

SPOKANE RIVER
REGIONAL TOXICS TASK FORCE



2020 SRRTTF Media Campaign Report





HOME	HELP ME GET RID OF MY WASTE	UNDERSTAND MY WASTE	ENVIROCERTIFIED	RESOURCES	CONTACT	🔍
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1/1 - 7/31	Sessions	Users	Pageviews
2019	23,621	20,240	51,540
2020	43,276	37,660	85,320

Jan - July
% increase 83.2% 86.1% 65.5%

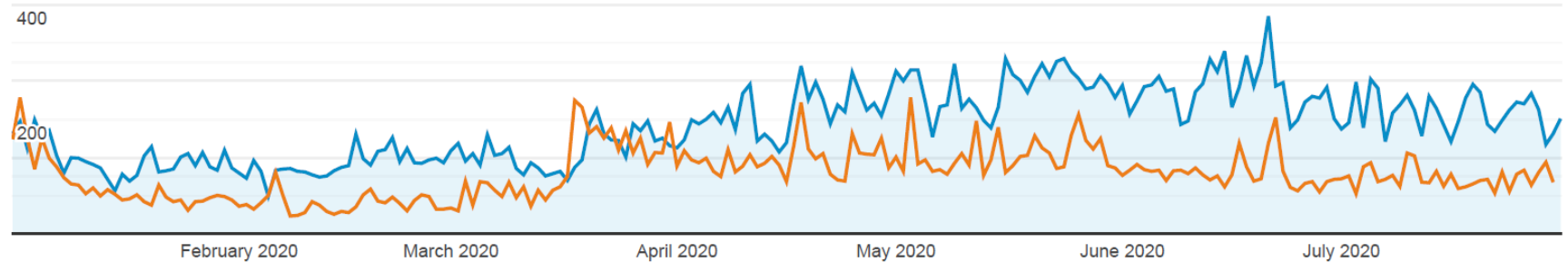
7/1 - 6/30	Sessions	Users	Pageviews
2018-2019	32,839	27,926	75,590
2019-2020	59,557	51,794	122,811

Fiscal Year
% increase 81.36% 85.47% 62.47%

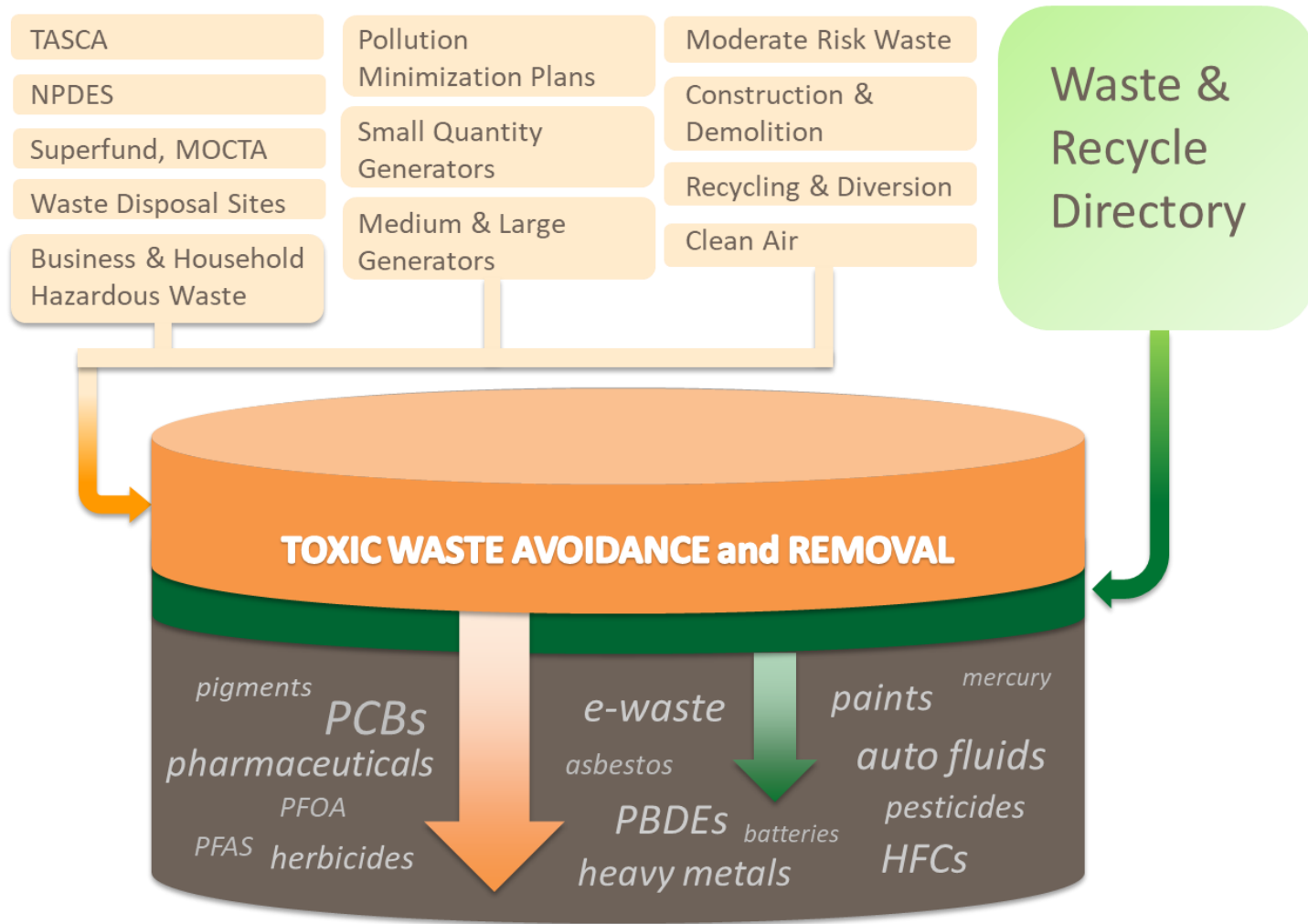
Waste Directory Users

January – July 2019 and 2020

Jan 1, 2020 - Jul 31, 2020: ● Users
Jan 1, 2019 - Jul 31, 2019: ● Users



Toxics Reduction: Regulation & Programs





Media Campaign Goals

A wareness

B randing

C licks



SRRTTF Radio Ad Summary

April 27 -- June 21, 2020

		Estimated		
	Radio Plays	Streaming Audio Impressions	Listeners Reached	Per Listener Frequency
Radio Station				
KCDA	168			
KKZY	176			
KISC	165			
Total	509	50,000	127,000	7



Digital Display Ads

Banner ads



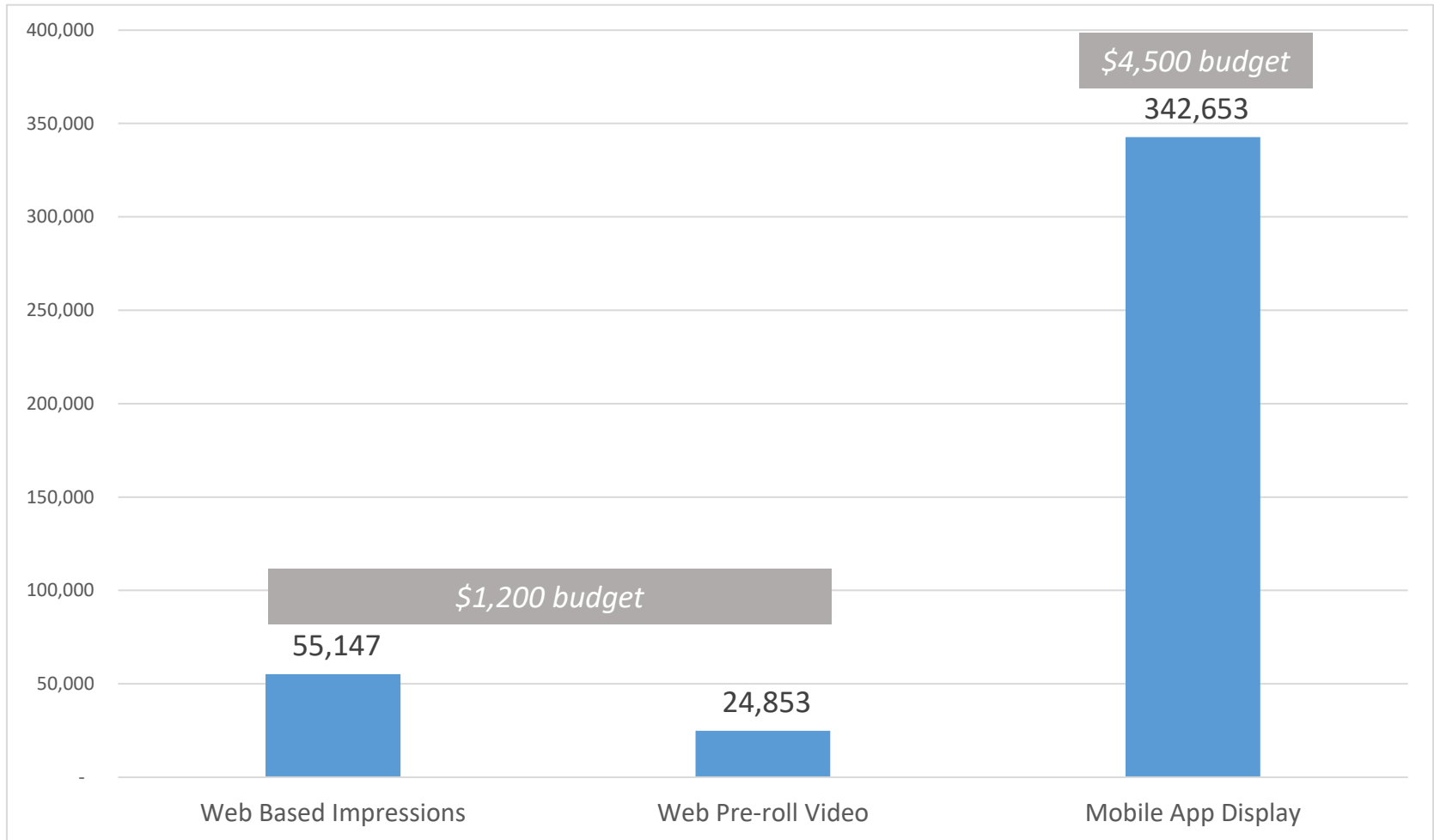
30 second video

<https://youtu.be/z-NCmLp1xIQ>

iHeart Digital Media Buy

	Impressions	Clicks	Click Through Rate (CTR)	Fully Played Video
Web Display	55,147	52	0.09%	
Web Pre-Roll Video	24,853	11		90.64%
Mobile App Display, Geofencing	342,653	899	0.26%	
Facebook				
Stewardship Video	9,356	291	3.11%	
Topic Ads	50,696	1,996	3.60%	
Total	482,705	3,249		
Budget Estimate	462,000			

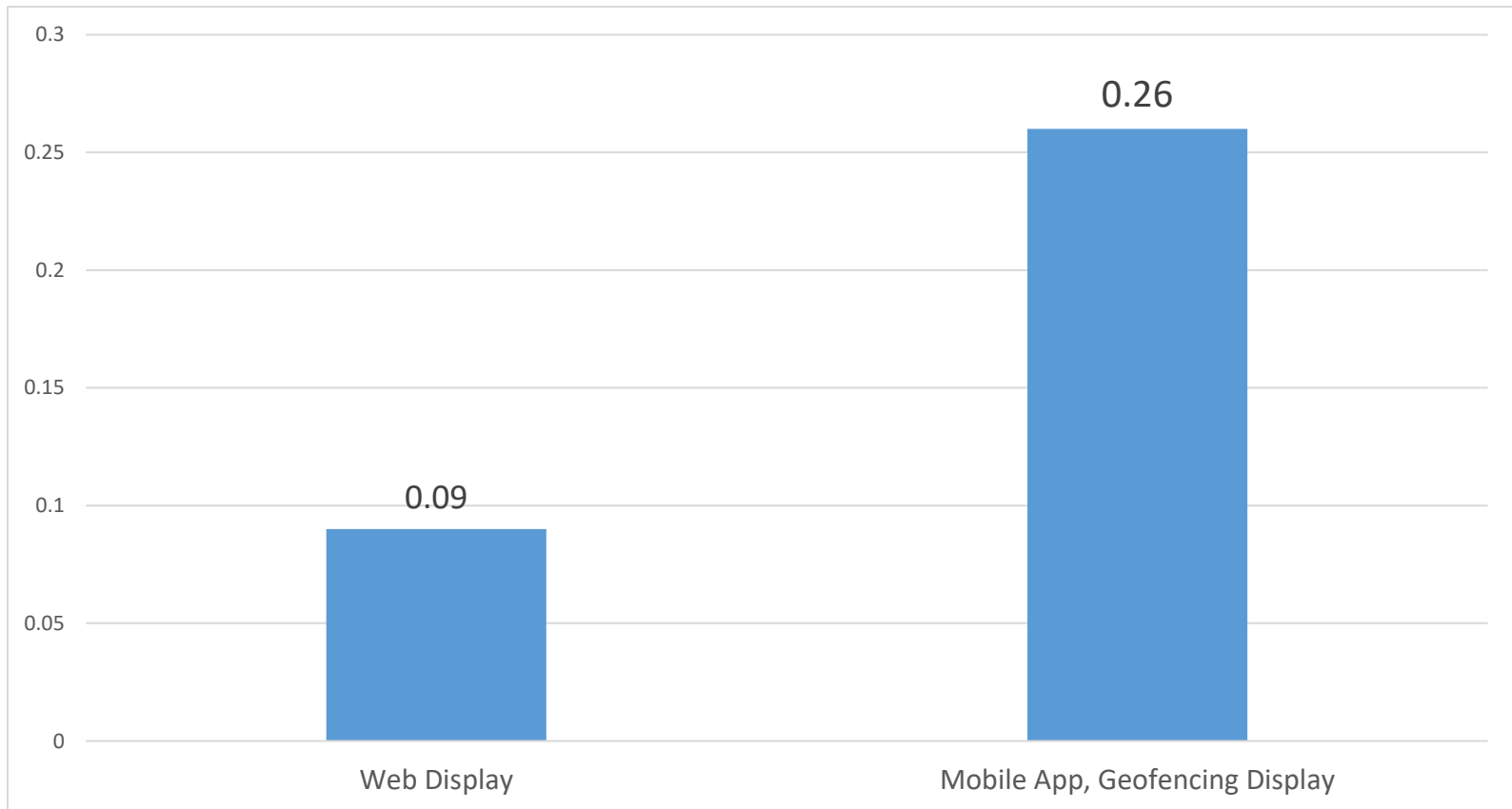
Impressions by Type



Fully Played 90.64%



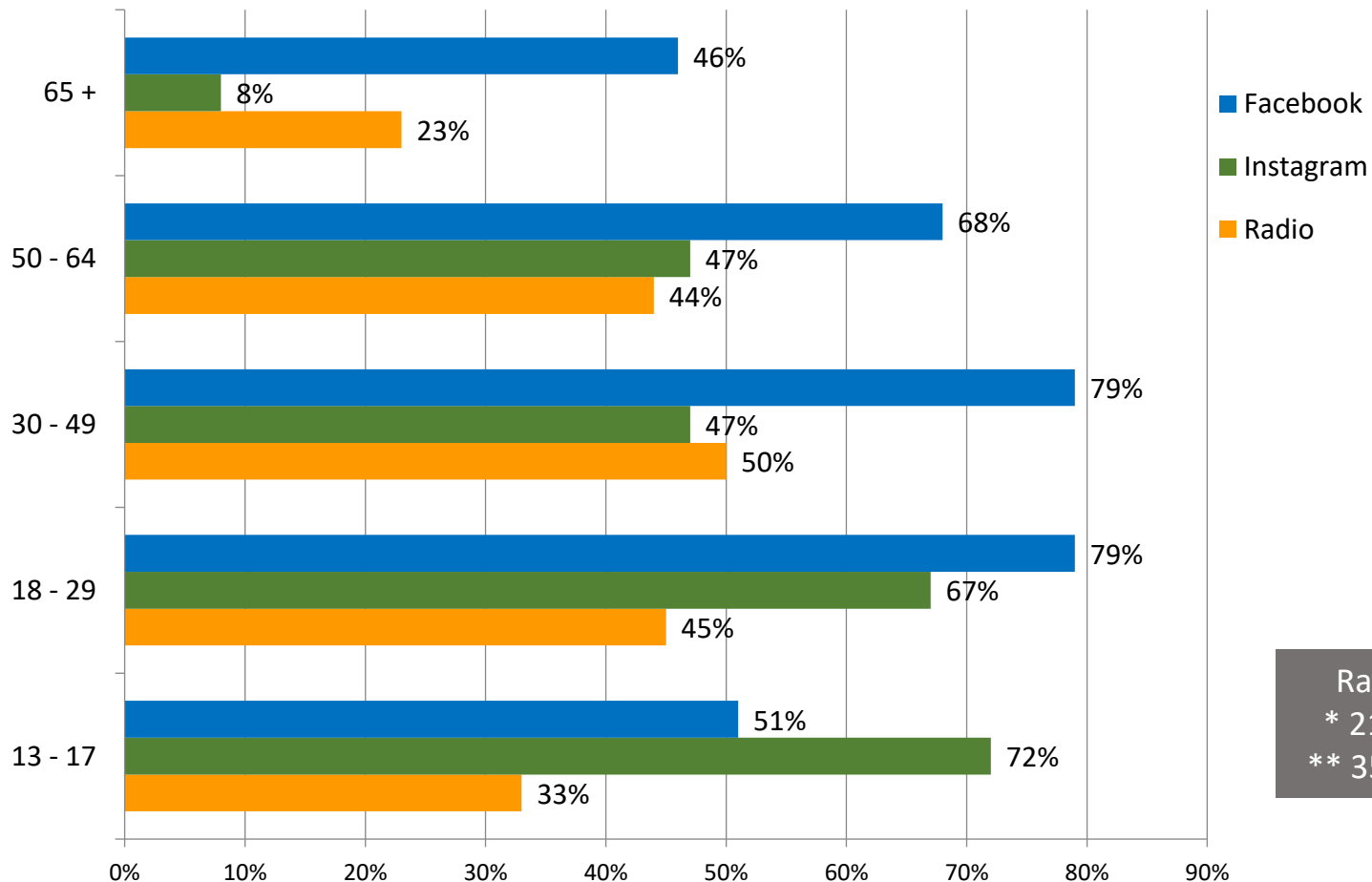
Click Through Rates



Industry CTR Display Ad Average: 0.46%



Media Age Demographics

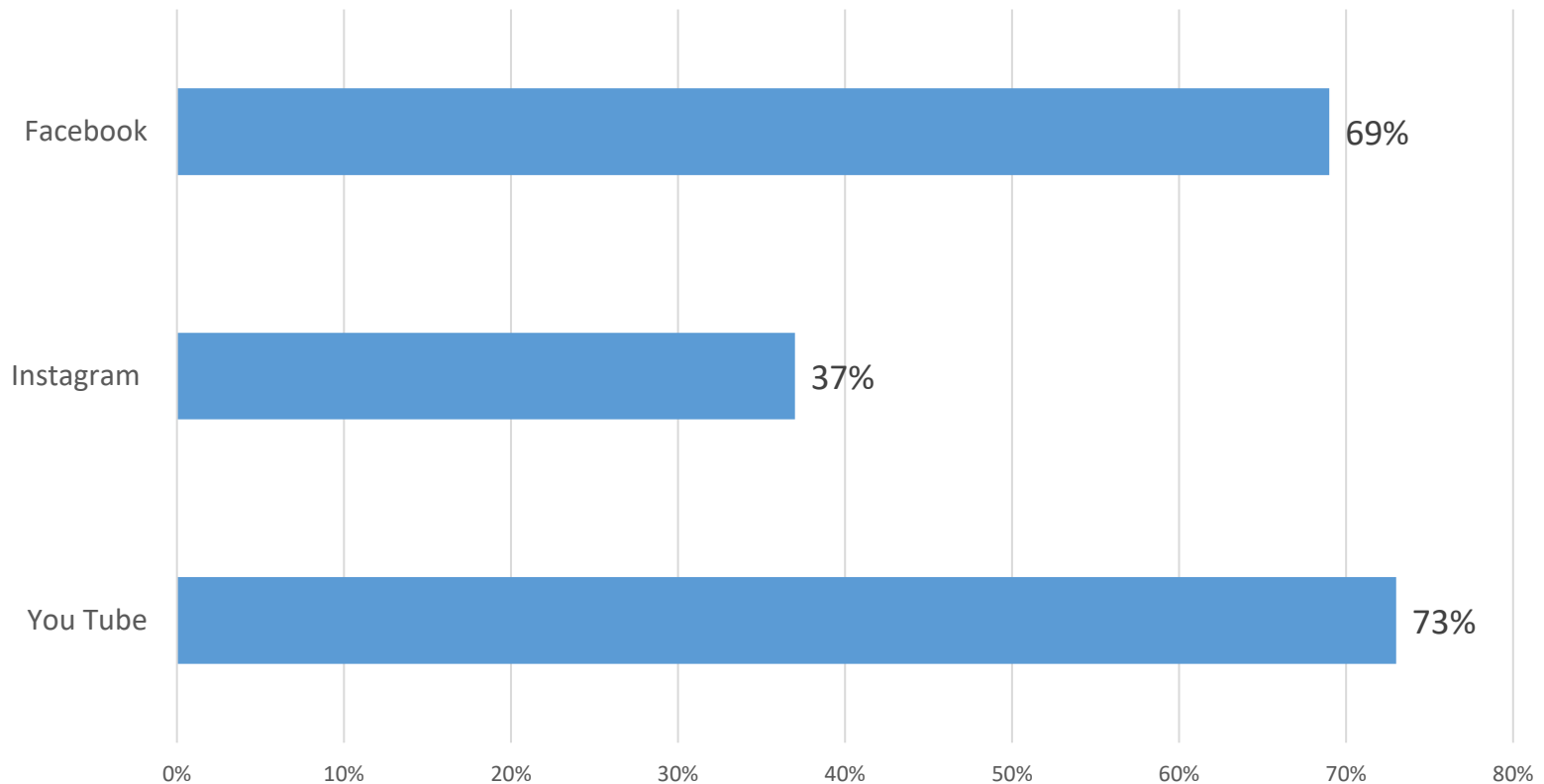


Radio:
* 21-34
** 35-49



Social Media Facts

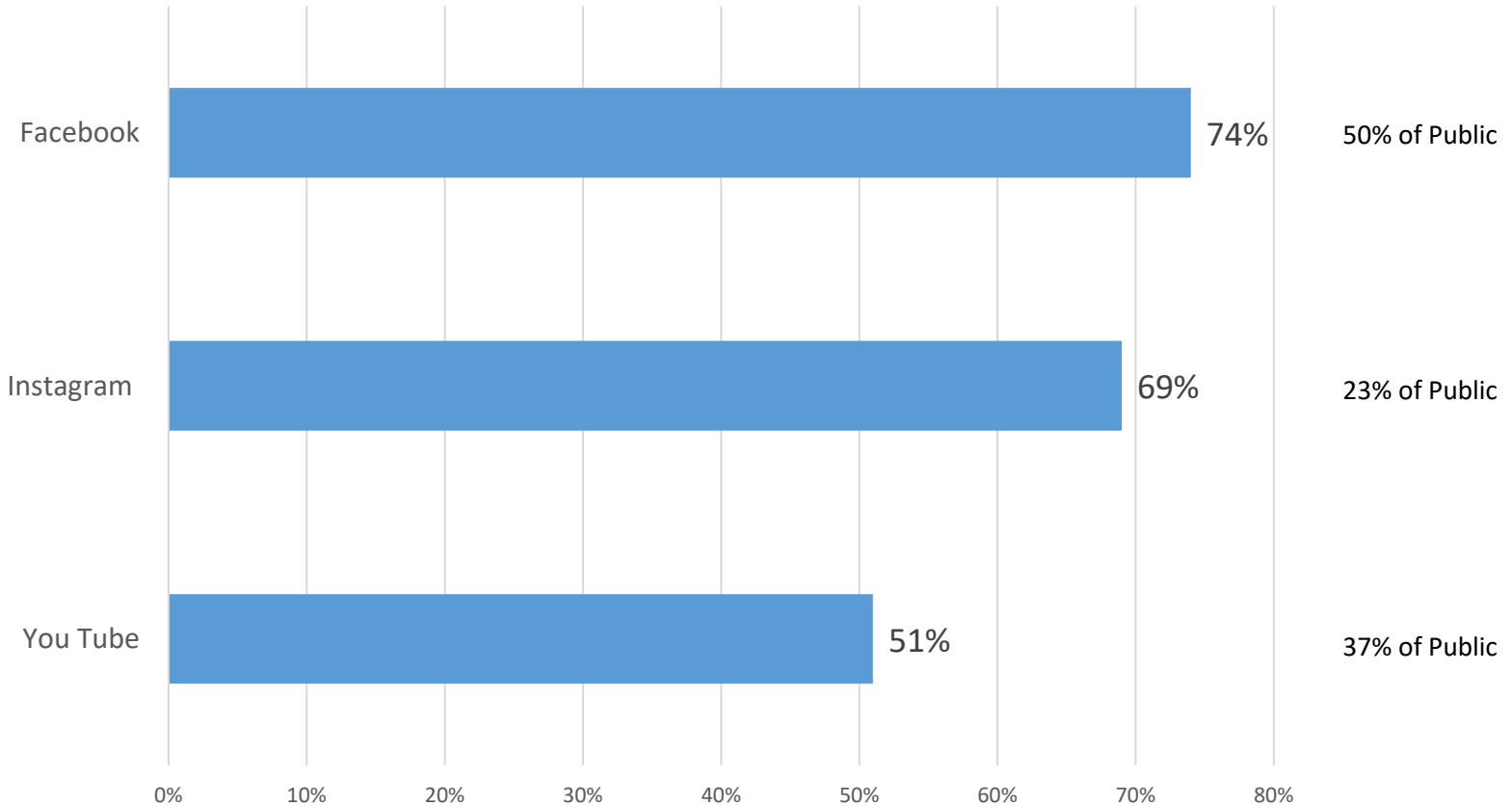
7 in 10 Americans Use Social Media





Social Media Facts

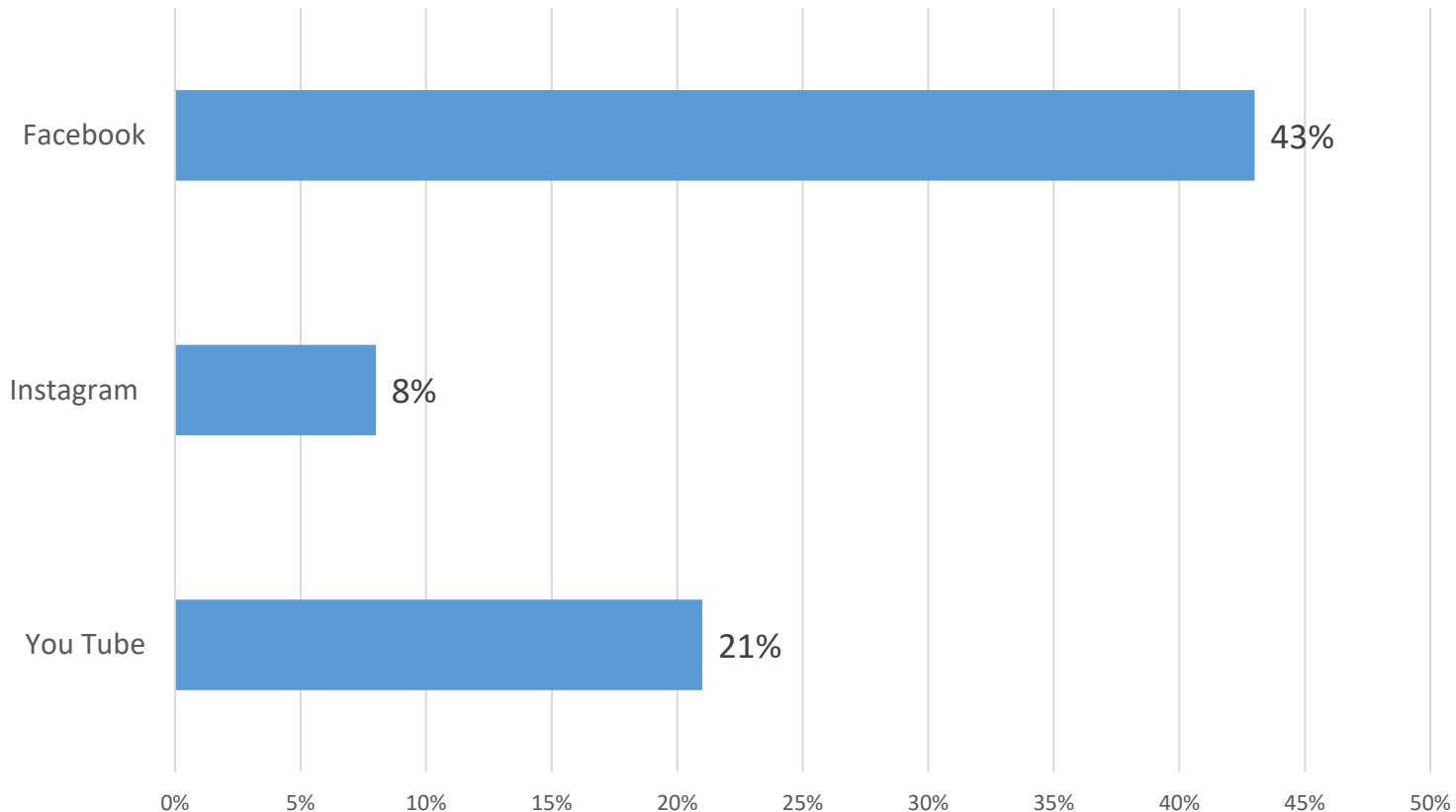
Social Media Net Daily Usage





Social Media Facts

Adults Receiving News By Social Media



Facebook Posts

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Remodeling? Help protect our precious Spokane River by visiting SpokaneWasteDirectory.org for the right way to dispose of common materials like paints, adhesives, and caulks that may contain other hazardous substances. Your actions can help protect safe drinking water, recreation, fish, and wildlife for today and future generations.



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Help protect our precious Spokane River by visiting SpokaneWasteDirectory.org for the right way to dispose of common materials like fluorescent light bulbs, older fixtures and other materials that may contain PCBs and hazardous substances. Your actions can help protect safe drinking water, recreation, fish, and wildlife for today and future generations.



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Your office can help protect our precious Spokane River. Visit SpokaneWasteDirectory.org for the right way to dispose of printer cartridges that may contain PCBs and other hazardous substances. Your actions can help protect safe drinking water, recreation, fish, and wildlife for today and future generations.



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Visit SpokaneWasteDirectory.org to help protect our precious Spokane River from materials containing PCBs and other toxic chemicals that can pollute our waters. <https://youtu.be/z-NCmLp1xIQ>

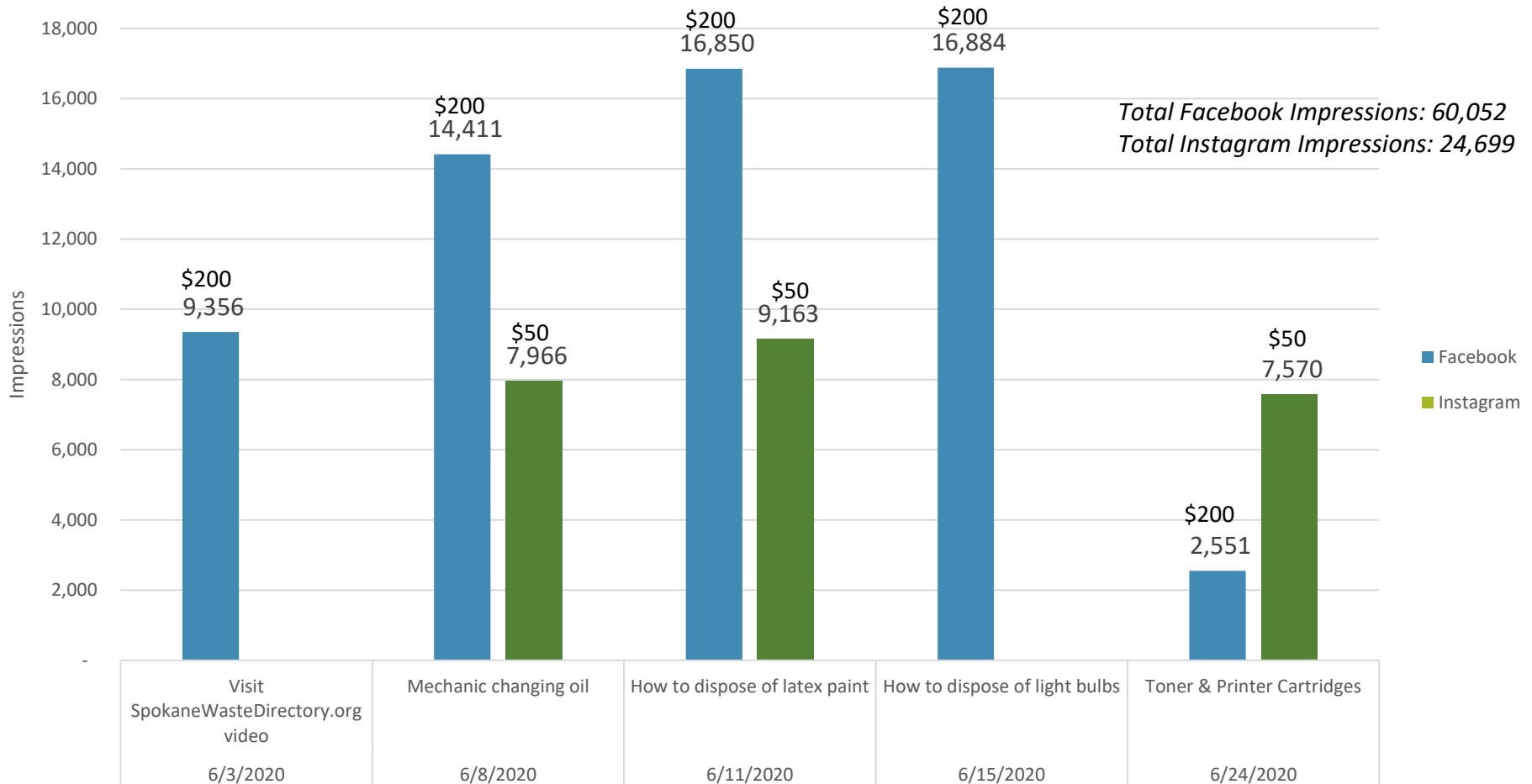


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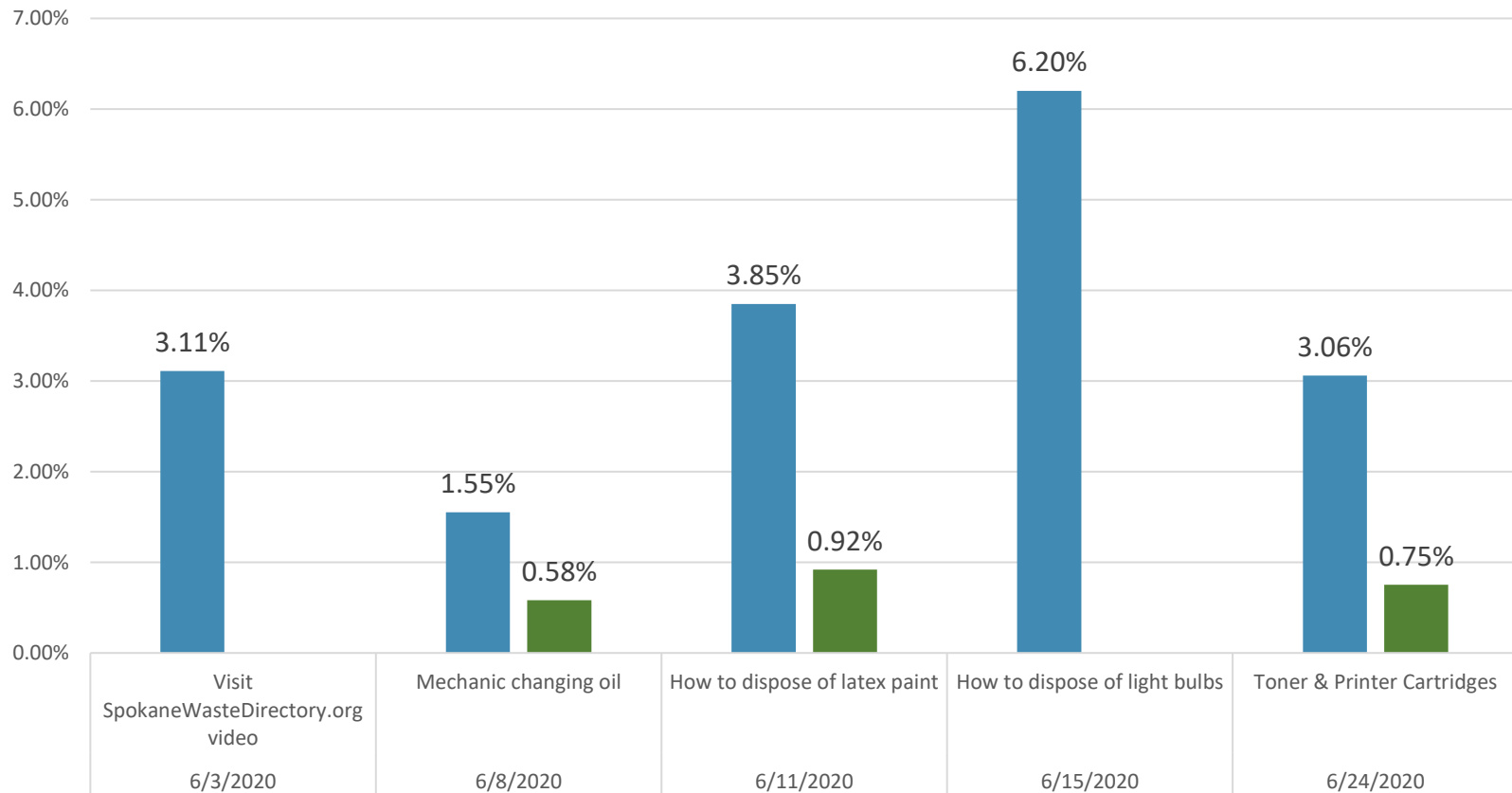
Help protect our precious Spokane River by visiting SpokaneWasteDirectory.org for the right way to dispose of common materials like fluorescent light bulbs, older fixtures and other wastes in WA and ID. These wastes may contain PCBs and hazardous substances that can pollute our waters.



Facebook & Instagram Total Impressions



Facebook & Instagram Click Through Rates



Average Facebook CTR: 1.28%
Average Instagram CTR: 0.6%



Recommendations

- Reduce radio by 1/3 to 1/2
 - Frequency = 3 – 4
- Remove banner ads from web display
- Increase 30 second stewardship video plays
 - Facebook
 - Instagram
 - Web Display
 - Mobile App Display
- Add 15 second videos to Facebook & Instagram
 - Oil Change
 - Paint Disposal
 - Light Bulbs
 - Toner & Print Cartridges