



South Coast  
**AQMD**

# LATINO OUTREACH PROGRAM RECAP

alPunto Advertising

May 15, 2014

# Objectives

- Increase awareness of SCAQMD and air quality
- Introduce the concept of air quality to Latinos
- Increase awareness of Southland's air quality problem & solutions
- Promote a call-to-action consisting of ways that individuals can help reduce air pollution in their communities

# 360° Latino Consumer Reach



# Media Activity Chart

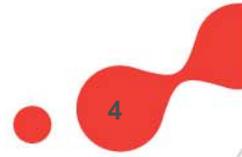


SCAQMD ACTIVITY FLOW 2013



MEDIA VEHICLE	STATION	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				
		1	8	15	22	29	5	12	19	2	9	16	23	30	7	14	21	28	4	11	18	
LOS ANGELES/OC/RIVERSIDE/SAN BERNARDINO	Radio	KSCA-FM																				
		KRCD-FM																				
		KLOVE-FM																				
		KWIZ-FM																				
		KLYY-FM																				
	KRQB-FM																					
	DJ TIPS																					
	Television	KMEX-UNIVISION																				
		KVEA-TELEMUNDO																				
		TV Segments																				
Online	Univision.com																					
RADIO & TV PSA		←-----																				
Flyer Distribution	Retail Partners	←-----																				
Events	TBD																					
OOH OC/RIVERSIDE/SAN BERNARDINO																						

**OVER 60 MILLION IMPRESSIONS PLANNED**



# Program Summary

- Total Media Investment: \$258,570
- Added Value Negotiated: **\$359,846**
  - Total Added Value = 139% (figure does not include PSA rotation of TV spot, radio spot and web banners)
- Planned Target Impressions: 67MM
- Delivered Target Impressions: **95MM**
  - 28MM Additional Target Impressions or 141% of goal (excludes PSA airing)

# Campaign Impact

# AQMD Website Visits

- During the media campaign we saw considerable increases in the monthly visits to the SCAQMD Spanish language site page (data provided by AQMD)
- These visits came from people clicking on our web banners

**Spanish Language Page Hits By Month**

2012	Hits	2013	Hits
Jan	132	Jan	272
Feb	250	Feb	280
Mar	281	Mar	275
Apr	426	Apr	341
May	408	May	289
Jun	226	Jun	278
Jul	203	Jul	944
Aug	149	Aug	967
Sep	214	Sep	317
Oct	263	Oct	375
Nov	296	Nov	655
Dec	190	Dec	708

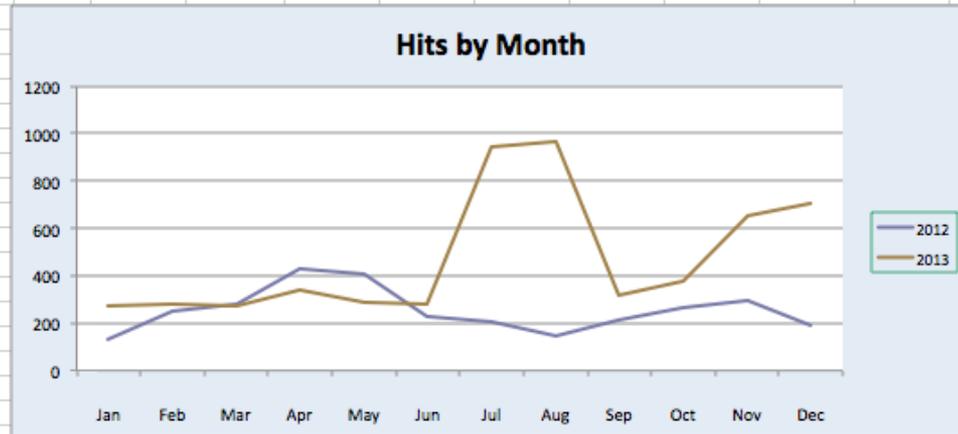
<b>Running Total (2012)</b>
3038

<b>Avg Hits/Month (2012)</b>
253

<b>Running Total (2013)</b>
5701

<b>Avg Hits/Month (2013)</b>
475

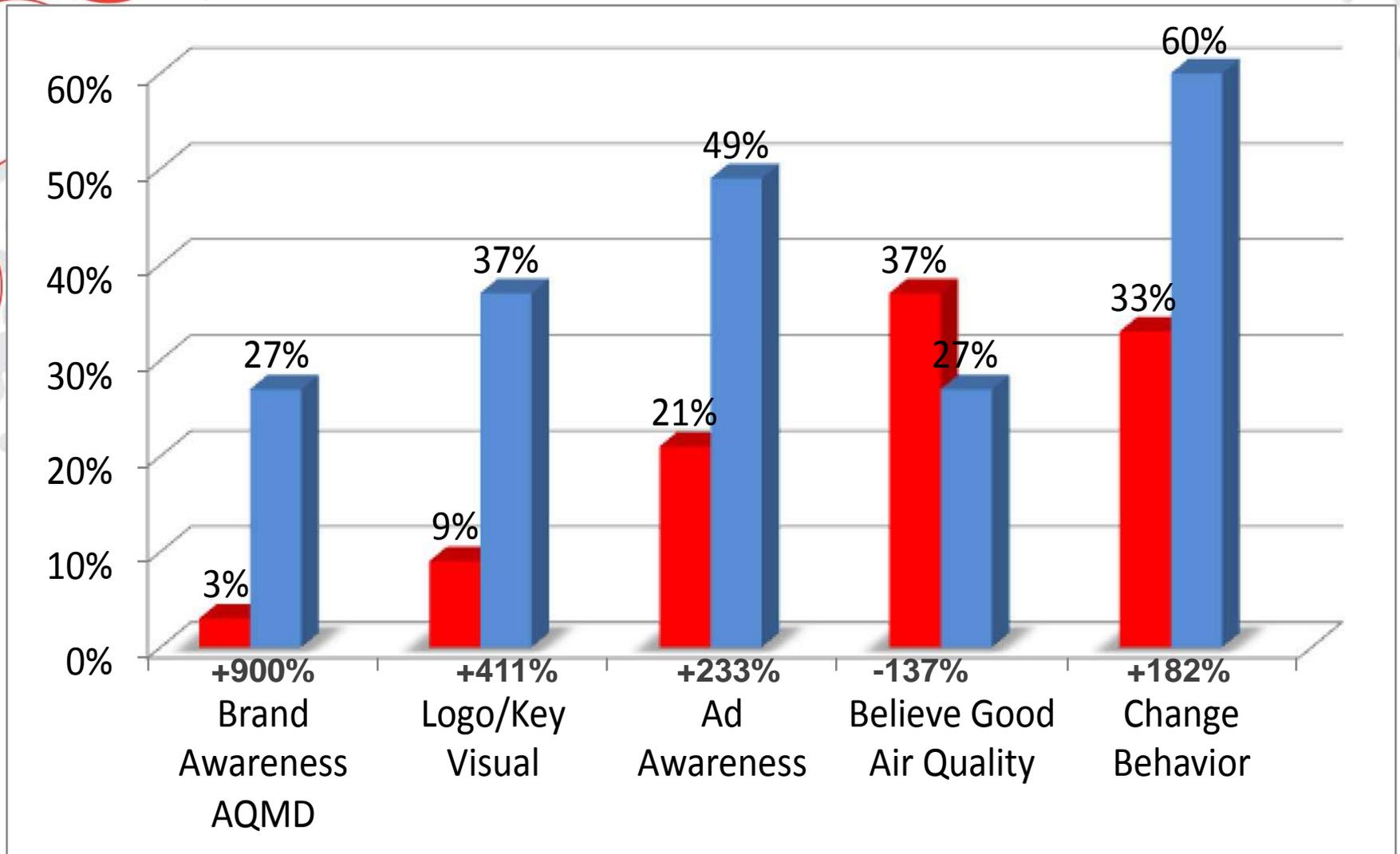
<b>Google Analytics</b>
1. Sign in with aqmd email
2. Select address beside globe icon
3. Select "Content"
4. Select "Content Drilldown"
5. Select "/spanish/"



# AQMD Website Visits

- ❖ July (campaign launch) through December (campaign end), showed a **+302%** increase in visits:
  - **July = +465%**
  - **August = +649%**
  - **September = +148%**
  - **October = +143%**
  - **November = +221%**
  - **December = +373%**
- ❖ Campaign launch had our strongest media presence with TV and outdoor plus strong flyer distribution
- ❖ November/December increase can be attributed to our two major events (Cardenas and Univision Edúcate in October) plus a strong flyer distribution wave

# Quantitative Survey Results



# Conclusions/Recommendations

- The first Latino outreach program has had a deep impact among the Latino community in terms of creating clean air awareness and impacting behavior
- This is still a very distant topic for our market and needs the following elements to endure:
  - An ongoing annual campaign
  - Consideration of celebrity spokesperson
  - Year round partnerships
  - Selection of media “Brand Ambassadors”
  - Extended outdoor/transit effort
  - Extended digital/text effort
  - Social media elements
  - Extended TV interview/PR components

¡Gracias!