

OBJECTIVE

Develop and implement an integrated PR and marketing campaign that raises awareness of the Reverse Litter program and the impact of litter on North Texas waterways.



INSIGHT

Through primary research, OCG learned North Texans are passionate about litter. However, primary research conducted before the spring 2016 paid media flight revealed only 13% of residents could recall the Reverse Litter message.



STRATEGIES

OCG created an integrated marketing and PR campaign to encourage North Texans to make the pledge. Using existing creative, OCG targeted active families, outdoor enthusiasts, those who are environmentally concerned and community activists. Tactics included:

- traditional media relations
- social media
- community outreach
- paid advertising - television, radio/ streaming, out of home, digital, social media



RESULTS

The client's primary measurement tool was the Ten on Tuesday pledge, a commitment made by residents to pick up ten pieces of trash every week.

- 50% increase in pledges
- Post campaign research showed campaign awareness doubled among North Texas residents
- Media coverage on nearly every major media outlet in North Texas
- Three new community outreach programs developed, more than 500 people engaged in three months
- OCG negotiated more than \$100,000 in PSAs



 reverselitter.com

**PR & MARKETING
CAMPAIGN SPURS 50%
INCREASE IN RESPONSE**



VALUE PROPOSITION

OCG has a proven track record in developing results-based cause-related campaigns, and can move people to action for your organization.

OCG+
OPEN CHANNELS GROUP