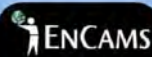





**Raising Awareness:
Education or public retribution?**

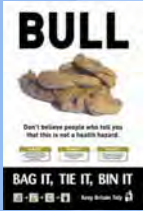
Jo Butcher, Group Director, Market Research & Campaigns

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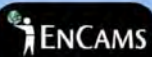





Achieving action

- Commercial marketing principles
- Emphasis on behaviour change (awareness information decision action)
- Peer pressure and social change
- Targeted
- Measured
- Value for money?
- Integrated



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Integrated marketing strategy

- Market Research
- Paid for advertising
- Media Relations
- PR/education
- Partnerships
- Resources and training
- Enforcement
- Cross departmental working
- Infrastructure and service delivery
- Sponsorship and funding

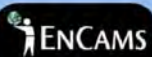
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Knowing your market is essential!

- Don't make assumptions
- Is there a need for the campaign? - viable, based on hard facts (perception/actual)
- What is the problem (cause and source)?
- Who are your target audience - segmentation, desk research, psychology, semiotics
- Understand how will they be encouraged to change behaviour

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Advertising design and media channels

- Language
- Tone
- Not too complicated
- Is it the right visual?
- Is it right for channel?
- Place advertising where your target audience will see it!
- Cost/impact analysis

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Media relations

- Who is the target media
 - Tabloid press
 - Broadsheet
 - Local/Regional
 - Technical
 - TV/Radio
- Is a media launch required?
- Celebrity?



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The Justifier

The image on the left is a painting of a man in a dark suit and white shirt walking a black dog in a park. The image on the right is a photograph of a bus stop shelter with a large 'NO' sign and the text 'BAG IT, TIE IT, BIN IT' below it.

18-24: A World of Extremes

Successful communications to this group must therefore aim to disrupt what is seen as normative culture: it must make the world stranger, sexier or more dangerous than before...the 18 - 24 year old lives in a symbolic market that privileges shock and radicalism over everything else...

18-24 Extreme Imagery

The collage includes several images: a woman in a dark, bloody outfit; a sign that says 'DRINKING SMOKING & SCREWING'; a man with a spear; a man in a tank top; and a group of people in black.

18-24's: Leaving the Teen World Behind

The World of Sexual Attraction

- everything for this age group revolves around the world of sexual attraction
- nights out, getting ready, on the pull, sexual imagination, fantasies etc
- the 18 - 24 year olds fuse this intense interest in sexual attraction through greater :
 - impudence and responsibility
 - access to money
 - access to drink and drugs

Example – 18-24 night time litter

The collage includes several images: a woman in a white top; a man in a white shirt; a newspaper clipping about a clean-up campaign; and a photograph of a person cleaning up.

- £80k Advertising
- The Star, Daily Mail, The Times
- £1.6 million EAR

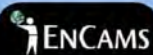
Evaluation

- Targets – realistic & measurable
- Pre, during, post evaluation
- Tangible results
- Press coverage
- Advertising recall
- Public response

The image shows a rat with the text 'LITTER IS BECOMING A PLAGUE'.

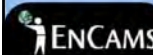
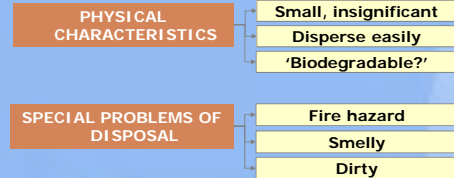
Example – Cigarette Litter 06/07

- Integrated campaign
- Market research
- Advertising
- Media relations and PR
- Bin provision/solutions
- Partnership working (10 LA Partners)
- Enforcement
- Business partnership
- Evaluation (attitudinal/actual reduction)



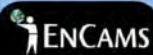
HOW ARE CIGARETTE ENDS DIFFERENT?

Cigarette ends were felt to differ from other forms of litter in a number of ways

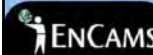
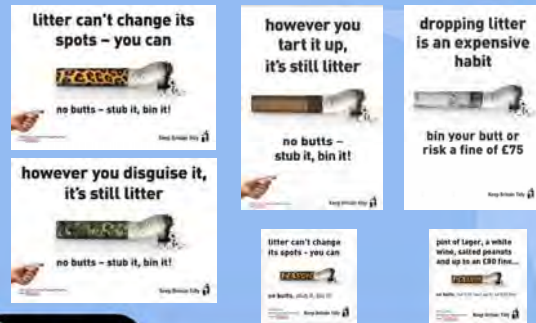


Campaign Message

- Personal connection
- Non-patronising
- Confirm butts are litter
- Provide a solution (bins/portable ashtrays)

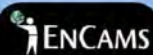


Posters



Overall results

- 2006, 35% reduction of cigarette butts
- 212 fixed penalty notices issued
- 380 dedicated cigarette bins sold
- 7,148 hits to the smoking section of the ENCAMS website
- 13,225 posters ordered
- £2million EAR media coverage
- June 07 - 33% decrease



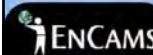
Successful contrasting approaches

Leeds City Council

- High profile city centre advertising
- Heavy focus on Enforcement (190+ FPNs)
- 45% reduction

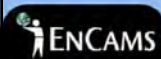
Bristol City Council

- High profile city centre advertising
- Heavy focus on education, PR and media relations
- 80% reduction



The full package

- Complete campaign packages
- Integrated campaigns
- Market research
- Strategy development
- Creative design
- Advertising production and management
- Print management
- Media planning and buying
- PR, media relations and launches
- Monitoring and evaluation



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