

SPOKANE RIVER  
REGIONAL TOXICS TASK FORCE



# 2021 SRRTTF Media Campaign Report



*Got Waste? Want to Recycle?* Put it in the right place!

VISIT [Spokane / Kootenai Waste & Recycle Directory](#)

1/1-12/31	Sessions	Users	Users Annual % Increase
2015	6,697	5,415	
2016	10,279	8,926	65%
2017	15,008	12,826	44 %
2018	22,739	19,649	53%
2019	43,562	37,308	90%
2020	66,262	57,246	53%



# Media Campaign Goals

**A** wareness

**B** randing

**C** licks

# Radio Ads

- **Auto, Oil & Fluids**
- **Paint, Pigment & Caulk**
- **Compact Fluorescent Lights & Ballasts**
- **Printer Ink & Toner Cartridges**

**15 and 30 second spots**





# SRRTTF Radio Ad Summary

April -- June, 2021

6 weeks

	Radio Plays	Listeners Reached	Per Listener Frequency
Radio Station			
Rock 94	200	51,600	8.6
KXLY News	185	14,400	5.8
99.9 Country	195	58,800	6.0
<b>Total/Avg</b>	<b>580</b>	<b>124,800</b>	<b>6.8</b>

# Digital Display Ads

- Auto, Oil & Fluids
- Paint, Pigment & Caulk
- Compact Fluorescent Lights & Ballasts
- Printer Ink & Toner Cartridges

Got Waste? Put it in the right place!  
Visit [SpokaneWasteDirectory.org](http://SpokaneWasteDirectory.org)



**LEARN MORE**

Oil, antifreeze and other wastes may contain PCBs and other toxic chemicals.

Got Waste? Put it in the right place!  
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**LEARN MORE**

Paint may contain solvents, PCBs and other toxic chemicals.

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**LEARN MORE**

Remodeling? Paints, adhesives, and caulks may contain PCBs and other hazardous substances.

Got Waste? Put it in the right place!  
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**LEARN MORE**

Compact fluorescent bulbs & older fixtures may contain PCBs and hazardous substances.

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**LEARN MORE**

Printer and toner cartridges may contain PCBs and other hazardous substances.





# Digital Display Ad Formats


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# Video Ads

- **Auto, Oil & Fluids**
- **Paint, Pigment & Caulk**
- **Compact Fluorescent Lights & Ballasts**
- **Printer Ink & Toner Cartridges**







# Digital Media Buy

Tactic/Strategy	Impressions Goal	Impressions Actual	Industry Click Through Rate (CTR)	Actual CTR	Unique Visitors	Industry Video Completion Rate	Actual Video Completion Rate
Facebook & Instagram Video	85,714	101,898			22,138	10-30%	18.60%
Targeted Video Display	178,571	294,974	.05--.12%	.06 -- 1.05%		84%	80--98%
Facebook & Instagram Static Ads	100,000	131,818		0.38%	31,061		
Targeted Display Static Ads	80,000	102,651	.05--.12%	0.59%			
Mobile/Geo-Fencing: Static & Video	110,000						
Static		73,336	.05--.12%	0.23%			
Video		43,377	.05--.12%	0.12%			
Website Retargeting	50,000	53,957	.05--.12%	0.18%			
	604,285	802,011					



# 2020 vs 2021 Campaigns

Tactic/Strategy	2020 Impressions	2021 Impressions
Facebook & Instagram Video		
Video	9,356	101,898
Display Ads	50,696	131,818
Targeted Video Display	24,853	294,974
Facebook & Instagram Static Ads		
Targeted Display Static Ads		102,651
Mobile/Geo-Fencing: Static & Video	342,653	116,713
Static		
Video		
Website Retargeting		53,957
	427,558	802,011

Digital Media Buy	\$	8,000	\$	13,000
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# Recommend/Consider with Education & Outreach Committee

- Move to Monthly Media Buys
  - Remove Radio or Restrict to Spring
  - Rotate Content
    - Seasonal & Timely
- Content
  - Retain Existing
  - Add?
    - PCB Free
    - Environmental Justice
    - ???
- Partner with Proposed Stormwater Stewardship Campaign?