2-22-2008

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

Public Lands Institute

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Phase I
Campaign Highlights

- **Print Ads** –

- **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!

Don't Trash Nevada Website Traffic

- Oct
- Nov
- Dec
- Jan
- Feb
- Mar
- Apr
- May
- Jun

Month

Requests

0
10000
20000
30000
40000
50000
60000
70000
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
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
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
Thank You

www.DontTrashNevada.org