

The Protect Our Buildings, Protect Our Children, Preserve Our Future digital ad video series was a key part of Park Ridge-Niles School District 64's effort to inform the community about the bond referendum. The goal was to highlight critical facility needs and build support for the measure. The ads reached a broad audience, ensuring voters understood the urgency of addressing aging school infrastructure. The campaign targeted the entire District 64 community: parents, staff, and all registered voters. Since the referendums success depended on broad support, the ads were designed to connect with residents who might not have direct ties to the schools, including taxpayers and senior citizens. The message focused on long-term benefits, making the case for investment in school facilities. The videos underscored the districts aging buildings, which average 75 years old, and the urgent need for repairs and upgrades. They highlighted key facility challenges, such as security concerns, outdated mechanical systems, and failing infrastructure. The campaigns core message Protect Our Buildings. Protect Our Children. Preserve Our Future reinforced the connection between these improvements and student safety, as well as the districts future stability. The campaign included five unique commercials produced in multiple formats: 6-second, 15-second, and 30-second versions, optimized for different digital platforms. Each video was created in various dimensions (1920x1200, 1920x1080, 1080x1080, 1980x1920) to ensure they were displayed properly across devices. The content clearly illustrated the districts facility challenges and the need for the referendum. For this submission, closed captioning was added to the Google Drive file. We did the same thing for the actual implementation of the series. The campaign was highly effective. It generated 1.95 million impressions and reached more than 90% of likely voter households. This broad exposure helped drive support for the referendum, which passed with 64% of the vote. The results showed how well the campaign raised awareness, delivered key messages, and persuaded voters to support the districts needs. The Protect Our Buildings, Protect Our Children, Preserve Our Future videos demonstrated the power of digital media in achieving a critical district objective. Clear, direct messaging was key in securing the funding needed to improve District 64s schools.