



Clean Air Partners
Marketing and Media Outreach



2018 Overview

We launched a bold **new campaign** that reached **new audiences** around the Baltimore-Washington region with **fresh messaging** designed to inform, educate, and motivate change to improve public health and the environment across the region.



Marketing and Media Outreach 2018 Highlights

Kick-Off Event

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



Marketing and Media Outreach 2018 Highlights

Earned Media

Earned media reached targeted audiences with 30 regional news stories and two releases across PR Newswire, leading to more than 34 million impressions and \$1.75 million in publicity value.

B-roll footage was shared with 385 journalists throughout the campaign.



Marketing and Media Outreach 2018 Highlights

Earned Media

An interview with CAP board chairman William Ellis was syndicated across 40 news stations around the country, highlighting the leadership of the Baltimore-Washington region.



Marketing and Media Outreach 2018 Highlights

WGL Sponsorship – Breathe Easy Concert

WGL supported Clean Air Partners as the main sponsor of the Summer Ozone Campaign by funding the Beyonce/JayZ Breathe Easy concert ticket giveaway contest with a donation of \$50,000.



Marketing and Media Outreach 2018 Highlights

WGL Sponsorship

We established a new partnership with iHeartMedia that leveraged WGL's \$50,000 donation into a multimedia paid media campaign resulting in over 8 million impressions via traffic and weather sponsorships across 30 radio stations, \$143,754 in media value and 36.8% increase in contest entries.



Marketing and Media Outreach 2018 Highlights

Commuter Connections Sponsorship

Commuter Connections supported Clean Air Partners with a \$5,000 sponsorship, including a promoted Facebook post around Car Free Day that received more than 93,000 impressions.



Marketing and Media Outreach 2018 Highlights

Commuter Connections Sponsorship

Facebook Metrics	Result
Impressions	93,090
Reach	48,499
Engagement	1,724
Comments	72
Reactions	1,174
Shares	102
Views	375



Method	Count
Bus/Metro	957
Bike	72
Telework	152
Walk	89



Marketing and Media Outreach 2018 Highlights

Donated Media

Secured \$238,000 in donated transit ad space from 11 partners, reaching 436 locations with CAP PSA materials.



Marketing and Media Outreach 2018 Highlights

CLEAN AIR PARTNERS

Marketing and Media Outreach 2018 Highlights

App Downloads

Secured nearly 1,000 new app downloads,
bringing the totals to
4,702 for iOS and 1,300 for Android.

CLEAN AIR PARTNERS

Marketing and Media Outreach 2018 Highlights

Grassroots Outreach

Conducted grassroots educational outreach at 12 farmers markets around the region, distributing tip cards and encouraging app downloads.



Marketing and Media Outreach 2018 Highlights

New Branding and Materials

Designed and created the all-new branding and materials for new “skywriting” campaign across physical and digital applications



Marketing and Media Outreach 2018 Highlights

Digital Toolkit

Provided a digital toolkit to all CAP board members for ongoing promotion across partner networks throughout the campaign.

Weekly Themes

Week 1: "Air Quality Awareness"	Week 8/9: "Home & Garden"
Weeks 2/3: "Home Energy"	Week 10: "Labor Day / Grilling"
Week 4/5: "Driving Cleaner"	Week 11/12: "Share Rides"
Week 6/7: "Alternative Transportation"	Week 13: "Car Free Day / Try Transit"



Marketing and Media Outreach 2018 Highlights

Meteorologists

Engaged with 27 meteorologists in the Baltimore Washington region.



News Station
<u>Baltimore</u>
WBAL (NBC)
WBFF (Fox)
WJZ (CBS)
WMAR (ABC)
<u>Washington DC</u>
WJLA (ABC)
WRC (NBC)
WTTG (Fox)
WUSA (CBS)



Marketing and Media Outreach 2018 Highlights

2018 Campaign Summary

Media	Estimated Impressions	Estimated Value
Social Media (Facebook and Twitter)	211,776	n/a
Radio/Digital Advertising (WGL Sponsorship)	8,073,889	\$143,754
Transit Advertising	n/a	\$238,000
Media Relations	34,285,824	\$1,745,853
TOTAL	42,571,489	\$2,127,607



Marketing and Media Outreach 2018 Highlights

**How do we take it to
the next level in 2019?**



Marketing and Media Outreach 2018 Highlights



2019 Look Ahead



Marketing and Media Outreach 2019 Look Ahead

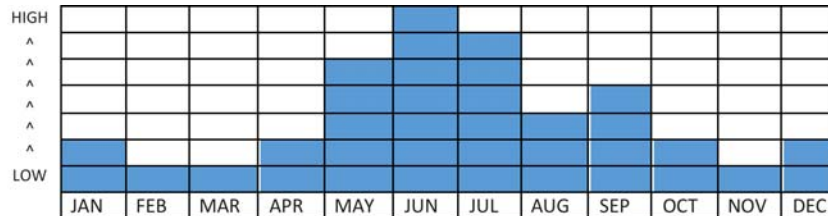
2019 Campaign Recommendations

- Earlier ramp up to summer campaign
- PR mini-waves paired with amplified social engagement
- Increased social/digital outreach
- Highly visible summer press event in DC Metro Area
- Enhanced Meteorologist engagement
- Expanded on-the-ground grassroots outreach
- Continued fundraising/corporate partnership outreach



Marketing and Media Outreach 2019 Look Ahead

Campaign Timing



Donated media targeted from mid-June through mid-August.



Marketing and Media Outreach 2019 Look Ahead

PR Mini-Waves with Amplified Social

- Winter Behaviors/Burning Tips – Jan/Feb
- World Asthma Day, Dr. Phoenix op-ed – May 7th
- Launch Summer Ozone Campaign – May 22nd
- Summer *Breathe Easy* Concert – TBD
- Car Free Day – Sept. 22nd



Marketing and Media Outreach 2019 Look Ahead

Social/Digital Outreach

- Evaluate existing social channels to identify areas with unleveraged potential
- Publish a quarterly email newsletter
- Enhance our existing editorial content calendar to include lessons learned from our first year
- Explore creation of additional social channels
- Develop an integrated plan for content management across all channels



Marketing and Media Outreach 2019 Look Ahead

Public Relations

- Building on last year's success, organize another highly visible press event and summer media tour
 - May 22 in DC Metro Area
- Include multiple stakeholders to draw attention to messaging and partnerships
- Follow-up with increased social engagement throughout campaign



Marketing and Media Outreach 2019 Look Ahead

Meteorologists

- Continue outreach to local meteorologists and weather reporters through greater social engagement
- Further empower them to spread the Clean Air Partners' message



Marketing and Media Outreach 2019 Look Ahead

Grassroots Engagement

- Expand our objectives for grassroots engagement
- Continue outreach at successful Farmers Markets visited in 2018
- Identify other relevant events for Ambassador Teams – festivals, community events



Marketing and Media Outreach 2019 Look Ahead

Corporate Partnerships/Fundraising

- Continue outreach to potential corporate partners
- Leverage multiple engagement channels, including social media
- Focus on increased fundraising and support through grants and foundations



Marketing and Media Outreach 2019 Look Ahead

2019 Fundraising Plan Overview

- Develop sponsorship packages for the summer ozone campaign to include:
 - paid media opportunities,
 - the signature concert and contest,
 - co-branding on printed materials
- Secure funding for the 2020 Lawnmower Exchange event, with commitments needed by November 2019 for an April 2020 event.



Marketing and Media Outreach 2019 Look Ahead

2019 Recommendations

1. Increased emphasis on social media engagement
2. Plan mini-PR waves amplified via social
3. Increased grassroots outreach – farmers markets and other events to be identified
4. Continue to build on Summer Ozone Campaign with highly visible press launch and media tour
5. Fundraising around campaign sponsorship and 2020 Lawnmower Exchange

