

# **Wrap-Up Presentation**

## **Check Before You Burn Campaign**

South Coast Air Quality Management District

## Campaign Goals

- Increase awareness and support of “Check Before You Burn” program among South Coast Air Basin Counties residents
  - Promote awareness and compliance with no-burn days
  - Promote awareness of cleaner alternatives to wood burning
  - Motivate target audience to sign-up for Air Alerts



## Campaign Summary

### Check Before You Burn Campaign

- 3.5 months Integrated Advertising Campaign
  - December 2013 ~ February 2014
  - Paid Media + Social Media + Earned Media
- Two-pronged strategy
  - On-going awareness campaign
  - Real Time Burn Alerts

## Awareness Study

### Vizu Study (Pre/Post)

- 68% of respondents exposed to the AQMD creative rated the AQMD very high in helping them breathe easier compared to unexposed respondents
- 728x90 creative unit drove the best lift in positive attitudes toward South Coast AQMD
- Between 3-4 exposures to the digital ad resulted in the highest positive attitude lift

728x90



160x600

300x250



Dirty air  
hurts  
my lungs.  
Help me  
breathe easy.  
Juliette, 11

Click here

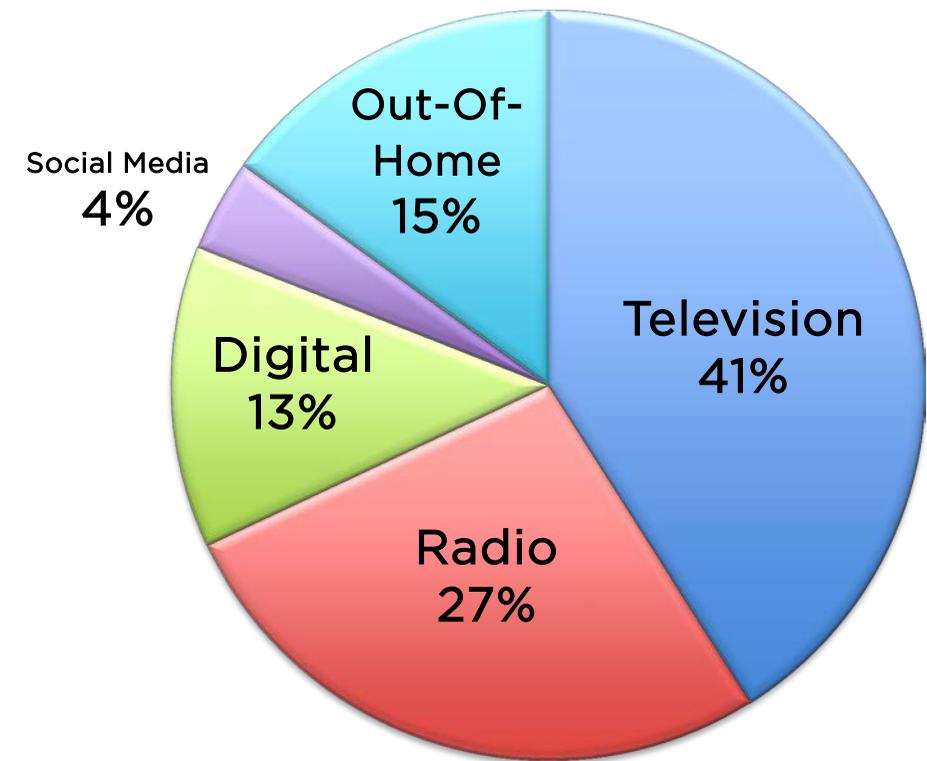
Check if it's OK  
to bum wood in your  
fireplace today



## Paid Media

### Budget Allocation

Medium	Net Budget
Spot Television	\$109,097
Spot Radio	\$ 70,559
Out-Of-Home	\$ 40,500
Digital	\$ 34,111
Social Media (Facebook)	\$ 10,623
<b>Total</b>	<b>\$264,890</b>



## Paid Media

### Flight Schedule

LOS ANGELES	DECEMBER					JANUARY				FEBRUARY					TOTALS		
	25	2	9	16	23	30	6	13	20	27	3	10	17	24			
<b>DIGITAL</b> Paid Search Display															<b>Total Weeks</b> 13	<b>Total Impressions</b> 901,734	
															13	9,411,134	
<b>SOCIAL MEDIA</b> Facebook Page Post Link Ads															<b>Total Weeks</b> 11	<b>Total Impressions</b> 34,958,923	
<b>OUT-OF-HOME</b> Digital Bulletins	10 UNITS					10 UNITS									<b>Total Weeks</b> 8	<b>Total Impressions</b> 2,584,363	
	10 UNITS					10 UNITS											
<b>SPOT TELEVISION :30</b>	24 23		24 23		23 23											<b>Total GRPs</b> 140	<b>Total Impressions</b> 9,380,000
	24 23		24 23		23 23												
<b>SPOT RADIO :60</b> Los Angeles Riverside/San Bernardino	17 17		17 17		17 17											<b>Total GRPs</b> 102	<b>Total Impressions</b> 5,017,380
	17 17		17 17		17 17												
														45	376,965		
														<b>Total Impressions</b> <b>62,630,499</b>			

# Earned Media

## Coverage Highlights

- TV
  - FOX: Juliette Larsen's interview on Good Day LA & online
  - KTLA: Interest In interviewing Juliette Larsen
  - FOX/KNBC/KCAL: Weather anchors reported no-burn alerts, explaining the importance of the alerts and the connection to air quality
- Radio:
  - KPCC: Dr. Phil Fine interview on Larry Mantle's news talk program & online
  - KTIE-AM: Sam Atwood Interview
- Print
  - IE Weekly: Coverage in print & online



## **Creative & PR**

Video to be shown  
here

## Digital Media

### Summary



### Paid Search

Impressions	Clicks	Click Thru Rate	Total Spend	Cost Per Click
901,734	4,342	0.48%	\$4,111.49	\$0.95

- Display and Paid search delivered more than **10 million impressions**

### Display Advertising

Impressions	Clicks	Click Thru Rate	Total Spend	Cost Per Click
9,411,134	23,107	0.25%	\$30,000	\$1.30

- Both Paid Search and Display CTR **exceeded industry average of .07-0.10%**

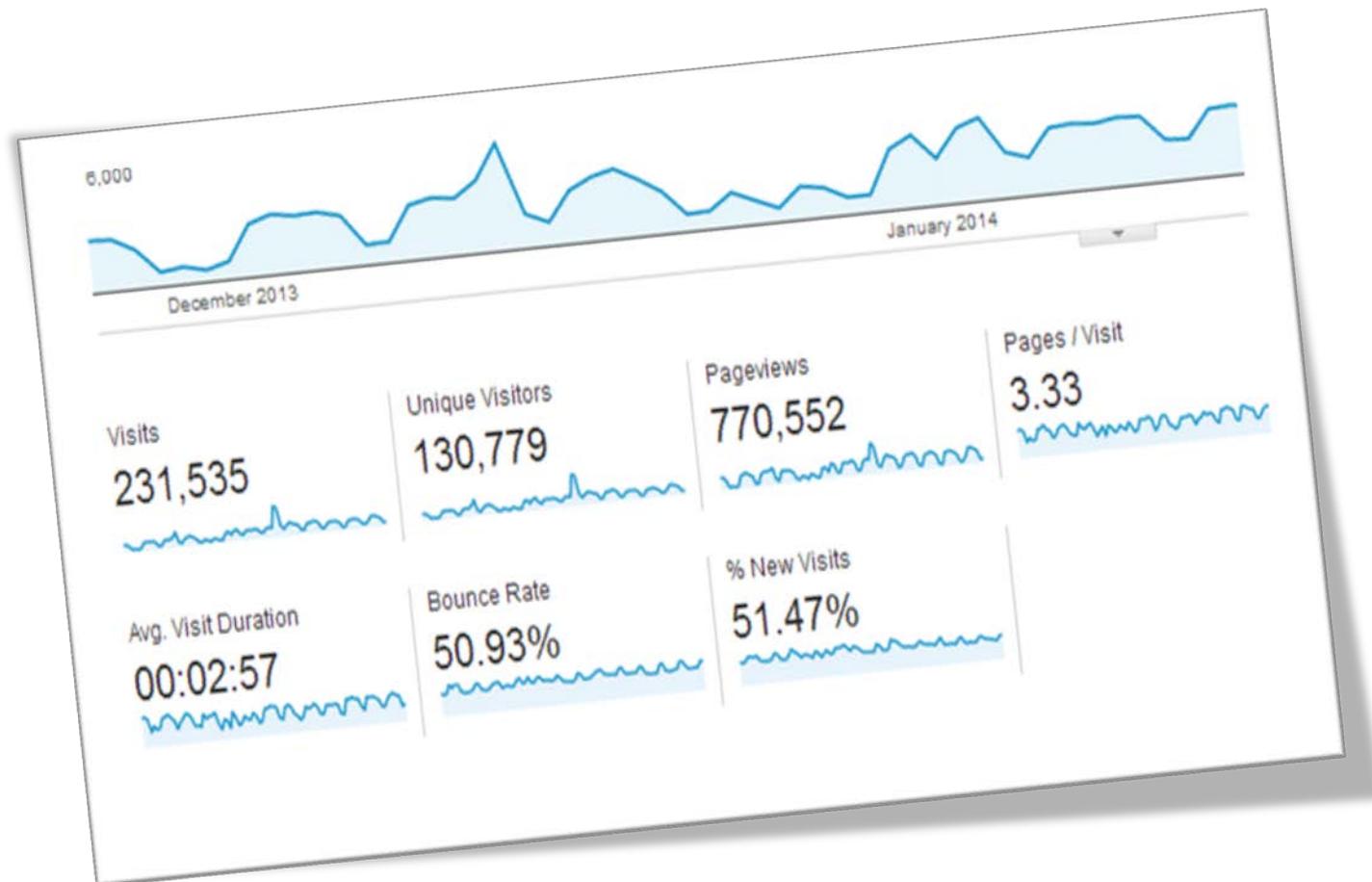
### Total Digital

Impressions	Clicks	Click Thru Rate	Total Spend	Cost Per Click
10,312,862	27,449	0.27%	\$34,111.49	\$1.24

- Drove more than **27,000** directly to the AirAlerts.org site

# Digital Media

## Analytics



- **231,535** visitors
- **3.33** pages / visit
- **53%** of visitors were organic searches
  - Most engaged audience
  - Provides evidence of awareness lift
- **27%** Direct
- **17%** Referral
- **3%** Social (**59%** Facebook)
- Top visitor locations
  - Los Angeles
  - Long Beach
  - San Diego
  - Irvine
  - Riverside

## Social Media

### Facebook

- Both News Feed and Right Column units served
- News Feed units Click Thru Rate 1.44%
  - Exceeded Facebook average of 1.0% - 1.2%
- Right Column units Click Thru Rate 0.02%
  - On par with Facebook average of 0.025%
- 212 “Likes”
- 66 Comments
- 59 Shares
- All shares generated by the “Tomorrow” and “Today” notices

facebook



Impressions	Clicks	Click Thru Rate	Total Spend	Cost Per Click
34,958,923	15,527	0.044%	\$10,623	68.4¢

## Key Learnings / Future Recommendation

- Greater synergy between PR, Advertising Campaign, and Social Media
  - Leverage Social Media to:
    - Continue to drive air quality issues and highlight those affected throughout the year
    - Recommend alternatives to burning fire in the fireplace
    - Be part of the ongoing conversation
- Higher rotation and multiple creative in digital for higher engagement
- Longer duration for PR outreach campaign
  - Greater awareness about air quality issues
  - Sustain and build upon current media/organizations relationships