



SHERRY MATTHEWS GROUP

Clean Air Partners 2020 Marketing/PR Overview & Marketing Plan Update

OVERVIEW

In 2019, Clean Air Partners made great strides to strengthen partner engagement and earn recognition as a trusted source of information about the air quality in the Baltimore-Washington region. Based on achievements in 2019, we recommend continuing the following efforts and tactics for Clean Air Partners in 2020.

- Year-round messaging via partnerships and online channels, with activities and efforts ramping up during summer months, when air quality matters most.
- A media tour pitching Clean Air Partners spokespeople for interviews to extend the coverage the Breathe Easy summer campaign.
- Dedicated meteorologist outreach with weekend forecasts on social media and specific call-to-action messages for higher alert days.
- Partnership cultivation to garner sponsorships and donated media placement for the summer campaign.
- Traffic and weather sponsorships during the summer and leveraging the Breathe Easy Concert Ticket Giveaway, pending funding and available event opportunities.

Building on those successful components, we have identified three opportunities to further amplify our efforts by incorporating a more engaging approach. These new opportunities will enhance the activities already included in our original communications and marketing plan around the Breathe Easy summer ozone season campaign as well as year-round efforts.

2020 NEW STRATEGY HIGHLIGHTS

1. Develop a unique, hands-on educational activation that crosses over multiple aspects of the campaign and better links partners, sponsors and consumers.
2. Build on social media progress by successful meteorologist and partner outreach and incorporating targeted paid social posts.
3. Shift messaging to more accurately reflect the current status of regional air quality.

NEW COMPONENTS

Breathe Easy Emissions Challenge

A new approach to on-the ground outreach that offers media, partners, and sponsors a new way to engage with Clean Air Partners.

Description: A large vertical touchscreen invites participants to play the Breathe Easy Emissions Challenge. The challenge is composed of a quiz with questions on driving behaviors and their impact on emissions and air quality. Alongside the interactive quiz is a branded campaign vehicle encased in a clear plastic bubble. When a player chooses an incorrect answer, a puff of “smoke”—

representing vehicle emissions — shoots from the tailpipe into the bubble, and the game provides the player with information about air pollution linked to their answer delivered in a fun, compelling, and memorable way.



This initiative is based on a successful proof of concept in Texas.

Deployment Opportunities

1. Budgeted Events

There are two Breathe Easy Emissions Challenge events in our current budget – one each for Baltimore and DC. One will be the summer campaign launch event (targeting week of June 16), and the second will take place in the other jurisdiction.

2. Fundraising Packages

There is an opportunity to also offer these events as part of the sponsorship packages. Events can be co-branded with the funder's organization and scheduled during the Breathe Easy Summer campaign or any other date/location chosen by the sponsor. We also anticipate integration with iHeartMedia partnership/Breathe Easy Concert Ticket Giveaway, depending on interest.

Social Media Engagement

Our strategic engagement with influencers, including meteorologists, weather reporters and partners on social media has been very successful. We will continue to develop those relationships in the coming year, and we recommend adding more consumer-focused tactics with integrated social media opportunities at outreach events and paid social media posts to increase reach.

#BreatheEasyChallenge Social Sharing

As part of the Breathe Easy Emissions Challenge exhibit, a large branded wall prop will display campaign messaging. We will incentivize participants to share a photo with their friends and networks on their social media channels with a #BreatheEasyChallenge hashtag to win a t-shirt or other prize branded with additional messages about how people can help improve our region's air quality.

Targeted Paid Social Posts

A simple way to get the Clean Air Partners messages in front more individual consumers throughout the Baltimore/Washington region is through paid social media posts. These will be set for specific periods of time around key calendar dates/events relevant to our issues and region.

- Possible Topics for Paid Social Media:

April 22 – Earth Day

April 27-May 1 – Air Quality Awareness Week

May 5 – World Asthma Day

May – Bike to School/Work Day/Week

June 20 – Launch Day – First day of summer

July/August – Heaviest ozone days

September – Try Transit / Car Free Day

October – Energy Efficiency Day / Walktober

November – December – Holidays / Winter

Messaging Shift

Clean Air Partners' current messaging reflects the positive trends around the progress made to improve our region's air quality, but emphasizes that we still have to do even more. In reality, our region is not meeting federal standards, and that shift could be reflected in our messaging to create more urgency around taking action. We'd like to shift the messaging to focus more on the current state of air quality, emissions, climate change, and how we all can take simple steps to improve it.



2020 Performance Measures

Create a new Breathe Easy Emissions Challenge outreach exhibit to engage with the public, media and funders.

Execute two highly visible Breathe Easy Emissions Challenge events, with one serving as the kickoff for the 2020 summer campaign to garner news coverage about air quality in the region.

Develop and pitch media materials for the campaign events and media tour, including news releases, fact sheets, and media advisories, to a minimum of ten TV broadcast news outlets and 25 online and print news reporters.

Customize and pitch Clean Air Partners messaging to at least 25 meteorologists using traditional and social media.

Update and cultivate a Clean Air Partners spokesperson reserve.

Secure a minimum of 20 news stories and/or media interviews for Clean Air Partners spokespersons.

Secure annual earned media coverage with an estimated PR value of \$450,000 and 15 million estimated impressions.

Increase website visits and social media engagement by 5 percent.

Create at least 20 new graphics/posts for social media.

Approach a minimum of 10 partners for in-kind advertising, including media companies, transit authorities, and local jurisdictions.

Secure a minimum of 100 donated in-kind advertising placements on transit and other media worth at least \$50,000.

Meet fundraising goal of \$70,000.