



YOUR BOTTLE MEANS JOBS

Raleigh - Durham Multimedia Campaign



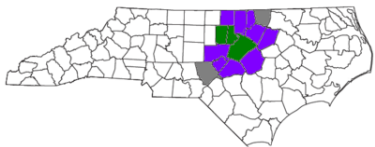


CAMPAIGN PARAMETERS



BUILDING AWARENESS OF RECYCLING ECONOMY

This first round of the multimedia campaign is expected to determine if residents in the Carolinas will increase their recycling efforts if they are made aware of the abundance of local companies that need PET and HDPE bottles to make the goods they produce.



RALEIGH - DURHAM NORTH CAROLINA

The Research Triangle area is ripe for this message to drop 2 more bottles in their recycling cart since the majority of households have access to 96-gallon recycling carts, recycling drop off centers, and MRFs willing to collaborate on the campaign.

TIMELINE

MARCH 15, 2017 - MAY 15, 2017

The multimedia campaign ran from March 15, 2017 until May 15, 2017. This time frame was chosen to coincide with Earth Day and related festivities in and around the month of April. Some billboards and events were outside of this time frame but still included.

\$60,000

TOTAL CAMPAIGN BUDGET

Expenditures related to the campaign were billboards, radio and online advertisements, social media promotions, event registration and sponsorship, graphic design and website support, salary for one part-time intern, marketing materials, and t-shirt printing.

801 PLEDGES TO RECYCLE

In order to connect the economic impact message with the action of recycling more, the campaign asks people to pledge to recycle two more bottles each week. These pledges act as a social contract to activate individuals to continue recycling after they speak with a Your Bottle Means Jobs representative at an event, hear radio ads, see the Your Bottle Means Jobs video or view one (or more) of Your Bottle Means Jobs advertisements. Success from the campaign will be the measurement and comparison of year over year plastic bottle recycling data from Sonoco and ReCommunity the materials recovery facilities (MRFs) in Raleigh that process almost all the plastic bottles from households in the targeted area along with those from many commercial entities that recycle.

The Your Bottle Means Jobs website included a platform to allow people to submit their pledges online. People were directed to the online pledge form through YBMJ-affiliated events, radio advertisements, online advertisements, and social media posts. Specifically on social media, the pledge online form was directly promoted five times throughout the campaign and boosted to reach the targeted area. **The total online pledges submitted was 412 pledges over 69 days, making the average pledges submitted per day 6 pledges.**



Over the course of seven varied public events like Earth Day Fairs, Golf Tournaments, Fun Runs, and more, 389 pledges were collected as part of the campaign. **This best practice is proven by the fact that event hours totalled 43 hours, making the average rate of pledges collected per hour slightly over 9 pledges. The online pledges collected per hour is only 0.25 pledges; events generated pledges at 36 times the rate of online submissions.** Below are photos from some of the events we attended as part of the campaign.



RBC Heritage Tournament
Hilton Head, SC



NC State Earth Fair
Raleigh, NC



Piedmont Environmental Alliance Earth Fair
Winston-Salem, NC



OVER 17.5 MILLION BILLBOARD IMPRESSIONS

6 LOCATIONS: one on I-440 in Raleigh, one on I-85 in Durham, and one on NC 147 in Durham with Fairway Outdoor; one on Highway 70 near Clayton, one on I-95 South near Fayetteville, and one on US 29 South between Reidsville and Greensboro with Capital Outdoor.

DISPLAY ADS via iHeartMEDIA



909,326

Total Impressions



1,173

Link Clicks



53,504

Impressions



813,042

Impressions



42,259

Impressions

ADVERTISING OUTLETS

RADIO ADS

with iHeartMEDIA via

Total Traffic
& Weather Network



1,130,000

Total Listens

SOCIAL MEDIA



121

Total Posts



684

Link Clicks



13,525

Individual Reach



5,628

Impressions



43,979

Impressions