Buy Local: The Evolution of Advertising in Northern Illinois Commerce

“The beer that made Milwaukee famous”
You didn’t want it until I told you you wanted it.-- Don Draper
Why feature ads?

› Fun!
  ❖ Change of pace
  ❖ Better experience
  › Visitors
  › Staff
Why feature ads?

› Simple
  › Vast selection
  › Fit scope to your collections
  › Everyone is familiar with the topic
Why feature ads?

- Low resource cost
- Staff time
- Display accessories

Label information can be pulled from finding aids.
Signs
Store fronts
Products
Apparel
Vehicles

Correspondence
Ledgers
Diaries
Receipts

Ads can be found everywhere
Publications
Manuscripts
Photographs
Yearbooks
Newsletters
Magazines
Newspapers
Ephemera

Textiles

Pens and pencils

Buttons

Scrapbooks

AV containers

Hats & Hat boxes

Ads can be found everywhere

Postcards

Artifacts

Destinations

Medicines

Businesses

Broadsides

Inserts

Calendars

Sports programs

Church bulletins
Planning an exhibit:

Tips & Tricks

Courtesy of Roy Export Company Establishment
Creating a successful exhibit

Balance of creating visual interest and providing information to target audience with proper promotion, driving traffic to the exhibit

Well attended exhibit and visually interesting, but lacks in information catered to audience

Well attended and informational, but fails to hold visitors' interests

Supplies good information and has creative displays, but does not draw in visitors
Planning

› Do your research
  ❖ Topic
  ❖ Audience
  ❖ Items for display

› Plan ahead
  ❖ Goals
  ❖ Deadlines
Display

› Be creative with the layout
Display

Use your space
Display

› Readable labels
  ❖ Font style and size
  ❖ Thick backing for durability

› Prep ahead of time
  ❖ Bookmark and strap pages
  ❖ Exhibit cart

Series labels can support decorative borders; some busy or colorful backgrounds
Promotion

› Coordinate opening with local or national events

› Partnerships
Promotion

› Press release
› Social media
› Online exhibit
Promotion

› Increasing attendance
  ❖ Opening reception, speakers, films, etc.
Key Concepts

Create a timeline and stick to it

Be creative and keep it fun

Promote your exhibit
Credits

› The Circus from Roy Export Company Establishment on British Film Institute

› Presentation template by SlidesCarnival