



S H E R R Y M A T T H E W S
A D V O C A C Y M A R K E T I N G

City of Austin Single-Use Carryout Bags Ordinance Education and Awareness Campaign

Prepared for Austin Zero Waste Advisory Commission

January 9, 2012



Campaign Goals

- Help retailers understand the rules and successfully implement the ordinance.
- Help consumers understand the ordinance and their options at checkout.
- Encourage lasting behavior change with the consistent use of reusable carryout bags.



Target Audiences

- Austin retailers: owners, managers, and employees. Roughly 17,500 affected locations.
- Residents/shoppers in the Austin market, with special emphasis on three groups:
 - The primary shoppers in the household.
 - Lower-income Austinites who need more assistance.
 - Families who are heavy users of bags.



Comprehensive Campaign

- Will reach retailers and consumers with:
 - Advertising
 - Digital and Social Media Strategies
 - Outreach
 - Earned Media/PR



Creative Strategy

- Develop new campaign brand, advertising, and collateral that is memorable and buzz-worthy – and taps into the city's character.
- Campaign name should be a call to action (remember your bags) and easily applied to array of materials.
- Concepts must work in English and Spanish.
- Qualitative testing of creative/messaging.



Paid Media Campaign

- TV and Radio – at least two waves
- Theater ads (using TV spot)
- Interactive (online and mobile)
 - video and banner ads
- Print Promotional Ads – community papers
- Added value – one-to-one match



Campaign Website

Easy-to-use, interactive website:

- Hub for sharing information, media materials, and campaign tools.
- Easy access to resources for retailers, shoppers, and campaign partners.
- All pages in English and Spanish.



Digital Social Media

Expand campaign's reach and "offline" outreach through social media:

- Leverage existing resources: ARR's Facebook page and City of Austin's Twitter.
- Encourage people at bag giveaway events to upload photos and share with friends.
- Share digital badges, announce events, and spread messages/tips.



Retailer Outreach

- Toolkits (printed and online) with fact sheets, tips, and store signage artwork.
- Additional online resources, including how-to video, templates, and list of bag vendors.
- Partnerships with business and retailer organizations.



Community Outreach

- Partnerships with the community: environmental, faith-based, health-care, underserved, and other groups.
- Distribution of reusable bags at large festivals/events, shopping malls, food banks, health-care clinics, libraries, and recreation centers.
- Possible bag swap: recycle plastic bags in exchange for reusable bags.



Earned Media/PR

- Strategic messaging development.
- Media kit, including press releases, media advisories, fact sheets/FAQs, and talking points.
- Media training for campaign spokespeople.
- Media outreach to include pitching to retailer/business industry publications.



Earned Media/PR

- Launch event (press conference) in mid-February:
 - Include City officials and retailer, consumer, and environmental representatives.
 - Event will tie into the campaign's TV spot.
 - Highlight bag distribution efforts.
- Sustained media outreach activities and tracking of coverage.



Evaluating Success

- Quantitative testing and tracking of awareness, attitudes, motivators, and behaviors (pre- and post-campaign surveys).
- Dollar value of earned media coverage.
- Added value amounts generated from paid media.
- Website/social media analytics.
- Number of clicks from interactive ads and banners.



Evaluating Success

- Outreach metrics, including:
 - Number of events.
 - Number of bags distributed.
 - Number of business and community partners.
 - Number of participants in special events or contests.
 - Number of campaign materials distributed or downloaded.



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Thank You!