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# Anti-Litter/Anti-Dumping Messaging Campaign – Phase II

Public Lands Institute

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# *PUBLIC LANDS*



## **Anti-Litter/Anti-Dumping Messaging Campaign – Phase II**

**Presentation to SNAP  
Board of Directors**




**February 22, 2008**



# Phase I

## Campaign Highlights

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-  Print Ads –  
25 ads in Las Vegas Review Journal, In Business Las Vegas, El Tiempo, and El Mundo in October 2006, February 2007 and March 2007
-  Republic Services Partnership –  
Four ads in seven zone publications of The View and eight zone publications of The News in June and July 2007
-  Spanish Radio –  
332 spots on the #1 Spanish-language radio station (KWID-FM) in Las Vegas in October 2006, February 2007 and March 2007

# Phase I

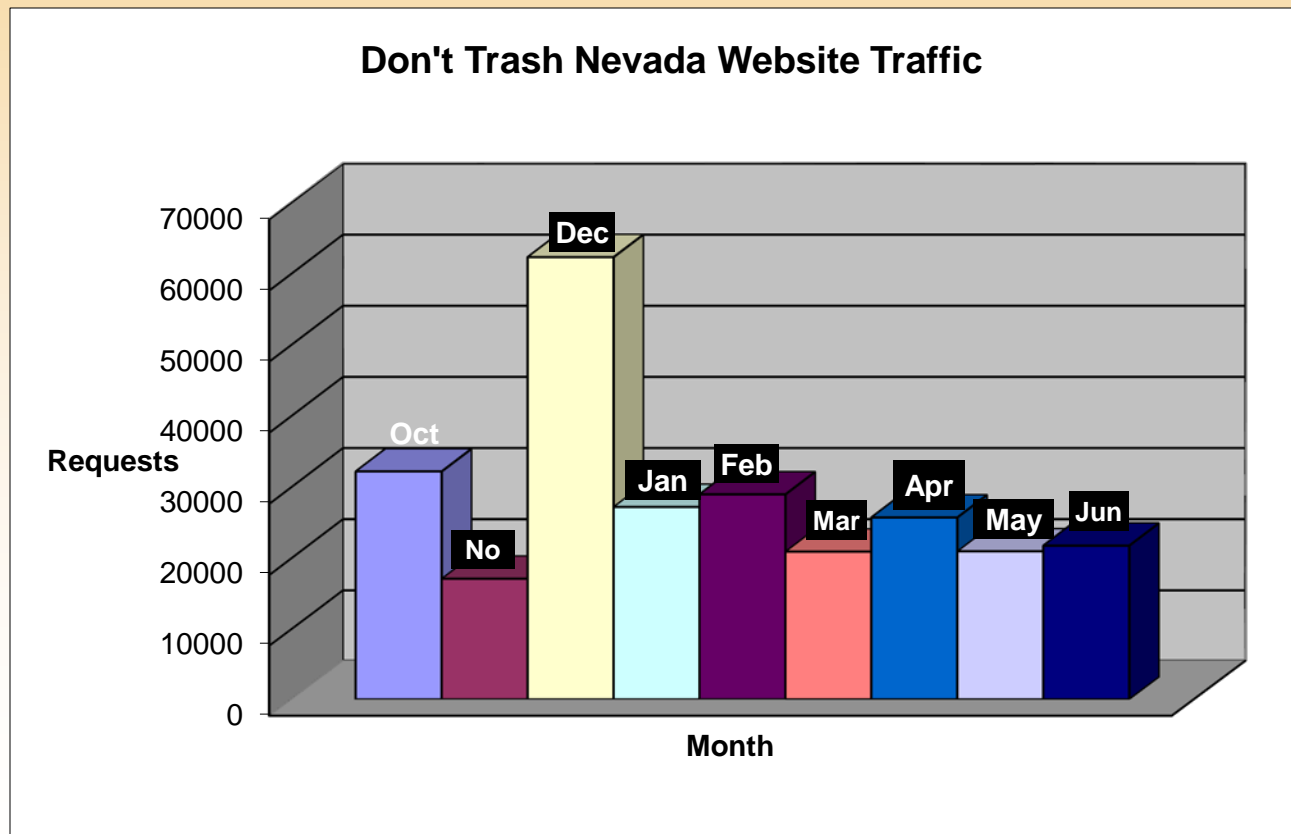
## Campaign Highlights

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-  Metro Networks –  
521 ten-second traffic sponsorships in the morning and afternoon drive times in October 2006, February 2007 and March 2007
-  Billboard –  
North Face Tri-Vision billboard on US 95 at Russell December 2006 – February 2007
-  Cinema Ads –  
80 screens (2 ads per screen) November and December 2006

# Phase I Campaign Results

Campaign generated nearly  
**a quarter million visits**  
to the Don't Trash Nevada website!



# Phase I Campaign Results

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- Partnership established with Republic Services
- Attended 4 special events, fairs, and trade shows
- Nearly 300 committed to the Don't Trash Nevada pledge
- Recruited 1 Take Pride School

# Phase II

## Proposed Campaign

- Increase public awareness about desert dumping and urban littering
- Increase the media's awareness of the dumping and littering problem
- Over the life of the campaign, modify behavior to reduce littering and dumping by Clark County residents and visitors



# Phase II Strategy

- Reinforce the 2006 messaging campaign with continued messages to the general public.
- Narrow the focus of communication to targeted audiences.
  - a. Construction industry
  - b. Youth
  - c. Shooters
  - d. Boaters
- Use paid media (controlled) and news media (uncontrolled) to publicize the impact dumping and littering have on the environment, and how to create positive community changes.



# Primary Messages



- ❑ Desert dumping is a problem
- ❑ Dumping and littering are illegal, costly and socially irresponsible
- ❑ There are easy, legal ways to dispose of trash and construction debris

# Tactics/Activities -- Advertising

- Uncontrolled Media –
  - Pitch media to promote special event in Spring 2008
  
- Controlled Media –
  - Print, Radio and TV advertising
  - Advertorial in Nevada Business Journal
  - Newsletter editorials and ads in construction-related publications
  - Bus shelter advertising

# Tactics/Activities – Outreach



- Youth –  
Develop educational materials for Take Pride Schools; direct mail to educators
  
- Business –  
Presentations to community/business groups
  
- Contractor –  
Presentations to construction-related groups, such as National Association of Minority Contractors, Associated General Contractors, Southern Nevada Home Builders Association



# Tactics/Activities – Online

- Website –  
Expand information page on legally disposing commercial waste
- Social Media –  
Add podcasts/vodcasts

# Tactics/Activities – Special Events

- Plan and execute an event tied to the Great American Cleanup period, March through May
- Possibilities:
- Celebrate Arbor Day (April 25) with a selected youth group or school
  - Clean-up event in an area of illegal dumping with a construction-related organization

# Evaluation



## Measurement Tactics:

- Number of visitors to Don't Trash Nevada website
- Number of people attending special events
- Pre- and post-test to assess awareness level

# Action Items

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- Decision by SNAP Board of Directors
- Development of Media Plan
- Plan Public Awareness/Campaign Roll-Out Event
- Implement Campaign

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Thank You



[www.DontTrashNevada.org](http://www.DontTrashNevada.org)