



2015–2020 Marketing Campaign Plan Summary

December 15, 2015

askHRgreen.org Situation Analysis

- ▶ Four years campaign experience and results
- ▶ Built infrastructure
 - Brand awareness and credibility
 - Regional website
 - Comprehensive subject content
 - Regional environmental resources
 - Community toolkit
 - Multiple creative and media campaigns
 - Trailer graphics
 - Marketing materials
 - Blog and social media
 - Trained media ambassadors
 - Relationships with the news media
 - Partnerships

askHRgreen.org Situation Analysis

▶ Research

- Focus groups and a benchmark survey in 2010 followed by two tracking surveys in 2012 and 2015
- Key findings
 - askHRgreen.org awareness increased to 18.2% in 2015
 - askHRgreen.org awareness correlates with positive behaviors and knowledge
 - Those who are askHRgreen.org aware have a greater likelihood to report positive environmental behaviors and be interested in environmental issues
 - Since 2010 all negative behaviors except garbage disposal use have declined
 - The perceived harm of many negative behaviors is low
 - The connection between negative environmental behaviors and personal effect is weak

Planning Retreat

- ▶ July, 2015
- ▶ Participants
 - Two advisors from each committee
 - HRPDC
 - Red Chalk Studios
 - EAB Research
 - Cahoon & Cross
- ▶ Topics
 - Website and creative
 - Public relations
 - Social media
 - Media

Planning Advisor Meeting

- ▶ October, 2015
- ▶ Reviewed 2015–2020 Marketing Campaign Plan
 - Advisors reviewed with their committees
 - Posted on the Cahoon & Cross Website
- ▶ Planning Advisors
 - Erica Roberts
 - Lori Woolman
 - Fleta Jackson
 - Allison Watts
 - Brent Werlein
 - Sarah Crawford
 - Dawn Oleksy
 - Donna Corbus
 - David Kuzma (new)

Campaign Goals

- ▶ Establish **askHRgreen.org** as the single credible source for trusted, easy-to-understand environmental information
- ▶ Encourage **universal adoption** of **askHRgreen.org** by all Hampton Roads communities
- ▶ Increase website **visitation**
- ▶ Increase **awareness** among Hampton Roads residents about
 - Negative environmental behaviors
 - Personal effect
 - Harm to the environment

Campaign Goals

- ▶ **Humanize** environmental messaging
- ▶ **Encourage changing** to positive environmental behaviors
- ▶ **Engage youth** in the campaign
- ▶ **Reach out to populations not currently engaged**
- ▶ **Increase planning meetings** to address campaign direction and changes
- ▶ **Develop internal planning advisors** to represent each subcommittee in planning meetings
- ▶ **Turn awareness to engagement to action**

Brand Standards

- ▶ To educate citizens about the value, consequences and practice of environmental thinking
- ▶ To deliver education in an engaging format, and in turn, promote more engagement with the brand
- ▶ To inspire and provide the means for our citizens to take action

Brand Evolution

- ▶ Evolve from a **RESOURCE THAT GUIDES** to a **BRAND THAT INSPIRES**
 - Deliver messages with compelling storytelling
 - Empower and spotlight resident heroes
 - Encourage committees & municipalities to be more invested and engaged stewards of the askHRgreen.org brand
 - Empower residents to be stewards of the askHRgreen.org brand
 - Provide engaging experiences online and offline
 - Humanize the brand vs. coming across as a government agency

Creative Highlights

- ▶ Step 1: Information gathering
 - Conduct research to gain insights about target audiences
 - How and where they engage with askHRgreen.org
 - Better understand motivators and challenges
 - Surveys, internal audience assessment
 - Engagement and technology research
 - Peer and technology research
 - Technological resources to improve content and engagement
 - Customer relationship management programs to manage:
 - Online forms
 - E-newsletter signups/delivery
 - Event signups
 - Initiatives like Bay Star Homes
 - Social media

Creative Highlights

- ▶ Step 2: Brand strategy and planning
 - Develop audience personas
 - Clarify the brand for internal and external purposes
 - Articulate the brand promise/idea
 - New tagline
 - New elevator speech
 - Define tone and voice
 - Develop strategies for achieving brand goals
 - How can we gain more engagement with the brand?
 - How can we better integrate with committees and localities?
 - Where are partnership opportunities and how to attract/engage/support?
 - Review and update editorial calendar
 - Establish action plan, roles and responsibilities

Creative Highlights

- ▶ Step 3: Tactical development, implementation and management
 - Website
 - Technical requirements
 - Content
 - Storytelling format vs. existing content
 - What needs to be edited or created
 - User experience & content flow
 - Engagement
 - Sharing—tell us your story, connect, send photos
 - Development & implementation
 - Content Management
 - SEO
 - On-going management and support

Creative Highlights

- ▶ Step 3: Tactical development, implementation and management continued
 - Social media marketing
 - Characterize the audience
 - Review social media landscape
 - Develop messaging strategies
 - Identify appropriate channels
 - Build content plan
 - Implement
 - Measure, assess and adjust
 - Email marketing
 - Seasonal campaigns
 - Collateral

Public Relations Highlights

▶ Goals

- Become the local media and community resource for environmental information
- Increase engagement using traditional media outreach and the development of a News Bureau
- Leverage messaging and content throughout multiple platforms
- Expand social media presence
- See universal adoption and support of askHRgreen.org by all participating localities
- Reach targeted special populations, such as school children and Hispanic audiences

Public Relations Highlights

▶ Strategies

- Continue media outreach
- Leverage messaging
 - Re-purpose news release messaging throughout newsletters, social media and municipal communications
- Relaunch the News Bureau
 - More visible and engaging on website
 - Scrolling news headlines, videos, article-of-the-month feature
- Create a style guide
 - Assure Online Media Toolkit materials are used as intended

Public Relations Highlights

▶ Strategies

- Develop articles and special publications
 - Op-eds and feature articles
- Continue Media Ambassador program
 - Annual trainings
 - Ambassador interviews and special assignments
- Launch Planning Advisors Program
 - Engage in future planning and projects
 - Relay “ask” news and updates to committees

Public Relations Highlights

▶ Strategies

- Develop internal Communications Plan for localities
 - Develop tactics to encourage participation
 - Encourage and support meetings with locality CAOs
 - What is askHRgreen.org?
 - How the campaign can aide their city/county
 - Provide news release templates and social media copy
 - Issue quarterly internal communiques to committee members and CAOs

Public Relations Highlights

► Strategies

- Expand education outreach
 - Publish second Green Learning guide targeting elementary school students
 - Create askHRgreen.org patch for use by Scout troops
 - Offer student facility tours
 - Build interactive displays and props for committees to use
 - Sponsor a regional science fair or award
 - Partner with HR Public Works Academy to help educate post-secondary education students about public works/utilities topics and careers
 - Facilitate SOL-approved lesson plans/videos, etc. developed with guidance from educational professionals

Public Relations Highlights

▶ Strategies

- Messaging
 - Develop key committee messaging
 - Update topics annually
 - Take advantage of news opportunities
- Reach out to special populations

Media

▶ Goals

- Drive visitors to the Website
- Use mass media as appropriate to educate about positive environmental behaviors
- Place messaging online to reach HR residents who are searching for environmental information
- Utilize media which effectively covers the entire HR region
- Use media to leverage the budget through added value
- Plan media to benefit all committees

askHRgreen.org Strategies

- ▶ Develop annual and long-term contracts for lower media rates
 - Explore new and emerging media options for inclusion in campaigns
- ▶ Incorporate social media advertising into media plans
- ▶ Research
 - Consult Scarborough and other secondary research to confirm media consumption habits
 - Utilize askHRgreen.org primary research to help define target audiences

Committee Strategies

- ▶ Identify target audience for each promotional theme
- ▶ Select mass media like radio, transit, television to increase campaign reach and awareness
- ▶ Continue online
 - Update to incorporate current targeting capabilities and new online options
 - Add mobile once site is responsive

Committee Advertising Strategies

- ▶ Combine committee resources
 - Fewer, but longer more impactful campaigns
 - Combine funds to include media outlets not used in the past
- ▶ Extend committee budgets through added value and co-promotions

Annual Planning Calendar

- ▶ In development
- ▶ Online and available to everyone

YEARLY CAMPAIGN CALENDAR

askHRgreen.org

PAID MEDIA CAMPAIGNS

PR MESSAGING

	NATIONAL ENVIRON. AWARENESS	WATER AWARENESS	STORMWATER AWARENESS	RECYCLING & BEAUTIFICATION	FOG	ASKHRGREEN
	JAN			XMAS TREE RECYCLING		
	FEB	Infrastructure				
	MAR	Fix A Leak Week		GREAT AMERICAN CLEANUP		
GREAT AM. CLEANUP EARTH DAY	APR		Fertilizing			Green Magazine Insert
	MAY	DRINKING WATER WEEK Value of Water	Pet Waste	GREAT AMERICAN CLEANUP	Message TBD	
	JUN					
	JUL					
	AUG					BACK TO SCHOOL
	SEP					
	OCT		Leaves Down the Drain		What Not To Flush	
AM. RECYCLES	NOV			America Recycles Day	Holiday FOG Theme	
		HOLIDAY TIPS				
	DEC			XMAS TREE RECYCLING		

Budgets

- ▶ Five years of annual budgets
- ▶ Annually reviewed and revised as needed
- ▶ Year one

2015-2016		
askHRgreen.org Budget	\$ 100,000	
Media	\$ 25,000.00	25%
Public Relations	\$ 20,000.00	20%
Creative	\$ 45,000.00	45%
Consulting	\$ 10,000.00	10%
Total askHRgreen.org	\$ 100,000.00	100%

Sub-committee Annual Plans

- ▶ All four committees have approved 2015–2016 plans
- ▶ Annual planning review every April
- ▶ Gather committee suggestions, needs and changes
- ▶ Reconfirm goals, priorities and strategies
- ▶ Survey if needed
- ▶ Set budgets
- ▶ Develop campaign tactics
- ▶ Present to committees for approval

So How Does It Work?

- ▶ Reaching the target Audience
- ▶ Begin with the committees
- ▶ Employ marketing communications
- ▶ Reach the target audience
- ▶ Build a brand relationship

REACHING THE TARGET AUDIENCE



What is the Process?

MARKETING PROCESS



1 DISCOVERY

Set Goals & Objectives
Determine Budget
Identify Messaging Needs
Identify Target Audience
Research Topic & Strategies
Identify Cross-Message Promotion Opportunities
Identify Paid and Unpaid Media Opportunities

2 STRATEGY

Identify & Select Communication Channels

- LOCAL RADIO
- LOCAL TV
- LOCAL PRINT
- ONLINE
- SOCIAL MEDIA

Identify Channel/Media Strategy
Develop Content Gathering & Dissemination Plan
Develop Messaging Strategy
Develop Visual Strategy

3 CREATIVE DEVELOPMENT & PRODUCTION

Develop Messaging & Visuals

- COPYWRITING
- STORYBOARDING
- SCRIPT WRITING
- GRAPHIC DESIGN
- PHOTOGRAPHY
- VIDEO

Gather Committee Feedback
Produce Creative for Media Channels

- LOCAL PRINT PUBLICATIONS
- LOCAL RADIO
- LOCAL TV
- ONLINE
- NEWSLETTER
- askHRgreen.org BLOG ARTICLE
- SOCIAL MEDIA (TBD)
- Facebook
- YouTube
- Instagram
- Pinterest
- Twitter

4 MESSAGING & CREATIVE DISTRIBUTION

Press Releases Issued
Media Files Distributed
Content Posted to askHRgreen.org
Content Posted to Social Media Channels

5 MEASURING & ASSESSMENT

Review Channel Analytics & Measurable Program Results
Review Engagement Activity
Review Third-Party Awareness Activity
Met goals?
Modifications needed for next campaign?

The New Plan is Underway

▶ Locality branding

- Provide localities exposure with the campaign
- Encourage local identity when using materials
- Provide committee members with digital files
 - Letterhead
 - Email signatures
 - Website banners in various sizes
 - Stickers for brochures
 - PowerPoint template
- Versions for each of 17 cities and counties, HRSD & HPRDC

Locality Brand Option 1



WORKING TOGETHER FOR A GREENER HAMPTON ROADS

Locality Brand Option 2



PARTNERING FOR A GREENER HAMPTON ROADS