

Library Name: Capital Area District Library

OverDrive Consortium: Michigan Library Consortium

Campaign:

The Capital Area District Library's Marketing Department created an innovative approach to promoting our OverDrive collection, targeting music fans in our service area with a contest called Literature & Lyrics. Musicians were invited to submit a video featuring an original song, which would be rated by the public and judged by area media experts. Our prize package included the opportunity to perform live at the Common Ground Music Festival, a popular annual event featuring national and local musicians, as well as free tickets to the event and a music store gift certificate.

We began our campaign in March 2009 by announcing the contest on the library's website, along with our MySpace and Facebook pages. We advertised on local radio and TV stations, including BET, MTV and VH1, and in several area newspapers. The contest was also promoted on the Common Ground homepage, where constant excitement was generated by announcements about the acts being booked for the festival. Finally, we created signage for all of our library locations, plus music stores, coffee shops, comic shops and other businesses throughout our service area. Our message was to encourage people to visit our website's downloadable media page for information about entering and voting. Once there they could learn about our collection and be linked to our OverDrive site.

By the entry deadline of May 4, we had received 25 videos, ranging from rap to rock, folk to fusion. Entries were posted online and all voting took place online. We sent contest updates to our followers on Twitter. By May 22, over 3,000 people had voted for their favorite performances. The winning band, Thom Jayne & the Nomads, is scheduled to appear onstage for a 45-minute set on July 9, 2009, opening for popular singer Sheryl Crow. They will also be the featured download on our eMedia page, and their video will be added to our Community Reserve collection.

During the three months we ran the contest, we saw a large increase in both circulation and new patron numbers for our downloadable collection. Also, we conducted classes for the public on our OverDrive collection during the campaign, which were very well attended. We consider the campaign a great success and look forward to congratulating the winning band on the night of their performance.

Attached are samples of our Literature & Lyrics posters and promotional flyers.