



# DPD Year End Recap— April-December 2022

# **DPD Recruitment Campaign Overview**

**Primary Goal:** Recruit 18-34 year old Detroiters who are interested in law enforcement career opportunities; target high school graduates/veterans/jobseekers

## **Campaign Dates:**

April–December 2022 (see individual tactics for specific flight details)

## **Audience Target:**

18-34 yr old Detroiters (primary target) – job seekers, recent high school graduates, veterans, etc.

## **Media Tactics:**

Outdoor Billboards (Digitals and Statics)

Paid Social (Facebook/Instagram/TikTok) + YouTube

Detroit-zoned Cable, OTT/Streaming video

Radio –WJLB 97.9 FM + WYXT 97.1 FM The Ticket, plus special event programs with The Bounce 105.1 FM

MI Chronicle

# 2023 Media Plan

Media Type			April				May				June				July				August				Sept				Oct				Nov				Dec							
Media		AD /Dimens	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	Total Spot \$\$
OOH																																										
Static Posters	20 x 4 rotations	10'5"x22'8"																																								
Digitals	4 to 5	14'x48'																																								
Total OOH																																\$144,572										
Stream Plus Detroit Cable																																										
OTT/Stream	1,349 min imp	:30s																																								
Detroit Zoned Cable	10,919 spots	:30s																																								
Total Effectv																																\$94,445										
Radio																																										
WJLB 97.9 FM	rch 60%, freq 9.8x, CPP \$97, GRP 588.6	LIVES and :30s																																								
Remote		Date TBD																																								
97.1 FM The Ticket	rch 60%, freq 9.8x, CPP \$97, GRP 588.6	LIVES and :30s																																								
Total Radio																																\$171,316										
WHPR		:30s																																								
Total																																\$8,890										
MI Chronicle																																										
video ads		:30s																																								
Total MI Chronicle																																\$16,666										
Digital Networks																																										
FB/Instagram, targeted campaign	101k min mo imp, clicks 1,463 min mo, CPM \$22, CPC \$1.41-\$1.77	newsfeed and ancillary																																								
TIKTok	250,00 mo imp																																									
Search	P 2.2, Imp 11,052 min per mo, clicks 772 min, CTR 7%, CPC \$3.39-\$4.15	Google adwords																																								
Targeted Display	118k min imp mo, clicks 56,786 min, CPM \$8, CTR .05%	300x250, 320x50																																								
YouTube	41k min mo imp, clicks 62 clicks, views 12,449 min, CPV .17-.20	pre-roll, geo/demo targeted																																								
Total search/youtube/mobile/Social Network																																\$100,445										
Production		Graphic, Digital, Video Services																																								
		\$7,000																																								
TOTAL																																\$550,000										

# Digital Overview

## Detroit Police Recruitment

Our goal of our digital campaign is to increase recruitment for the Detroit Police Department. Below are the tactics we are utilizing:

Custom Social Ads (4/11-12/13)

TikTok (4/11-11/28)

Youtube (4/4-12/2)

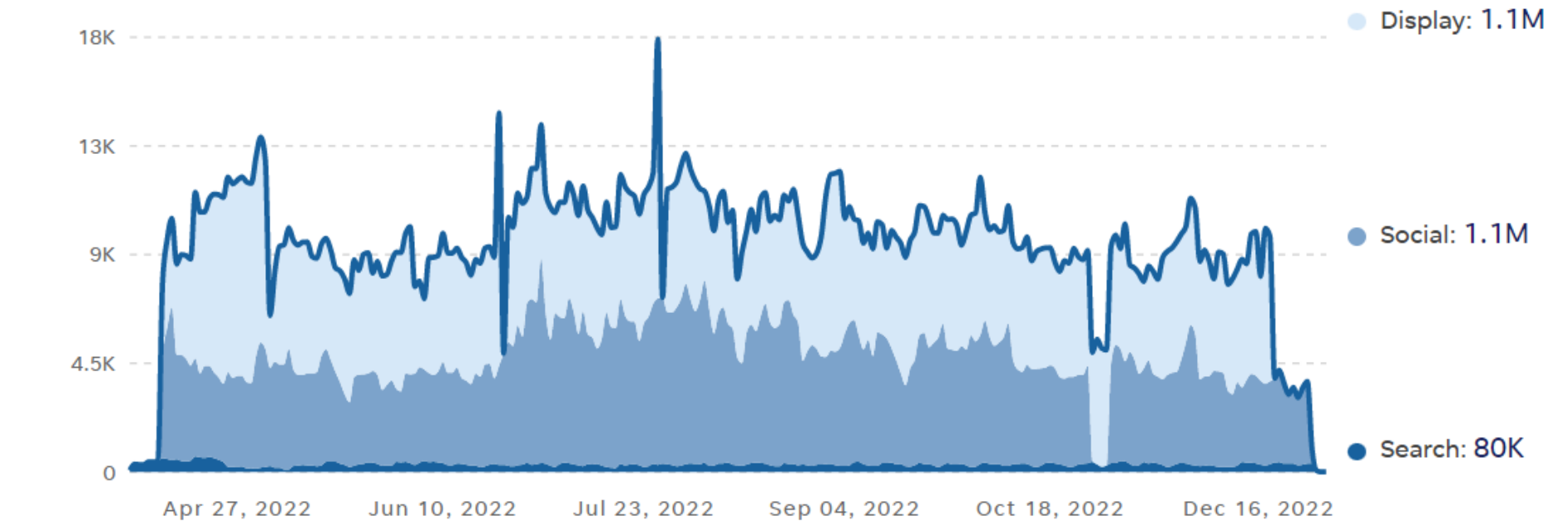
Search Engine Marketing (4/4-12/12)

Search Retargeting (4/4-12/4)

Site Retargeting (4/4-12/4)

Your brand was seen 2,402,057 times in this 276 day period.

03/31/22 - 12/31/22 ▾ Frequency: **Daily** ▾ All Campaigns ▾



● Impressions	Clicks	CTR
2,402,057	37,194	1.55%

## DPD Digital Update as of 12.31.22

### Overall:

- 1998 lead events, 1453 emails, 545 calls
- average of 15 calls/ week, 2:51 call length

### SEM (4/4-12/12):

- 80,240 impressions, 11,359 clicks, 14.16% CTR
  - industry benchmark 2.42%
- top 3 keywords - join detroit's finest (CTR: 54.28%), detroit police application (CTR: 42.64%), detroit police department jobs (CTR: 42.22%)
- 67% of ad impressions were delivered on mobile devices

### FB/IG Social Ads (4/11-12/13):

- 1,127,300 impressions, 24,603 clicks, 2.18% CTR
  - 0.90% CTR benchmark
- 1,792 reactions, 381 comments, 671 shares, 14,492 video views
- 65% of impressions came from males, 68% of clicks came from males

### Display (4/4-12/4):

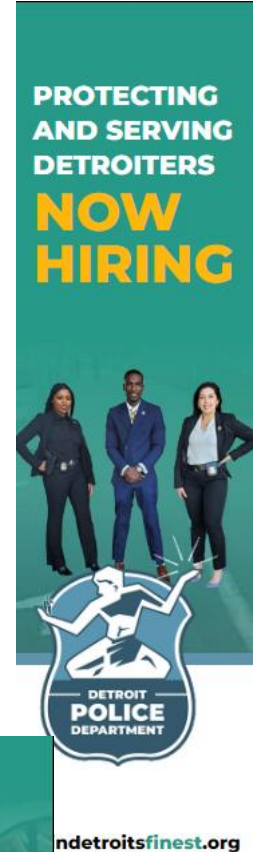
- CTR benchmark .04-.08%
- Search Retargeting - 597,283 impressions, 541 clicks, 0.09% CTR
- Site Retargeting - 557,860 impressions, 613 clicks, 0.11% CTR
- Top Keywords - police academy (CTR: 0.11%), police application (CTR: 0.12%), police job (CTR: 0.11%)

### Youtube (4/4-12/2):

- 1,158,444 impressions, 795 clicks, 0.07% CTR, 692,101 Views, 59.74% View Rate
  - Benchmark View Rate: 30-40%

### TikTok (4/14-11/28)

- 1,276,861 impressions, 11,838 clicks, CTR: 0.93%
- benchmark CTR: 1.5-3%



## Detroit Police Department Cable/OTT Streaming Activity to Date (4.4-11.1.22)

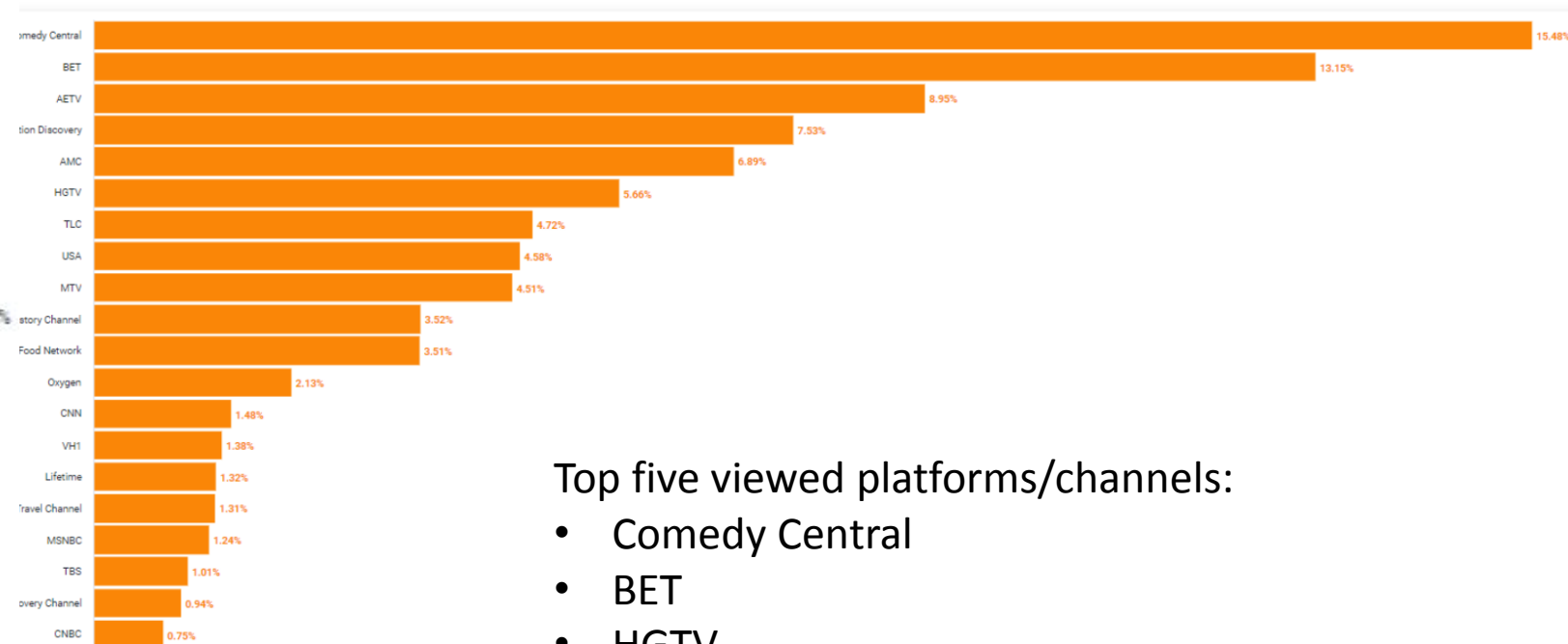
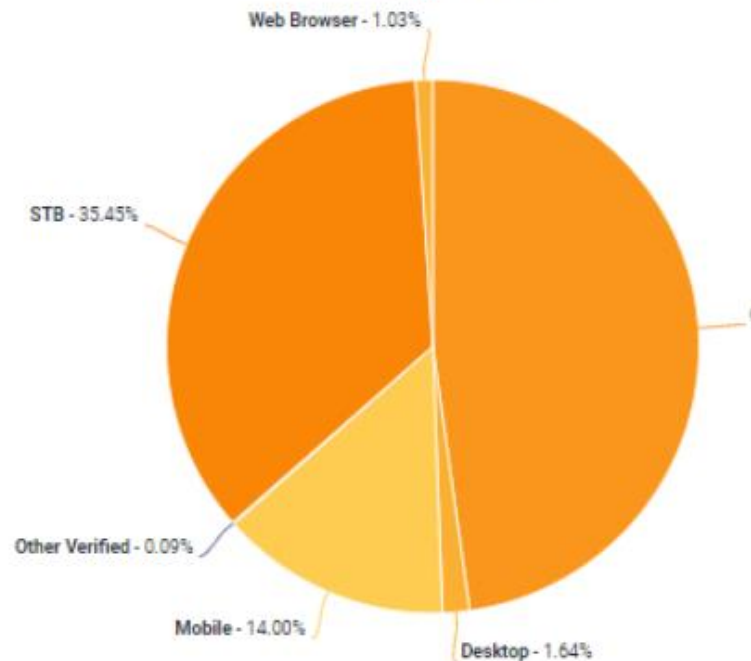
8,378 broadcast spots (cable) have run in the Detroit zone to date.

### Digital Streaming/OTT (over the top devices):

- 1,328,200 total impressions delivered during the campaign
- 10,714 total hours interacting with the spots
- 96% of the spots were viewed at 100% completion

### Top 20 digital viewership platforms:

Delivery by Platform



### Top five viewed platforms/channels:

- Comedy Central
- BET
- HGTV
- Investigation Discovery
- AMC

- **Connected TV (OTT/Streaming Device) Top Performing Platform**



# Effectv Streaming Reporting

Detroit Police Department | Detroit Market | April 5, 2022–October 30, 2022

## EFFECTV STREAMING

The Detroit Police Department delivered a total of **1,328,200 impressions** within premium content targeting **Degree Achieved: High School** in the Detroit zone



**96%**

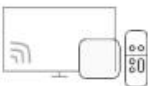
Average video ad impressions were viewed in full



**10,715**

Hours were spent interacting with your videos

## IMPRESSIONS DELIVERED BY DEVICE



**47.78%**

CONNECTED TV



**14.00%**

MOBILE



**2.68%**

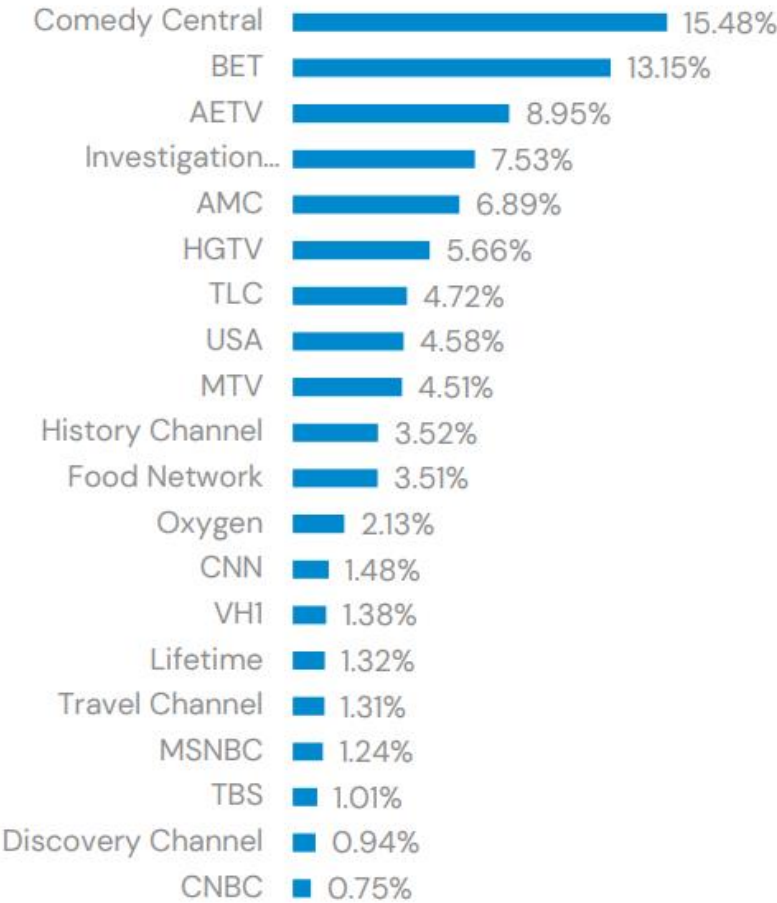
WEB BROWSER



**35.46%**

XFINITY SET TOP BOX

## IMPRESSIONS DELIVERED BY CONTENT



## DPD Outdoor – Digital and Neighborhood Posters



Outdoor campaign 4/4-10/16

-233 total coverage = \$32,037

-Bonus digital = \$19,600

Total added value for outdoor =  
**\$51,637**



# RADIO

- Local radio talent delivered LIVE reads to their audience base and recorded spots for other dayparts.
- Messaging provided in a form for the talent to make their own.
- Messages delivered at the top of a break or set, weaving the message into the fabric of the show.
- 97.9 FM WJLB Dr. Darrius
- 97.1 FM The Ticket Rico Beard (Valenti and Rico)

## 97.9 FM WJLB

- 12 weeks
- Prime dayparts
- 623 spots
- Target – Detroiters, ages 18-34
- Frequency – 9.8x



## 97.1 FM The Ticket

- 12 weeks
- Prime dayparts
- 623 spots
- Target – Detroiters, ages 18-34
- Frequency – 6.2x



# **Campaign Insights / Media Recommendations Moving Forward**

- All campaign tactics performed above benchmarks, with the exception of TikTok (recommend removing TikTok from the paid portion of the campaign).
- With nearly 2,000 leads alone from paid social and search, these are the top lead generators for DPD in our current campaign. Paid social media as well as paid search efforts are a crucial part of DPD campaign outreach.
- The addition of ongoing DPD events with radio remote support (The Bounce, Tune Up events for example) will be a strong, integrated opportunity to weave into the campaign.
- The Ticket 97.1 FM was a strong, well-received addition to our radio messaging.

Continuing to develop and refine campaign creative will encourage continued engagement/keep interest up with recruitment efforts.