐$20 - 40 million |
| ☐$1 - 2 million | ☐$40 – 60 million | ☐$1 - 2 million | ☐$40 – 60 million |
| ☐$2 - 5 million | ☐$60 – 80 million | ☐$2 - 5 million | ☐$60 – 80 million |
| ☐$5 - 10 million | ☐$80 million and over | ☐$5 - 10 million | ☐$80 million and over |

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**7d.**    **Owned Media and Sponsorship**
*Elaborate on owned media or sponsorships you may have had here or write "not applicable".*

We placed one 2" x 3.5" classified ad in the *Troy Times* asking for clowns and ice cream vendors for the book burning party.

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**7e.**    **List all other marketing components that were active during this time.**
*You must explain in your entry the effect of the following:*

**X**None
☐Pricing Changes
☐Couponing
☐Leveraging Distribution
☐Other (Please Explain)

**8a.** **How do you know it worked? (include KPIs)**
*Detail why you consider your effort a success. Refer to your specific audience and to your objectives and measurement tools in section 5b. Demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics or other measurement tools you described.*

Optimistic projections estimated voter turnout at 19%[1], while actual turnout reached 38%, that's double the projected number[2]. And Troy's voter turnout was 280% greater than surrounding communities who saw an average actual turnout of only 10%[3]. The library won by a landslide.

1- Statistic provided by Frank Houston, Chair of the Oakland County Democratic Party
2- Agency research, 8/10/2011, Oakland County Clerk/Register of Deeds Elections Division
3- Agency research, 8/10/2011, Oakland County Clerk/Register of Deeds Elections Division

**8b.** **Why are these results significant?**
*Explain, with context, why your results are significant. Did your effort drive business? How? For confidential information proof of performance may be indexed if desired. Numerical results lacking context regarding why they are significant will be disregarded. Provide pre and post measures and an understanding of the industry norm.*

Thanks to the library's victory, kids can still enjoy summer reading programs, the unemployed still have job training resources, senior citizens still have access to computers, students can still get homework help and the jobs of those who work at and service the library were saved.

**9.** **Anything else going on (whether or not you were involved) that might have helped drive results?**
*Describe all other factors in the marketplace. Judges are industry executives - entries that omit pertinent information will be disqualified. You must answer this question or write "no other factors". Do not leave blank.*

It was an election, so the small group of library supporters were voicing their point of view at city council meetings, in a flyer, in one newspaper ad and on their own two Facebook pages – though this wasn't much different than what they had done in the first two elections.