



# Stormwater Smart Campaign Planner

Fall 2020 – Q1 2021

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# Campaign Planner- Anti-Litter

CAMPAIGN: Fall 2020 Anti Litter  
Target: Persons 18+  
Geography: PTRC Footprint  
Flight Dates: Nov 16-Dec 31, 2020

**Digital Strategy:** Generate awareness and engagement using Social Media and the Google Display network to reach Triad residents with the anti-litter message.

- The spring anti-litter campaign used a like strategy producing good results with over 815,000 impressions and 2,191 clicks to the website.
- The fall campaign age target will start at 18 vs 16 for Spring 2020 per client request.
- Retargeting will be used to reinforce the message to those who visited the site
  - The retargeting pixel should still be on the PTRC site

**Traditional:** Generate awareness with a combination of local radio and television stations, taking advantage of the broad reach of each media.

- **Radio-** WSMW, WQMG, WPAW are 3 top stations recommended because of their ability to deliver even coverage based on age, and gender in addition to making sure some multi-cultural populations are reached. Because of budget a Latin music station was not selected. This population will be reached with social media and other general market stations.
- **Television** - WFMY ,WXII, and WGHP offer balanced coverage across the PTRC area. Ads running in news will firmly deliver the 50+ segment of the 18+ target. NFL Football, game shows and entertainment magazine programming will help round out delivery in the 18+ target.
- **Creative-** combination of 15 sec and 30sec ads for radio and television
  - Shorter length ads are more popular and cost effective. Combining the two allows an opportunity to give more details and still take advantage of the lower priced 15.

# Campaign Planner – Q1 2021

Campaign : Pet Waste

Target: Persons 18+

Geography: PTRC Footprint

Flight Dates: Jan 4- March 28, 2021

**Digital Strategy:** Generate awareness and engagement using social media and the Google Display network to reach Triad citizens with the proper disposal of pet waste.

- Social will target pet owners
- Google Display Network, will involve affinity audiences with lifestyles & hobbies as pet lovers and dog lovers, as well as custom affinity audiences who have looked at animal/pet care information, online pet websites, sites with dogs and pets, plus pet stores and supplies, pet food and supplies.
- Retargeting will be used to reinforce the message to those who visited the site

**Traditional:** As with the fall litter campaign we will generate awareness with a combination of local radio and local television stations taking advantage of the broad reach of each media.

- **Radio-** WSMW, WQMG, WPAW are 3 top stations recommended because of their ability to deliver even coverage based on age, and gender in addition to making sure some multi-cultural populations are reached. Because of budget a Latin music station was not selected. This population will be reached with social media and other general market stations.
- **Television -** WFMY ,WXII, and WGHP offer balanced coverage across the PTRC area. Ads running in news will firmly deliver the 50+ segment of the 18+ target. We will utilize a broad mix of dayparts in order to reach the wide age range of the target.

PTRC Campaign Planner Fall 2020/Q1 2021 \$33,500	Targeting Details/Notes	Nov		Dec				Fall 2020 Est Users/ Est Imp or # Ads	Fall 2020 Litter Budget	Jan				Feb				Mar				Q1 2021 Est Users/ Est Imp or # Ads	Total Q1 Pet Waste Budget	
		16	23	30	7	14	21			28	4	11	18	25	1	8	15	22	1	8	15			22
<b>DIGITAL</b>																								
Facebook/Instagram	A 18+ PTRC Footprint	X	X	X	X	X	X	1.5 Mil / Est Imp 96,000	\$2,000	X	X	X	X	X	X	X	X	X	X	Users 700,000/ Est Imp 196,052	\$1,650			
Google Display Network	A 18+ PTRC Footprint	X	X	X	X	X	X	Users 150 mil / Est Imp 504,67	\$2,500												\$0			
Google Display Network	A 25+ Pet Owners								\$0	X	X	X	X	X	X	X	X	X	X	Users 36mil /378,505 Est Imp	\$2,300			
Retargeting - must set up at least one month in advance		X	X	X	X	X	X	n/a	\$200	X	X	X	X	X	X	X	X	X	X	n/a	\$200			
<b>Total</b>									<b>\$4,700.00</b>												<b>\$4,150.00</b>			
<b>RADIO -:15 &amp; :30</b>																								
WSMW - 98.7 FM Simon	Adults 35+ General Market - Men Skew	X		X	X	X		32	\$1,560			X	X				X	X		32	\$1,560			
WQMG- 97.1FM- Urban Adult	Adults 35+ African American	X		X	X	X		32	\$1,600			X	X				X	X		32	\$1,600			
WPAW 93.1FM - Country	Adults 18-44-General Market	X		X	X	X		28	\$720			X	X				X	X		28	\$720			
<b>Radio Total</b>								<b>92</b>	<b>\$3,880.00</b>											<b>92</b>	<b>\$3,880.00</b>			
<b>TELEVISION :15sec &amp; :30sec</b>																								
WFMY-TV- News 2	Guilford, Forsyth, Alamance, Randolph			X	X			8	\$1,840				X	X	X	X				14	\$2,500			
WXII News 12	Forsyth, Guilford, Randolph			X	X			14	\$5,850				X	X	X	X				10	\$3,000			
WGHP Fox 8	Forsyth, Guilford, Randolph			X	X			5	\$875				X	X	X	X				6	\$1,080			
<b>TELEVISION &amp; CABLE TOTALS</b>								<b>27</b>	<b>\$8,565.00</b>												<b>\$6,580.00</b>			
<b>MEDIA TOTAL</b>									<b>\$17,145.00</b>												<b>\$14,610.00</b>			
<b>AGENCY FEE ON DIGITAL</b>									<b>\$940.00</b>												<b>\$830.00</b>			
<b>FLIGHT TOTALS</b>									<b>\$18,085.00</b>												<b>\$15,440.00</b>			
<b>CAMPAIGN TOTAL (Creative Not Included)</b>																					<b>\$33,525.00</b>			

# Creative

**Facebook** – for FB/IN Combo use 1080 x 1080

Video- mp4 or mov, file size 1gm max, recommended length :15-:30sec,  
:60sec max.

Image: 1200 x 628 or 1080 x 1080 pixel image – no more than 20% copy

Use Facebook tool to make sure it is compliant

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

MPS/SD Template: provides copy, link text, URL , Call to action

## Instagram

Video- mp4 or mov, file size 1gm max, recommended length :15-:30sec,  
:60sec max.

Image: 1080 x 1080 pixel image – no more than 20% copy

Use Facebook tool to make sure it is compliant

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

MPS/SD Template: provides copy, link text, URL , Call to action

## Radio –

Combination of 15 sec and 30sec copy points, complete copy, or produced ad MP3.

## Television

Combination of 15 sec and 30sec ads. Timing must be exact MP4

## Banner Ad Specs - Desktop:

File Size: 150KB (If anywhere other than Google Display, 50KB)

Standard Banner Ad Sizes:

Leaderboard: 728x90

Wide Skyscraper: 160x600

Half-Page: 300x600

Inline Rectangle: 300x250

## Banner Ad Specs - Mobile:

File Size: 25-50KB (smaller the better)

Standard Banner Ad Sizes:

Mobile Leaderboard: 320x50

Large Mobile Banner: 320x100

300x50

Thank you

We are looking forward to working with you again.

