



CLEAN AIR
PARTNERS

Clean Air Partners 2018
Marketing and Media Outreach
Summer Campaign Recap



Do your share for cleaner air.



Do your share for cleaner air.



Marketing and Media Outreach Summer Highlights

SUMMER HIGHLIGHTS

- Kickoff media event & awards presentation on Federal Hill in Baltimore, MD



Marketing and Media Outreach Summer Highlights

MEDIA TOUR





Marketing and Media Outreach Summer Highlights

PRELIMINARY MEDIA RESULTS

- 20 regional news stories plus nearly 300 additional news stories

REDUCING GROUND LEVEL OZONE

- ▶ Take Public Transportation
- ▶ Carpool
- ▶ Use Gas/Electric Instead of Charcoal
- ▶ Switch to Electric-Powered Lawnmower



Marketing and Media Outreach Summer Highlights

DONATED MEDIA

- 89 exterior bus ads (tails, queens, kings)
- 73 transit shelters
- 294 interior bus cards
- 5 Metrostation Diaromas



Marketing and Media Outreach Summer Highlights

DONATED MEDIA

- 461 placements exceeding **\$250,000 in value**



Marketing and Media Outreach Summer Highlights

PAID CAMPAIGN

- 275 Traffic and Weather Sponsorships (6.9 million+ radio impressions on 20 radio stations in DC and Baltimore markets)
- 750,000+ digital impressions

CAMPAIGN SPONSORS

- WGL: \$50,000
- Commuter Connections \$5,000



Marketing and Media Outreach Summer Highlights

BREATHE EASY CONCERT: JAY-Z & BEYONCE OTR II

- Signature Sponsor: WGL
- Added value to the paid media buy in partnership with iHeartMedia, Z104 & HOT995
- 1,132 entries, 32.8% increase over 2017



Marketing and Media Outreach Summer Highlights

GRASSROOTS OUTREACH

- Clean Air Ambassador Farmer's Market Tour: 12 locations in DC, MD, and VA



Marketing and Media Outreach Summer Highlights