

2017 - 2018 RECYCLING & BEAUTIFICATION COMMITTEE CAMPAIGNS REVIEW

Messaging	Campaign	Dates / Length of Run	Total Budget (Media + Creative)	Plus Added Value Obtained	Online/Digital Impressions	Clicks / Actions	Video Completion Rate	Radio Impressions	Number of Radio Spots	ROI	Cost Per Thousand Impressions	Assessment
Recycle More, Trash Less	I'm Just a Bottle...	11/06/17 - 11/19/17 (two weeks)	\$9,310.00	\$6,388.36	1,228,092	1,697	FEP: 77.64%	1,015,940	124	\$0.92	\$12.78	This campaign ran during America Recycles Day, and that helped us with added value exposure. The creative for this campaign is very engaging, but it's been used for the past three years. That said, digital impressions and actions were good. The video ran on Full Episode Player TV with 34,851 video completions. Need to discuss whether this messaging will be changing to one of contamination vs. the broad recycling message we have now.
Team Up 2 Clean Up	America, the Beautiful?	03/19/18 - 04/01/18 (two weeks)	\$11,160.35	\$4,037.77	1,379,596	1,566	N/A	1,166,810	184	\$1.06	\$8.09	This campaign with new creative was coordinated to run during the Great American Cleanup national promotion, and brought in impressions above anticipated levels in all purchased digital categories, with a third more actions on social media than purchased. There was no video asset created for this campaign, and perhaps that's something we think about creating for the coming year. Solid ROI for this new campaign.