

SPOKANE RIVER
REGIONAL TOXICS TASK FORCE



2022 SRRTTF Media Campaign

August 2022



YTD Stormwater Digital Media Campaign Summary

Media Buy: \$3,300 per month (\$19,800)

February – May

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

June – July (Stormwater)

- One Water & Only Rain Down the Drain
- Pesticides, Herbicides and Fertilizers
- Car Leaks
- Car Wash

Stormwater Digital Media Ads

Video

General (30 secs.)

Specific (15 secs.)

View at:

<https://spokaneriver.net/category/news/videos/toxics-reduction/>

<https://spokaneriver.net/category/news/videos/stormwater/>

Digital Display Ad Formats

Got Waste? Put it in the right place!
Visit SpokaneWasteDirectory.org



LEARN MORE

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

Got Waste?
Put it in the right place!



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

LEARN MORE

Visit SpokaneWasteDirectory.org



Keep pollutants off our streets and out of storm drains. **LEARN MORE »**



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Cumulative 2022 Results: February – March 2022

Tactic/Strategy	Avg Monthly Impressions Goal	Avg Monthly Impressions	Industry Click Through Rate (CTR)	Average Monthly CTR %	Avg Monthly Reach	Industry Video Completion Rate	Monthly Avg Video Completion Rate
Facebook & Instagram Video	76,667	20,484	.8 -- 2%	0.19	8,867	10-30%	30%
Facebook & Instagram Static Ads		84,070	.20--.50%	0.59	24,977	NA	NA
Targeted Video Display	63,454	87,400	1.84%	0.16	NA	50-70%	82%
Targeted Display Static and Retargeting Ads	46,800	79,759	.05--.12%	0.80	NA	NA	NA
Mobile/Geo-Fencing: Static	19,260	18,407	.05 -- .12%	0.40	NA	NA	NA
Total	206,181	290,120					

Observations

Andy Reach Estimate:

Per month, 75k – 100k people
received a message 1 to 4 times

Stormwater Ads Performing Even
Better Than Previous Campaign

Facebook Reaches More People
than Instagram, Especially Video

Most Popular Stormwater Ads

- Car Wash & Pesticides

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

Next Steps

- Select September – October Rotation
- Consider New Content
 - E-Waste
 - Adjust sprinklers to avoid fertilizer, pesticide runoff (spring)
 - General
 - ????