

2024 SUMMER CAMPAIGN PLAN



OBJECTIVES

Educate residents in the DC and Baltimore metropolitan area about air quality – what it is, how to measure it, and how to respond to it.

Provide local residents with tips for small changes that they can make in their day-to-day lives to positively impact air quality in the DC and Baltimore metropolitan communities.

Ultimately, turn this education into action, increasing local residents' positive contributions to the air quality in their communities.



STRATEGY

Present our messages in memorable ways that not only garner the attention of our target audience, but help them to connect with, remember, and implement our tips in their every day lives.

Create a storyline, visuals, and moment in time to engage news media to amplify our message.

Develop integrated approaches that leverage social media and other digital marketing opportunities to deliver our message to as many residents as possible, regardless of geography or demographics.

Put the tools to improve local air quality directly in the hands of consumers and encourage them to share the message with their personal network.

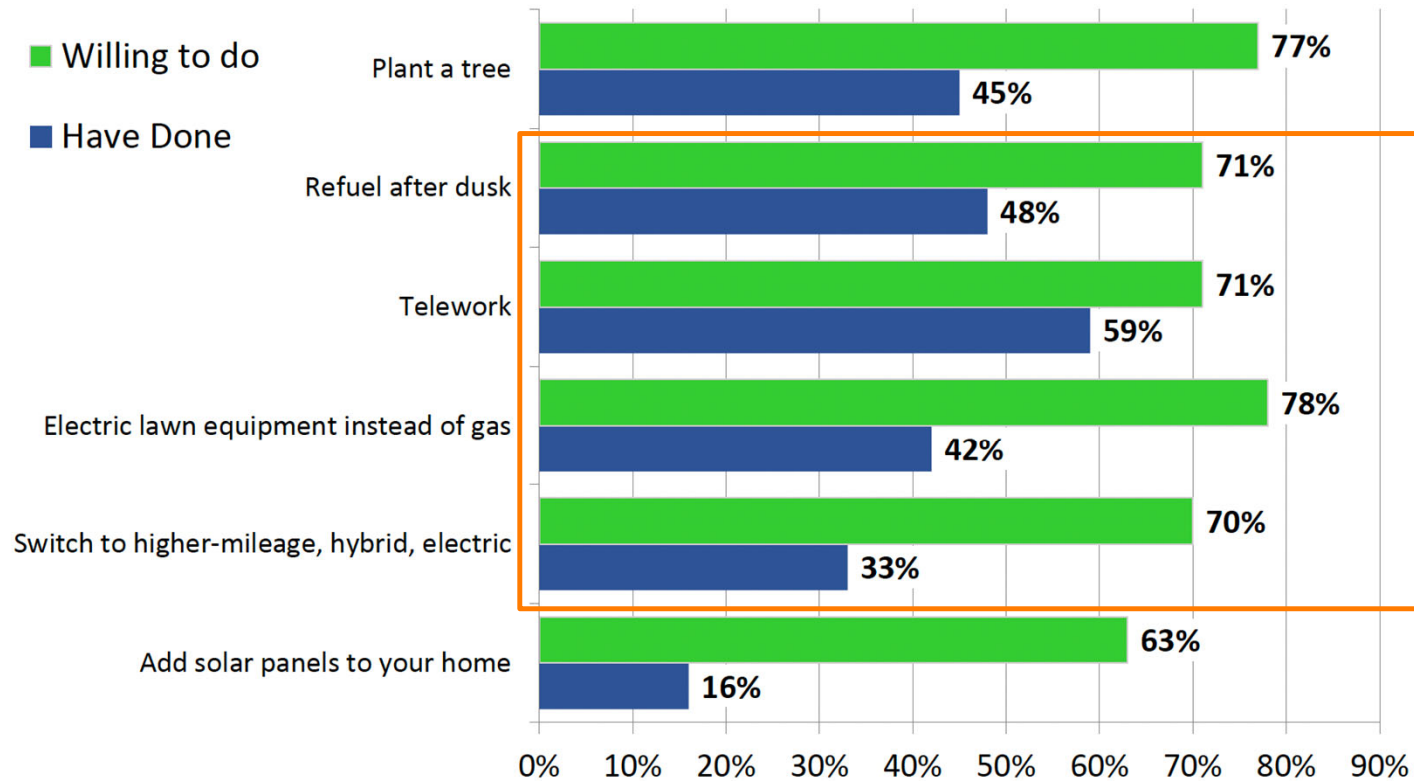


BUILDING ON OUR 2023 MARKETING SUCCESS

- **9** Sponsors
- **9** Events
- **100** Electric Lawn Care Tool Giveaways
- **948+** Estimated Car Free Day Pledges
- **213** News Stories
- **1,166,030,546** Total Impressions
- **29,092** Total Engagements
- **7,961** Email Opens
- **25** Partners Leveraging CAP Social Content
- **21** Meteorologists Spreading CAP's Message via Social Media



BIGGEST OPPORTUNITIES FOR CLEAN AIR ADOPTION



Eco-driving and lawn activities

Which of the following behaviors are you willing to do to reduce air pollution?
Please also indicate if you have done it to reduce air pollution.



EXPANDING ON OUR SUCCESS FOR 2024

- Continue leveraging the highly successful **bubble events** to memorably spread the word about eco-driving and clean air aware lawn care
- **Match our activities to key dates and consumer's natural behavior**
- **Exchange consumers' gas-powered lawn tools for electric,** actively reducing the use of polluting tools and putting clean alternatives in residents' hands



SUMMER 2024: LAWN CARE TOOL EXCHANGE

- Consumers sign up to exchange their equipment
- Secured bulk discount on high-quality EGO tools through Ace partnership
- Exchange options: Electric Mowers, Weed Trimmers, Leaf Blowers
 - **Approximately 100 exchanges** depending on equipment claimed and sponsor commitments
- Recycling partners in MD and VA responsibly dispose of gas-powered lawn tools



SUMMER 2024: EXCHANGE PROMOTION

- Signage, promotion, email marketing and social content at participating area Ace locations
- Media outreach to broadcast, print and online
- Email blast and owned social media content including new Clean Air Partners NextDoor profiles in DC, Baltimore and Fairfax
- Promotional social media video leverages last year's owned and digital ambassador content
- Expanded social media toolkits for partners to post
- Advertising in local digital publications like PoPville, DCist/WAMU, etc.



SUMMER 2024: EXCHANGE KEY DATES

- April 15: Exchange Participation Form is live
- April 17: In-Store Promo Posters go up ahead of Earth Day Sales Events
- w/o April 22: May Partner Toolkit distribution
- April 22: Exchange Program Digital Promotion effort begins
- May 1: Media outreach begins; Press release goes out
- May 6-10: Air Quality Awareness Week
- May 10: Exchange Participation Form closes



SUMMER 2024

EXCHANGE ACTIVE:

- May 17–19 and May 31–June 2
 - Consumers bring gas tools to partner Ace Hardware locations; receive free electric tool
 - Recycling partner disposes of gas tools
- Partner Store Locations:
 - Canton Ace Hardware (Baltimore, MD)
 - Fairfax Ace Hardware (Fairfax, VA)
 - Federal Hill Ace Hardware (Baltimore, MD)
 - Frager's Hardware & Garden Center (Washington, DC)
 - Old Takoma Ace Hardware (Takoma Park, MD)
 - Old Town Ace Hardware (Alexandria, VA)
 - Petworth Ace Hardware (Washington, DC)
 - Silver Spring Ace Hardware (Silver Spring, MD)
 - Tenleytown Ace Hardware (Washington, DC)
 - Waverly Ace Hardware (Baltimore, MD)



SUMMER 2024

BACKYARD BUBBLE PROMOTIONAL EVENTS

- Saturday, May 18 at Waverly Ace Hardware in Baltimore
- Sunday, May 19 at Fairfax Ace Hardware in Fairfax City
- Saturday, June 1 at Frager's Ace Hardware in DC



SUMMER 2024

- **August – Ozone Action Month**
 - Media outreach
 - Eco-driving events: Car Bubble
 - Social Media
 - Meteorologist Outreach



2024 SPONSORSHIPS

Confirmed

- Maryland Dept of the Environment - MDE
- Department of Energy and the Environment - DOEE
- Southern Maryland Electric Cooperative - SMECO
- Pepco, an Exelon Company
- Fairfax County

In Progress

- Washington Gas
- Virginia Department of Environmental Quality – VADEQ
- Commuter Connections
- DCSEU



THANK YOU!

