



## Capitalizing on a reemerging public library market.

Checkpoint Systems, Inc. ("Checkpoint" NYSE: CKP) and Eight Eleven's founders began work together in mid 2006, at the inception of a new brand and groundbreaking, one-of-a-kind product and service offering, Youniquely 4 U™, created for a reemerging market: **public library systems.**

In 1900, the public library was a thriving community destination for all demographics. Today, public library systems are in a different place, as they are competing for the attention of their local communities. Today's public library is learning how to market to its patrons, local businesses and those who provide economic support, communicate internally and externally, and compete with a thriving industry of book store and coffee shop conglomerates.

Why go to a library when you can read a new publication in an upscale Barnes and Noble, while sitting in their Starbucks, listening to a local jazz quartet?

We'll tell you why: **YOUNIQUELY 4 U™**

## The vision.

Checkpoint set out to develop a product and services offering, which would help the public library reestablish itself as a focal point in its community, keep its patrons coming through the doors, and recruit new members.

Given Checkpoint's nearly 40-year heritage serving the public library industry with security and patron convenience solutions, our client realized an opportunity to develop even stronger ties with its customers through the development of a library loyalty program and service. The comprehensive, all-inclusive service planned for use of many effective tactics, such as direct mail and email, on-site and online advertising, constant and relevant consumer eCommunications, library programming development, library-patron communications, and much more.

***Eight Eleven has been a dedicated and valued partner during the development and marketing of our brand, products and services. Their creative solutions have enabled us to clearly communicate our vision and motivate our customers.***

***-Michael Jermyn, Founder & General Manager  
Checkpoint Systems, Inc. – Patron Services Group***

### Services performed:

- Brand consultation
- Logo design & tagline development
- PowerPoint design & development
- Print & online advertising
- Collateral and promotional design and production for B2B sales and B2C recruitment, including: *folders, brochures, posters, banners, bookmarks, notepads, key chains, mugs, t-shirts, cinch packs, signage, Web ads, screen savers and much more*
- Public relations
- Trade show planning, including: *theme development & booth design, show promotions, actor hiring and training for greeters and on-site, in-booth consultation during shows*
- Interactive Flash-based presentations
- Direct mail & e-mail



# The strategy.

Eight Eleven collaborated with Checkpoint to define and brand Youniquely 4 U, and create a strategy for B2B sales in the public library market, as well as B2C communications with public library patrons. Tactics were developed to effectively communicate the value of the product to the library, as well as to the end consumer, and through our efforts, the Youniquely 4 U brand was positioned for B2B sales and for its first public appearance, all under the umbrella of one, strong identity.

Eight Eleven and Checkpoint also developed a strategy to sell Youniquely 4 U advertising opportunities to local and national organizations. The opportunity was clear, and the all-new, untapped advertising channel (Checkpoint's growing national Public Library syndicate) had its doors wide open. Checkpoint could now offer advertisers a channel to its audiences that was opt-in and clearly unique, as consumers demonstrated that they actively seek information from advertisers, when they want it and need it most.

...and born from our strategy, a new, never-before utilized tactic: **State-of-Mind Marketing.**



○ Detroit Public Library PowerPoint



○ Patron Products Print Ad



○ ALA Print Ad



○ Corporate Newsletter



## Building a new business.

As Checkpoint was now ready to enter the library market with their new product and loyalty program and service offering, Eight Eleven responded with visually stunning brand and marketing communications in a series of three campaigns, each targeted to a unique audience: **Public Libraries, Consumers and Advertisers.**

Tools were developed for the national sales team and as public libraries began signing-on to the new marketing service and launching Youniquely 4 U in their communities, customized consumer-facing communications supported the patron recruitment process in each library.

As the public library syndicate grew and consumer campaigns were tested through the library network with unbelievable success and response metrics, Checkpoint was positioned to engage the third and final audience: **Advertisers.**



○ Public Library Sales Collateral



○ Consumer Promotions



○ Advertiser Sales PowerPoint



## Winning back patron loyalty.

Checkpoint and Eight Eleven have both enjoyed the fruits of our labor, as we're watching this new business take flight. As of mid-2007, public library system installations were passing fifty and opt-in consumer counts grew by the day. Today and continuing tomorrow, Checkpoint is securing the biggest advertisers in business to complete the model and expand the growing syndicate to every community, nationwide. With a target of 9,200+ public library systems and a potential consumer count of 148 MM, Checkpoint's new product has the industry and the market buzzing – for the growth potential and the product, like its offerings, is reaching consumers just when the public library needs most.



○ Pre-Show Email



○ Invitation



○ Interactive Movies



○ CD-ROM



○ Booth Design



○ Booth Actors