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

Public Lands Institute

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




**Presentation to SNAP
Board of Directors**

February 22, 2008



Phase I

Campaign Highlights

-  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

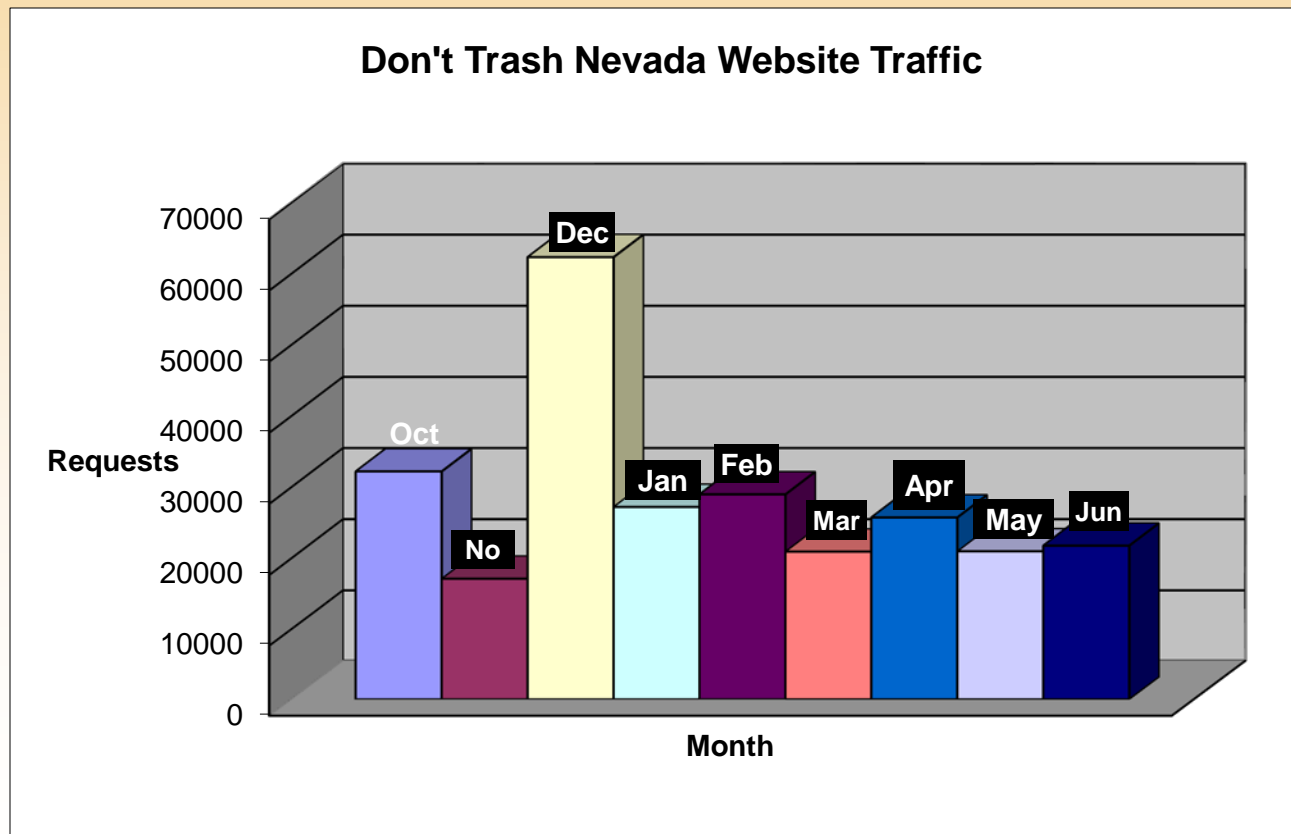
Phase I

Campaign Highlights

-  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

- 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

- 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