

Overview: Summer Ozone Campaign

Educating the public and inspiring action.



Where we started.

Pre-campaign qualitative and quantitative research:

- Lack of awareness and knowledge
 - Confusion over various types of pollutions and ozone
 - The public not interested in knowing too much; too complex
- Learned that to engage them we needed to:
 - Keep campaign simple and actionable
 - Focus on easy tips/actions

The campaign evolution.

Advertising Strategies:

Year One Advertising

- Focus: Building awareness
 - Media: Television, Outdoor boards, Drive Time Traffic Sponsorships
 - Simple, straightforward, contemporary tone, look and messages
 - OzoneAware.org for more information

The campaign evolution.

Advertising Strategies:

Year Two and Three

- Added more tactics to motivate behavior change
- Pledge program and community outreach
 - Community events, Chill Crew, Chill Zones, website
- Maintained awareness advertising and tip messaging
 - Added bus boards and pump toppers to media mix

Advertising Campaign Elements



Launch Advertising

TIGHTEN YOUR GAS CAP.



LET'S TAKE CARE OF OUR SUMMER AIR.

OzoneAware.org

MOW IN THE EVENING.



LET'S TAKE CARE OF OUR SUMMER AIR.
OzoneAware.org

REFUEL IN THE EVENING.



LET'S TAKE CARE OF OUR SUMMER AIR.
OzoneAware.org

CHECK YOUR TIRE PRESSURE.



LET'S TAKE CARE OF OUR SUMMER AIR.
OzoneAware.org

TUNE UP YOUR CAR.



LET'S TAKE CARE OF OUR SUMMER AIR.
OzoneAware.org



**DON'T JUST BREATHE,
DO SOMETHING.**
OzoneAware.org



LET'S TAKE CARE OF OUR SUMMER AIR.



**I BREATHE,
THEREFORE I CARE.**
OzoneAware.org



LET'S TAKE CARE OF OUR SUMMER AIR.



CHILL. HANG. BE COOL.

THIS SUMMER, THERE ARE SIMPLE THINGS YOU CAN DO, AND VOID DOING,
TO REDUCE GROUND LEVEL OZONE POLLUTION AND OZONE ACTION ALERT DAYS.

- > Drive less, walk to lunch, run errands after work
- > Refuel your car after 5 pm and stop at the click
- > Mow after 5 pm on hot summer days



LET'S TAKE CARE OF OUR SUMMER AIR.
OzoneAware.org



CHILL. HANG. BE COOL.



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It's officially Spring, which means that the 2007 Summer Ozone Season is upon us!

We have a few Spring activities planned in the coming months to ensure all of our partners are taking action early to prevent elevated levels of ozone pollution throughout the hot summer months.

Mark your calendars for April 25 for the OZONE MATTERS workshop (open a [JPG](#) or [PDF](#) file), a forum to discuss how we can all work together to take better care of our summer air. An agenda will be posted on this site soon; send your RSVPs to ozonematters@raqc.org

Also, watch for an announcement on the late-April launch of the Mow Down Pollution "virtual" event. Through this very web site, you will be able to get great discounts on the many earth-friendly options for your lawn -- mowers, trimmers, lawn services and more!



[Ozone Information](#) | [Preventing Ozone](#) | [Newsroom](#) | [Summer Chill](#) | [About RAQC](#) | [Contact](#)

PLEDGE TO CHILL.

Join the non-movement. Pledge to do less on hot summer days.

- Enter your pledge now.
- See the names of your neighbors who have pledged.



- 49 Ozone Action Alerts issued in 2007
- [Click here](#) to find out more about the Alerts

Signup for Ozone Alerts
Enter your email address

Regional Air Quality
1445 Market Street
Denver, Colorado
Phone 303
Fax 303
www.raqc.org

So what's the dirt on ozone?

Ground level ozone pollution is created when emissions from everyday items -- gasoline-powered vehicles, lawn equipment and household paints, stains and solvents -- combine with other pollutants and "cook" on hot, summer days. Ground level ozone is harmful to our health and environment -- but we can reduce ozone levels this summer by working together. Let's take care of our summer air.

PLEDGE TO CHILL.

Join the non-movement. Pledge to do less on hot summer days:

Pledge to Chill.

Please join the non-movement. And pledge to do less on hot summer days. You'll help us reduce ozone pollution when you avoid these activities during the heat of the day. So do your part, and chill.

Name:

City:

I pledge to...

- drive less, walk to lunch, run errands after work
- refuel my car after 5pm and stop at the click
- mow after 5pm on hot summer days

Yes, please [display my pledge](#) on the web site:

Stay tuned for developments. Our partners will be offering discounts and giveaways for some cool chill stuff. We'll also be working with partners to provide some Summer Chill Zones -- laid back places where you can go to just chill, read a book, surf the net or enjoy a cold drink.

Be sure to check back in the coming weeks for a list of Chill Zones and partners and the latest Summer Chill news! Thank you to all of our "chill" partners for encouraging all of us to stay cool this summer by taking the pledge to chill.

Pledge to Chill Sponsors:



Research Findings:

Public perceptions and awareness

Survey conducted August 2007:

- 87% of respondents agree that ozone pollution can cause breathing problems & exacerbate respiratory infections.
- 81% agreed that simple changes in everyday behavior affect ozone pollution.
- Greatest increase (10%) in:
 - Mow after 5:00 (42%)
 - Alternate modes of transportation(43%)
- Nine out of ten respondents say they often or always:
 - Stop at the click
 - Keep car well maintained
 - Tighten their gas cap

Research Findings:

Public perception and awareness

- 88% indicate that gasoline vapors contribute to ground-level ozone pollution.
- Awareness of lawn mowing as a ozone pollutant increased 22% (to 82%).
- Awareness of all types of communications increased significantly: news stories (46%), radio traffic reports (45%) & TV (44%), bus tails (37%).
- Awareness of Ozone Action Alerts steadily increased to 50%.
- Overall, 44% of respondents said they were very familiar or somewhat familiar with ground-level ozone.

The campaign evolution.

Advertising Strategies:

2008 (Year Four)

- New messaging about the impacts of ozone pollution.
 - New Television spot(s)
 - New :60 radio spots
 - New collateral pieces for community outreach
- Maintain campaign tone look and feel for continuity & impact.
- Add online community component to the website, the O-Zone.

2008 Creative Strategy.



Launch Advertising

Creative Strategy: '08 TV & Radio

Communications Objective

What change in attitude or behavior do you want someone to have as a result of the advertising? The objective should be consumer-focused, clearly stating what shift in behavior or attitude you expect and why.

Get Denver Metro Area residents to understand that ozone pollution affects them and their families and further motivate them to change their behavior to help reduce summer ozone.

Creative Strategy: New '08 TV & Radio

Target Audience

We continue to target a broad demographic of adults 25+ in the Denver Metro area. The awareness level continues to increase each year, but like many public awareness and social marketing campaigns awareness and behavior change build slowly. The public has a baseline knowledge of summer ozone; now can personalize the issue by showing that ozone pollution affects them directly.

With the new radio campaign we will also be targeting women 25-49 (as mothers and caregivers).

Creative Strategy: '08 TV & Radio

Major promise/Key Benefit

This is the single most important benefit that the target should take away from the advertising/communications. It should be single-minded and focused. It must answer the consumer question, "What's in it for me?"

You can help protect your family and impact Denver's ground level ozone problem with simple changes in your everyday behavior.

Creative Strategy: New '08 TV & Radio

Support

These are the tangible and intangible attributes/statements that make the promise believable and deliverable. This is not a laundry list what is most important support to the promise.

- Ground level ozone is harmful to all of us, especially the young, elderly, and those with certain respiratory health conditions.
- High levels of ozone can also affect healthy people.
- You can help reduce summer ozone pollution with simple changes in daily behavior.
- To learn more and to sign up for Ozone Action Alerts go to OzoneAware.org

2008 Campaign

Next Steps:

- > Creative development in April
- > Media negotiation and buy in early April
- > Review scripts and storyboards next board meeting (May 1st)
- > Produce radio and TV in May/early June
- > Campaign airs June 23 - August 10

Media Budget: Overview

	2005	2006	2007	2008
Annual Paid Media Budget	\$303,057	\$269,751	\$264,362	\$305,500
Added Value/Bonus Media	\$176,133	\$315,037	\$316,613	TBD
Total	\$479,190	\$584,788	\$580,975	

2008 Media Summary

2008 Media: \$305,500

Campaign Air Dates: June 23 - August 10

Tactic	% of Budget	# of Spots	
TV	59%	450 paid spots	2,000 bonus spots
Radio	24%	330 paid spots	120 bonus spots
Outdoor	17%	4 paid boards	1 bonus board
Pump Toppers	Bonus	TBD	