

Elements of a Good Ad Campaign

- Clear message
- Up to date info
- Tie in to positive atmosphere/message (don't be afraid to ride the coat tails!)
- Reinforce benefits
- Easily recognizable (brand and own it!)
- Appropriate method of message
- Develop Timeline

All Ads should contain:
Images that convey appropriate tone
Memorable images and slogans



Ad Types

- Demo
- Need/Problem
- Problem as Analogy (product is the solution)
- Comparative (yours better than other leading brand)
- Exemplary Story
- Benefit Causes the Story
- Telling it, Testimonial
- On Going Character/celebrities
- Symbol, analogy or exaggerated graphic
- Associated User Imagery
- Unique Personality or Property
- Parody or Borrowed Format

- **Consider content that does the following:**
- Shows how time and effort (cost) is acceptable
- Reinforces the evolution of man/woman
- Share success, Thank your Target!!

Last and Never Least

Monitor implementation, Reassess and Realign

References

"Social Marketing Theory" Hendricka Meischke
 Hands on Social Marketing, A Step by Step Guide
 Nedra Kline Weimreich

The Community Toolbox
 Work Group for Community Health and Development at University of Kansas
 ctb.ku.edu

About.com, Social Marketing (various)

"Carrots, Sticks, and Promises: A Conceptual Framework for the Management of Public Health and Social Issue Behaviors"
 Michael L. Rothchild
 Journal of Marketing, Vol. 63 (October 1999) p. 27-37

"Intersector Transfer of Marketing Knowledge"
 Alan R. Andreasen
 Social Marketing Institute Working Papers
 Alliances and Ethics in Social Marketing
 www.social-marketing.org

ODNR: Division of Recycling and Litter Prevention
 Various social marketing publications, workshops and all around support!

Print

CURBSIDE RECYCLING

Reduce, Reuse, Recycle!

Don't throw it away!
 Recycling is free and easy!
 Protect the environment and future generations.
 Reduce, reuse, recycle and recycle with glass, cans, plastics and newspapers in the curb.

For more information on recycling and curbside recycling, visit our collection events or to request a recycling bin, contact us at 330.746.2000 or visit us at www.greenmahoning.com.




Mahoning County's Residential Recycling



RESIDENTIAL RECYCLING

Don't throw it away. Recycling is free and convenient!
 Protect the environment and future generations by taking advantage of the many recycling opportunities offered to you.

Curbside recycling service covers 100% household bins, regardless of your trash bucket.
 We accept magazines and catalogs with glass, cans, plastics and newspapers. Please separate glass from your container to insure good flow.

Additionally, there are 25 conveniently located drop-off sites in Mahoning County. These recycling centers are not curbside services. To proper public safety, cans and glass containers.

For more information on recycling, additional programs, special collection events, or to request a suitable bin, contact us at 330.746.2000 or visit us at www.greenmahoning.com.

DROP OFF RECYCLING

CURBSIDE RECYCLING



The Recycling Division of Mahoning County
 David Lutz, John Wilkins, Anthony Tuckwell

Signs

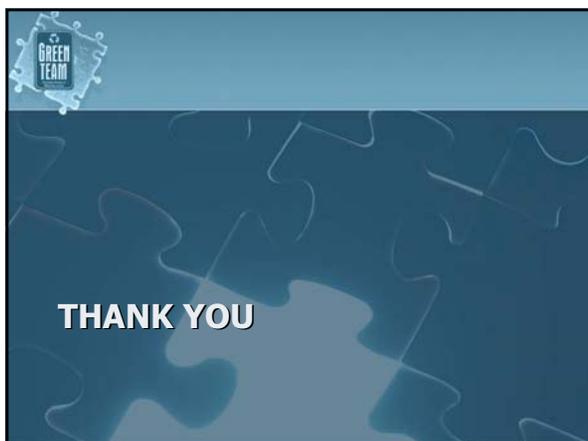
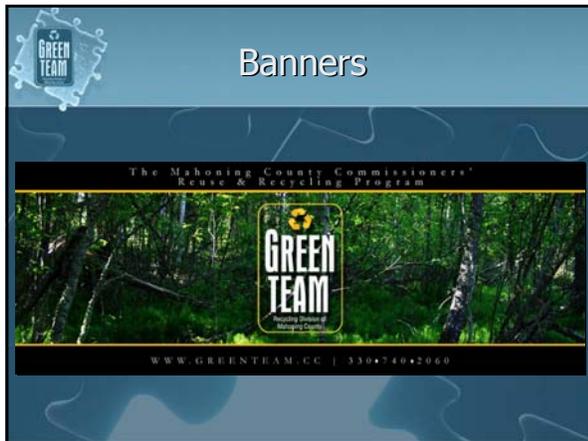


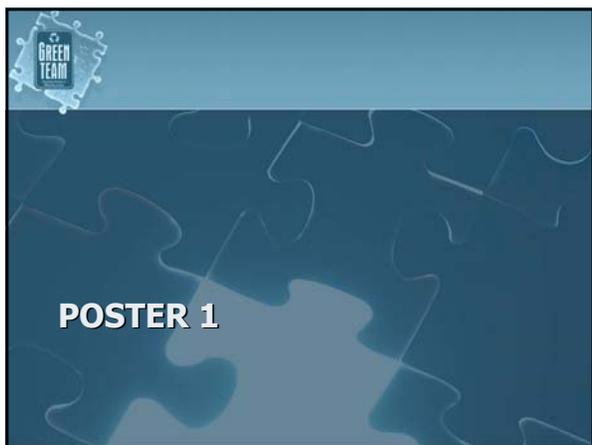
The Board of Mahoning County Commissioners
 The Mahoning County Reuse & Recycling Division & Austintown Township Trustees

PRESENT TO THE RESIDENTS OF MAHONING COUNTY THIS COMMUNITY

RECYCLING CENTER









www.mahoningswcd.org
WEB ADDRESS



Mahoning Matters pdf



[HTTP://WWW.ECY.WA.GOV/
PROGRAMS/WQ/POSTERS/](http://www.ecy.wa.gov/programs/wq/posters/)



Some Examples
(slide made by OCAPP to accompany Ms. Vrable-Bryan's presentation)



Team Work
(slide made by OCAPP to accompany Ms. Vrable-Bryan's presentation)



Household Hazardous Waste
(slide made by OCAPP to accompany Ms. Vrable-Bryan's presentation)



Don't reinvent the wheel

(slide made by OCAPP to accompany Ms. Vrable-Bryan's presentation)



Document

(slide made by OCAPP to accompany Ms. Vrable-Bryan's presentation)



Posters

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Mahoning Matters

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Web site links

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