



# 2022 SRRTTF Media Campaign: Stormwater

May 10, 2022



# Stormwater Digital Media Ads Video

General (30 secs.): <https://f.io/318h6LDM>

Pesticides, Herbicides, Fertilizer (15 secs.): <https://f.io/nrThFN25>

Car Leaks (15 secs.): <https://f.io/IVgh16a6>

Car Wash (15 secs.): <https://f.io/yE51ewLP>

# Digital Display Ad Formats

**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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**Got Waste?**  
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# Stormwater Digital Media Ads

## Static





# Stormwater Digital Media Ads

## Static



# Stormwater Digital Media Ads

## Static



Store chemicals in containers under a roof.

Keep pollutants off our streets and out of storm drains.

ONLY RAIN DOWN THE DRAIN  
PROTECT CLEAN WATER FOR OUR RIVER & AQUIFER

LEARN MORE »

This static digital media ad features a photograph of various household chemicals, including spray cans and bottles, stored on a shelf under a roof. The text 'Store chemicals in containers under a roof.' is overlaid on the image. Below the image is a blue banner with the text 'Keep pollutants off our streets and out of storm drains.' and a circular logo with a fish and the text 'ONLY RAIN DOWN THE DRAIN' and 'PROTECT CLEAN WATER FOR OUR RIVER & AQUIFER'. At the bottom is a green button with the text 'LEARN MORE »'.



Fix oil and other car leaks.

Keep pollutants off our streets and out of storm drains.

ONLY RAIN DOWN THE DRAIN  
PROTECT CLEAN WATER FOR OUR RIVER & AQUIFER

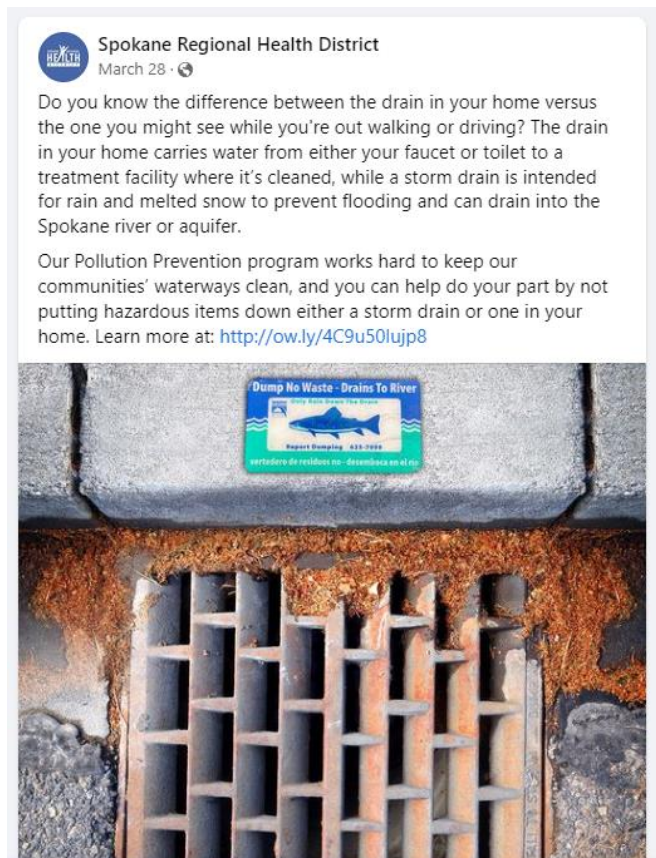
LEARN MORE »

This static digital media ad features a photograph of a car with a large oil leak on the pavement. The text 'Fix oil and other car leaks.' is overlaid on the image. Below the image is a blue banner with the text 'Keep pollutants off our streets and out of storm drains.' and a circular logo with a fish and the text 'ONLY RAIN DOWN THE DRAIN' and 'PROTECT CLEAN WATER FOR OUR RIVER & AQUIFER'. At the bottom is a green button with the text 'LEARN MORE »'.



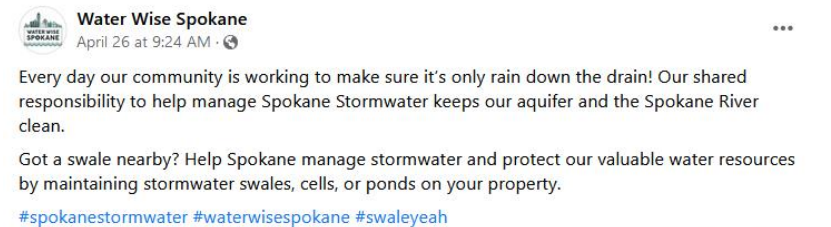
# Additional Media

## SRHD Social Media Post



## City of Spokane Social Media Video Post

<https://www.facebook.com/waterwisepokane/videos/2509984462469664>



# Digital Display Ads

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

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LEARN MORE

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LEARN MORE

Paint may contain solvents, PCBs and other toxic chemicals.

Got Waste? Put it in the right place!  
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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.

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

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



# Cumulative 2022 Results: February – March 2022

| Tactic/Strategy                 | Monthly Impressions Goal | Impressions Actual | Industry Click Through Rate (CTR) | Actual CTR % | Reach  | Industry Video Completion Rate | Actual Video Completion Rate |
|---------------------------------|--------------------------|--------------------|-----------------------------------|--------------|--------|--------------------------------|------------------------------|
| Facebook & Instagram Video      | 140,000                  | 38,803             | .8 -- 2%                          | 0.2          | 16,679 | 10-30%                         | 32.40%                       |
| Facebook & Instagram Static Ads |                          | 98,798             | .20-- .50%                        | 1.08         | 41,467 | NA                             | NA                           |
| Targeted Video Display          | 128,000                  | 218,393            | 1.84%                             | 0.14         | NA     | 50-70%                         | 85.57                        |
| Targeted Display Static Ads     | 100,000                  | 148,112            | .05-- .12%                        | 0.72         | NA     | NA                             | NA                           |
| Mobile/Geo-Fencing: Static      | 38,000                   | 38,104             | .05 -- .12%                       | 0.55         | NA     | NA                             | NA                           |
| Total                           | 406,000                  | 542,210            |                                   |              |        |                                |                              |
| Media Buy: \$3,300 per month    |                          |                    |                                   |              |        |                                |                              |

# Observations

Andy Reach Estimate:

Per month, 60 – 75k people  
received a message 1 to 4 times

Light Fixtures Most Popular  
(Impressions & CTR)

Facebook Reaches More People  
than Instagram

- 12X static ads
- 4X higher video

Online Video Device Analysis

- |                  |     |
|------------------|-----|
| • Desktop/Laptop | 80% |
| • Smart Phone    | 18% |
| • Tablet         | 2%  |

# Observations

## Top Impressions by Location

| Zip Code | Location                     |
|----------|------------------------------|
| 99208    | NW Spo - North of Francis    |
| 99205    | NW Spo - Below Francis       |
| 99206    | W Valley - South to Mica     |
| 83815    | CDA - North of I-90          |
| 99207    | E Spo - S of Francis         |
| 83854    | Post Falls                   |
| 99223    | S Spo - Moran Prairie        |
| 83814    | CDA                          |
| 99202    | East Central Spo             |
| 99203    | South Hill                   |
| 99206    | East Valley                  |
| 99212    | Central Valley               |
| 99224    | W of Spo, not Airway Heights |
| 83835    | Hayden                       |
| 99004    | Cheney                       |