



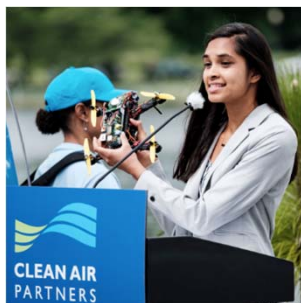
Clean Air Partners 2019
Marketing and Media Outreach
Summer Campaign Highlights



Marketing and Media Outreach Summer Highlights

SUMMER HIGHLIGHTS

Kickoff event & awards presentation at the Wharf in Washington, DC



Marketing and Media Outreach Summer Highlights

SOCIAL/DIGITAL OUTREACH

- Enhanced our existing editorial content calendar
- Increased social presence with more posts
- Amplification through partners
- Meteorologist engagement – Weekend AQ Forecast

Weekend Air Quality Forecast www.CleanAirPartners.net

	TODAY 04/10/2019	TOMORROW 04/11/2019	SUNDAY 04/14/19	MONDAY 04/15/19	TUESDAY 04/16/19	WEDNESDAY 04/17/19
METRO WASHINGTON	GOOD	GOOD	MODERATE	GOOD	GOOD	GOOD
METRO BALTIMORE	GOOD	GOOD	MODERATE	GOOD	GOOD	GOOD
WESTERN MARYLAND	GOOD	GOOD	GOOD	GOOD	GOOD	GOOD
EASTERN SHORE	GOOD	GOOD	GOOD	GOOD	GOOD	GOOD

GOOD MODERATE UNHEALTHY FOR SENSITIVE GROUPS UNHEALTHY VERY UNHEALTHY



Marketing and Media Outreach 2019 Look Ahead

METEOROLOGIST OUTREACH

- Built out targeted list of contacts
- 20+ meteorologists responded to engagement
- 80+ likes/retweets/comments/mentions



Clean Air Partners Marketing and Media Outreach Program Recap

PRELIMINARY MEDIA RESULTS

- 18 broadcast news stories and 100+ online news articles, including AP hit
- Estimated \$900k+ publicity value



Marketing and Media Outreach Summer Highlights

PARTNERSHIPS - DONATED MEDIA

- 562 placements exceeding **\$234,000 in value**



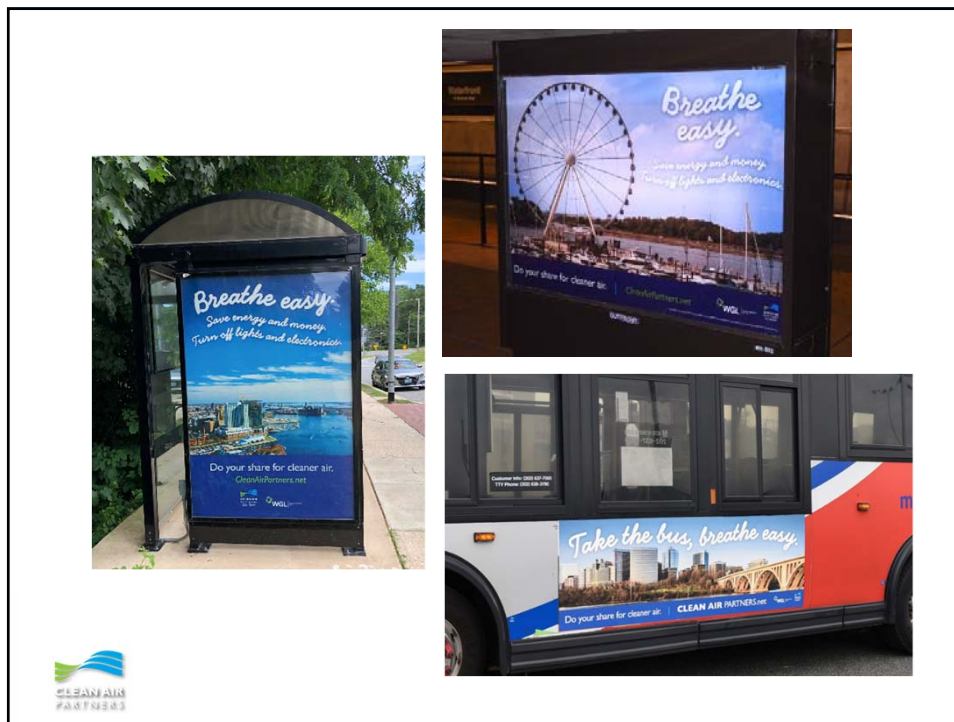
Marketing and Media Outreach Summer Highlights

PARTNERSHIPS - DONATED MEDIA

- 86 exterior bus ads (tails, queens, kings)
- 48 transit shelters
- 423 interior bus cards
- 5 Metrostation Diaromas



Marketing and Media Outreach Summer Highlights



PARTNERSHIPS - FUNDRAISING

- WGL: \$50,000 (summer campaign)
- Commuter Connections: \$10,000 (summer campaign/Car Free Days)
- SMECO: \$1,000 (summer campaign)
- Dominion Energy: \$10,000 (lawnmower exchange)
- AGU: \$10,000 (curriculum development)
- **TOTAL: \$81,000**



Marketing and Media Outreach Summer Highlights

SUMMER PAID CAMPAIGN

- June 17 – July 14
- 344 Traffic and Weather Sponsorships on 20 radio stations in DC and Baltimore markets (4.1 million+ radio impressions)
- 2.95 million+ digital audio impressions
- 760,000 digital display impressions
- **OVERALL MEDIA VALUE: \$100,000**



Marketing and Media Outreach Summer Highlights

BREATHE EASY CONCERT: JENNIFER LOPEZ

- Signature Sponsor: WGL
- Added value to the paid media buy in partnership with iHeartMedia, Z104 & HOT995
- 1,184 entries: all time high!



Marketing and Media Outreach Summer Highlights

PARTNERSHIPS - EVENTS

- Potomac Conservancy – Paddle the Potomac
- Casey Trees – Canopy Awards
- One Montgomery Green: Montgomery County GreenFest
- SMECO – Calvert County Green Living Festival
- Virginia DOT – Celebrate Fairfax
- Maryland Dept. of Environment – Latino Fest



Marketing and Media Outreach Summer Highlights

GRASSROOTS OUTREACH

Clean Air Ambassador Tour

- 10 locations in DC, MD, and VA



Marketing and Media Outreach Summer Highlights