

2023 SUMMER CAMPAIGN PLAN



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.



STRATEGY

Present our messages in memorable ways that not only garner the attention of our target audience, but help them to connect with, remember, and implement our tips in their every day lives.

Create a storyline, visuals, and moment in time to engage news media to amplify our message.

Develop integrated approaches that leverage social media and other digital marketing opportunities to deliver our message to as many residents as possible, regardless of geography or demographics.

Put the tools to improve local air quality directly in the hands of consumers and encourage them to share the message with their personal network.



BUILDING ON OUR 2022 MARKETING SUCCESS

- **90** News Stories
- **\$14,548,901** Publicity Value from Earned Media
- **314,934,803** Estimated Total Impressions
- **16,595** Total Engagements
- **19** Partners Leveraging CAP Social Content
- **32** Meteorologists Spreading CAP's Message





The Washington Post
Democracy Dies in Darkness

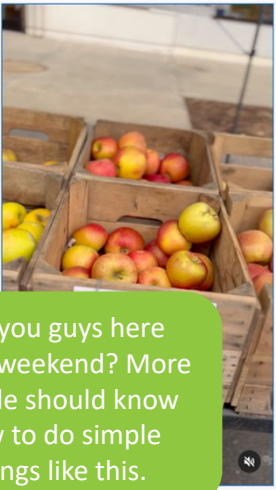
CAPITAL WEATHER GANG

PM Update: Heat turns it up a notch for the weekend

Record highs are likely to be challenged Saturday

By Ian Livingston
 May 20, 2022 at 4:45 p.m. EDT

Heat to reduce air quality: Pollution levels will be elevated some by the heat this weekend, particularly on Saturday around Baltimore and to the northeast. Clean Air Partners advises limiting driving and putting off yard work to lower pollution.



Are you guys here every weekend? More people should know how to do simple things like this.

This is awesome, I wasn't aware of the tires. Now I know that I have to change my filter and inflate my tires.



Clean Air Partners
 @CleanAirPartner · Follow

With the extreme heat this weekend the #BaltWashAir quality forecast is mostly Code Yellow – Moderate w/ Code Orange – Unhealthy for Sensitive Groups around Baltimore. We can all help

by limiting driving & putting off yard work. Current conditions: cleanairpartners.net/current-and-fo...

Clean Air Partners @CleanAir... · 7/3/22

We're issuing a Code Orange for July 4 to those in Metro Washington. That means unhealthy #airquality for sensitive groups. Make the most of #IndependenceDay by using an electric grill instead of gas!

@TurkWJZ @caitlinrothfox5 @MikeStinneford @MatthewCappucci @gregporter_wx



Joseph Martinez T44
 @JMartinezDC

Agosto es el Mes de Acción del Ozono - Conversamos con @CleanAirPartner sobre la importancia de la calidad del aire, cómo los niveles de ozono perjudican nuestra salud, y qué hacer para reducir la contaminación en días de alerta naranja

@Telemundo44 >>>



telemundowashingtondc.com

Creando conciencia en agosto, el mes del ozono

Es el mes de crear conciencia sobre el ozono y su efecto en la calidad del aire. La organización Clean Air Partners advierte que la contaminación ha regresado ...



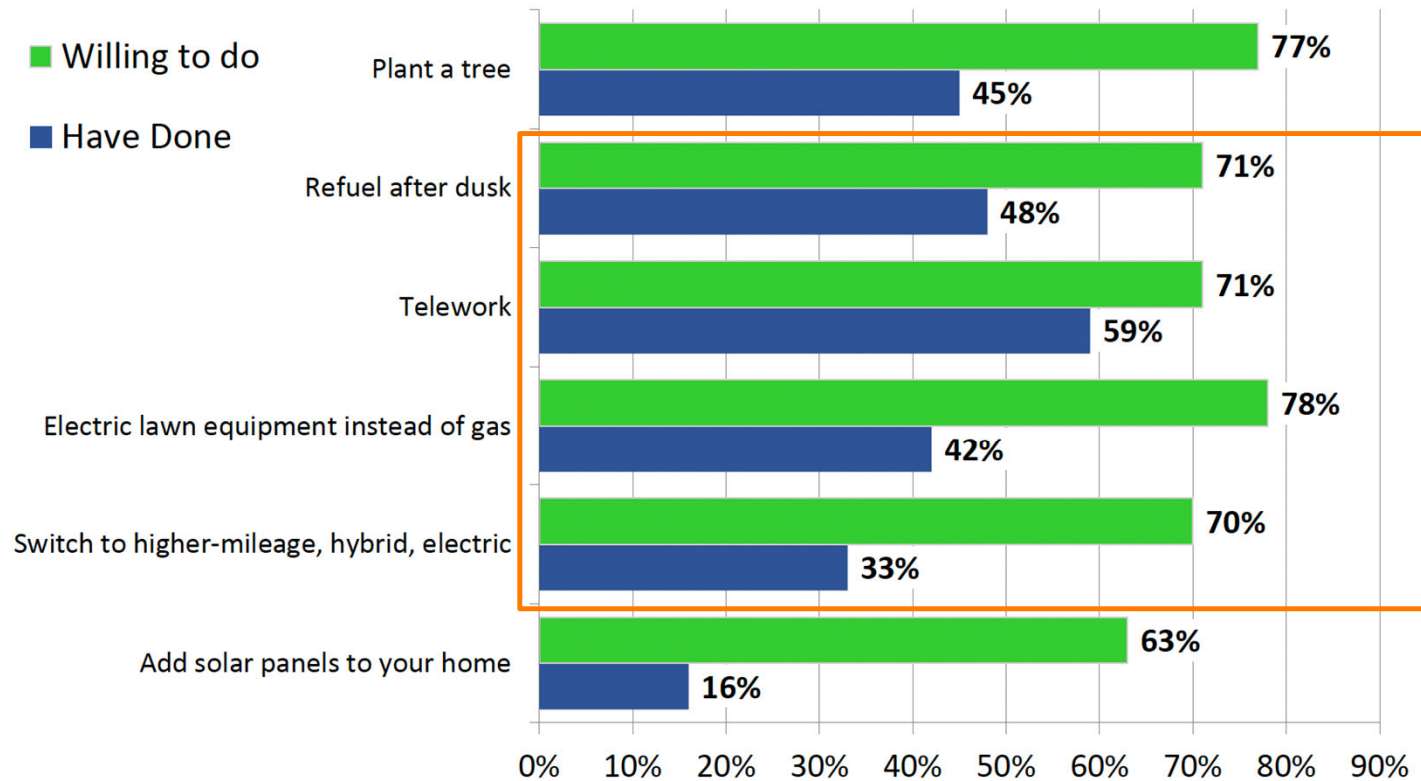
VDOT Northern VA @VaDOTNOVA · Sep 20

Whether your hanging out with friends or running errands this weekend, @CleanAirPartner encourages biking over instead of driving! Not only will you get sunshine, exercise and fresh air, but you'll be reducing your emissions and helping improve #AirQuality!

Bike for short trips!

@CleanAirPartner

BIGGEST OPPORTUNITIES FOR CLEAN AIR ADOPTION



Eco-driving and lawn activities

Which of the following behaviors are you willing to do to reduce air pollution?
Please also indicate if you have done it to reduce air pollution.



EXPANDING ON OUR SUCCESS FOR 2023

- Continue spreading the word about eco-driving behaviors
- Add the backyard bubble to introduce more everyday clean air activities
- Match the message to key dates timely consumer habits
- Incorporate giveaways to put the tools of change in consumer's hands



SUMMER 2023 CAMPAIGN PLAN

April

- **Launch AQAW with Backyard Bubble Event**
- Ace Hardware partnership
- Contest with digital ambassadors + social promotion
- Giveaways: battery powered mowers, combo weed trimmers/leaf blowers, electric weed trimmers, propane grills

May - August

- Media outreach
- Digital partner toolkits
- Meteorologist engagement
- Community engagement with partners and on owned social channels

August

- **Ozone Action Month**
- Media outreach
- Eco-driving events:
 - Car Bubble
 - Pop up events



2023 CAMPAIGN SPONSORS

- MDE – Exclusive Event Sponsor (4/22 at Waverly Ace) & Summer Campaign Sponsor
- VDEQ – Backyard Bubble Presenting Sponsor & Summer Campaign Sponsor
- DOEE – Backyard Bubble Presenting Sponsor & Summer Campaign Sponsor
- DCSEU - Summer Campaign Sponsor
- SMECO – Summer Campaign Supporting Sponsor
- *3 Additional Sponsorships Pending*



PHASE 1

AIR QUALITY AWARENESS WEEK

Backyard Bubble



EVENT MOCK-UP



BUBBLE MOCK-UP WITH CLINGS



BACKYARD BUBBLE



SANDWICH BOARDS & BUBBLE STICKERS



BACKYARD BUBBLE WALL FRONT

Do your share for cleaner air.

The infographic is set against a blue background with white clouds at the bottom. It features four columns, each with an icon, a comparison, and a list of tips. The icons are: a lawnmower, a plant, a leaf blower, and a charcoal grill. Each icon is followed by a comparison: '1 HOUR MOWING WITH GAS = DRIVING 350 MILES', '1 TON OF NITROGEN FROM SYNTHETIC FERTILIZER = 4-5 TONS OF CARBON ADDED TO THE ATMOSPHERE', 'GAS-POWERED LEAF BLOWERS = 300x THE EMISSIONS OF A PICK-UP TRUCK', and '2 HOURS OF CHARCOAL GRILLING = DRIVING 26 MILES'. Below each comparison is a list of tips.

| Activity | Equivalent | Impact | Tips |
|---|--|-----------------------|---|
| Mowing with gas (1 hour) | Driving 350 miles | High emissions | • Pass on gas tools • • Opt for electric + manual lawn care • • Mow on low ozone days • |
| 1 ton of nitrogen from synthetic fertilizer | 4-5 tons of carbon added to the atmosphere | High carbon footprint | • Go organic for fertilizers + pesticides • • Minimize lawn size • • Plant native shrubs + flowers • |
| Gas-powered leaf blowers | 300x the emissions of a pick-up truck | Very high emissions | • Leave your leaves • • Keep grass taller • • Make grass clippings mulch • |
| 2 hours of charcoal grilling | Driving 26 miles | High emissions | • Ditch charcoal grills • • Skip lighter fluid • • Use natural firestarters • • Clean your grill • |

CLEAN AIR PARTNERS DC-MD-VA

#CleanAirPartners

CleanAirPartners.net



BACKYARD BUBBLE EVENTS

- Saturday, April 22 (Earth Day) – Waverly Ace Hardware, Baltimore – 10:00 a.m. – 2:00 p.m. (Garden Party) – MDE Sponsored Event
 - Saturday, April 29 – Annie’s Ace Hardware Brookland, DC – 10:00 a.m. – 3:00 p.m. – added with consideration from DOEE
 - Sunday, April 30 – Petworth Ace Hardware, DC – 10:00 a.m. – 3:00 p.m.
 - Saturday, May 6 – Old Town Ace Hardware, Alexandria – 10:00 a.m. – 3:00 p.m. – added with consideration from VDEQ
- Pop-Up:* Saturday, April 22 – Calvert County Earth Arts Festival – 9:00 a.m. – 2:00 p.m. – added with consideration from SMECO



GIVEAWAYS

- Discounts via partnership with Ace and Ego – **Over 100 Winners**
 - Electric Mowers
 - Electric Hedge Trimmer / Leaf Blower Combination
 - Electric Hedge Trimmers
 - Propane Grills
- Enter to win in-person at events, via our owned social media, and through our digital ambassadors by telling us **how you'll green your lawn routine**; winners randomly selected



PROMOTION

- Signage, promotion and social/digital content at 12 area Ace locations
- Media outreach to broadcast, print and online
- Email blast and owned social media content
- Expanded social media toolkits for partners to post
- Digital ambassadors



PHASE 2

OZONE ACTION MONTH

Eco-Driving



ENGAGING CONSUMERS FOR OZONE ACTION MONTH

- Raise awareness and empower action when air quality is often at its worst
- Help consumers green the routine that – for most – is their biggest contributor to poor air quality: driving
- Collaborate with meteorologists to amplify code days and empower consumers to take action
- Educate in-person at events where the community is already engaged throughout the region; expand the message with media outreach and social media engagement



CAR BUBBLE EVENTS



ECO-DRIVING POPUPS



PROMOTION

- Media outreach to broadcast, print and online
- Owned social media content
- Expanded social media toolkits for partners to post
- Increased meteorologist engagement



CAMPAIGN PREPARATION MEDIA TRAINING



MEDIA TRAINING

- Completed today
- Participants learned techniques to maximize message pull-through in media interviews and practiced in front of camera
- With the training complete, we've added significantly to the spokespeople who can speak with the media on behalf of Clean Air Partners during our summer campaign



THANK YOU!

