

Marketing/Communications Update

January 2024



MARKETING OBJECTIVES

Educate residents in the DC and Baltimore metropolitan area about air quality – what it is, how to measure it, and how to respond to it.

Provide residents with tips for small changes that they can make in their day-to-day lives to positively impact air quality in the DC and Baltimore metropolitan communities.

Ultimately, turn this education into action, increasing residents' positive contributions to the air quality in their communities.



2023 MARKETING ACTIVITIES

- Media Relations
- Outreach Events
- Partner Engagement
- Meteorologist Engagement
- Digital & Social Media
- Cornerstone Activations
 - Air Quality Awareness Week
 - Ozone Action Month
 - Car Free Day



WASHINGTON NATIONALS - September 21, 2023

7,023 Impressions | 1,622 Engagements | 41 Car Free Day Pledges



Signature Event Sponsored by Washington Gas

CAR FREE DAY- September 22, 2023

- Car-Free Day Pledge on-site signups on iPads at Ozone Action Month outreach events
- Email blast and social media



2023 FINAL PERFORMANCE METRICS

- **9** Events
- **100** Electric Lawn Care Tool Giveaways
- **989** Estimated Car Free Day Pledges
- **213** News Stories
- **1,166,051,094** Total Impressions
- **36,229** Total Engagements
- **7,961** Email Opens
- **25** Partners Leveraging CAP Social Content
- **9** Sponsorships worth \$86,000
- **21** Meteorologists Spreading CAP's Messages via Social Media



LOOKING AHEAD: 2024 MARKETING PLANS



ONGOING ACTIVITIES

Ramping Up for Summer/Ozone Season

- Digital & Social Media
- Partner Engagement
- Meteorologist Engagement
- Media Relations
- Outreach Events
- Cornerstone Activations



AIR QUALITY AWARENESS WEEK

- Kick off summer campaign
- Partner outreach, digital toolkit
- Media relations
- Ace Hardware store chain partnership
- Announce gas-powered tool exchange exchange/electric-tool giveaway later in the month



LATE MAY - JUNE

- Gas-powered tool exchange/ electric-tool giveaway
- Backyard Bubble event to drive attention and participation
- Sponsorships and partnerships to amplify efforts



AUGUST

- Ozone Action Month
- Media outreach
- Car Bubble event
- Sponsorships and partnerships to amplify efforts



FUNDRAISING OPPORTUNITIES

May - June

- **Sponsor a standalone Backyard Bubble event** to take place at a location and date tailored specifically to sponsor's audience during the **gas-powered tool exchange**.

August - September

- **Sponsor a standalone Car Bubble event** to take place at a location and date tailored specifically to sponsor's audience.

Ongoing

- **Cobranding and tabling opportunities at Yard Tool Exchange/Backyard Bubble and Car Bubble events**
- **Signature event presence** – Backyard Bubble, Car Bubble, general branding or custom messaging at events like iHeartRadio Concerts, the Cherry Blossom Festival, Nationals Games and more.
- **Custom campaign aligned to sponsor's messages.** We love to brainstorm around specific messages and audiences to create custom activations for the overlap between with Clean Air Partners' and sponsor's mission.



THANK YOU!

