

## ROADSIDE LITTER PREVENTION EDUCATION MEDIA CAMPAIGN

**Campaign Overview Presentation** 

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SONSHINE COMMUNICATIONS – LEAD AGENCY SACHS MEDIA GROUP & CUNNINGHAM GROUP, SUB-CONTRACTORS



## **Strategic Message**

**Mission:** To educate and encourage Florida's motoring public to take a greater responsibility for helping the department maintain a litter-free roadside on the State Highway System.

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ONL

**Vision:** To promote Florida Highways as a valuable litter-free asset where the motoring public can enjoy the natural beauty of Florida's landscape.

Values/Beliefs: The campaign is empowered by motivating the motoring public to respect the environment, appreciate litter-free roadways and be committed to not litter.

LATITUTION DISTORT

# **Objectives and Goals**

- Establish and build public awareness of the importance of roadside litter prevention;
- Establish and build strategies for public and private involvement in keeping Florida's roadsides free of litter;
- Establish and build the visibility and awareness of FDOT as a key agency in roadside litter prevention
- Improve driver satisfaction with roadside cleanliness; and
- Alter driver/passenger behavior by increasing their participation in roadside litter prevention.



# Phase 1 Organizational

HINE COMMUNICATIONS

States in the

Media Marketing Plan July 31, 2013 - January 15, 2014

ROADSIDE LITTER PREVENTION EDUCATION MEDIA CAMPAIGN

Som SHINE

FDOT



### **Campaign Development**

# DRUE IT HOME KEEP OUR PARADISE LITTER-FREE<sup>SM</sup>



CleanFLroads.com



### **Campaign Development**



## Campaign Roll Out Launched April 25, 2014 in Tallahassee



### **Event Launch Highlights**









### **Event Launch Highlights**









### **Event Launch Highlights**





- Identify & Promote Campaign Partnerships
- Incorporate an Acknowledgement Program
- Identify and Procure Future Celebrity and Sports Campaign supporters.



### BACKGROUND

shes the aesthetics of the streets, roads and highways throughout the state of Florida. It is Littler dennishes the aethetics of the streets, notax an rigravity timoghout the state of Profice. It is districting to the public, thereby adversely alteriality the street of denne, publications and biocytists. Littler is often variable by rain into rivers, lakes and other bodies of variate, and can cause dogs in storm vater divances posterms. The Profix Disparatment of Transportation (POT) spends an estimated 30 - 512 million annually to remove littler from the statisk highway system. This figure does not reflect the additional announts that county and only governentian is Process apprint of them removed from their codes of all diverts.

cial support from the Federal Highway Administration, FDOT will launch a multi-year Roa With the Induced support more than a many summary and the second second

The Sonshine team will work in tandem with the FDOT to execute an effective program designed to heighte awareness and stimulate change in behavior and attitudes about roadside litter.

### **OBJECTIVES AND GOALS**

The objectives and goals of the RLPE campaign are to:

- Establish and build public awareness of the importance of roadside litter preventi-Establish and build strategies for public and private involvement in keeping Florida's roadsides
- sinton bish and build the visibility and awareness of FDOT as a key agency in roadside litte
- mprove driver satisfaction with roadside cleanliness Alter driver/passenger behavior by increasing their particip

### THE ACKNOWLEDGEMENT PROGRAM

The statewide launch took place in April 2014. During the launch, noted VIP and Sports celebrities were introduced as official spokespersons of the campeign. This included members of the NFL, NASCAR and the PGA. More VIP and Sports Celebrities will be announced in the upcoming onths as well.

Your support to the campaign, whether via cash and or i stance, will be used to bein develop the car while services messages in a highly effective



- Litter-Free Leader \$25,000 cash and/or in-kind contribution
- ter-Free Leader 3x0,000 cases and/or in-and contribution Logo and company name on television and social media public service announcement feat the VIP celebrity Logo, company name and link to business on the campaign's website Video cip of the company placed on the campaign's website Logo on at auropsign educational outrach Items (brochures, litter car bags, bottled water, Logo on at auropsign educational outrach Items (brochures, litter car bags, bottled water,
- bumper stickers)
- Signage with name and logo at all key statewide presentations and events Lagrange Information and regional services of states which prevention and and version Lago and company name listed on all presentation materials Company display and booth placement at all campaign events

Anknowledgement categories and entitlements for the statewide launch are as follows

### Paradise Protector - \$10,000 cash and/or in-kind contribut

- Logo on television and social media public service announcement featuring the VIP celebrity Logo link to business on the campaign's website Logo on all campaign educational outreach items (brochures, litter car bags, bottled water
- bumper stickers)
- Signage with logo at key statewide presentations and events Logo and company name listed on all press releases and media information distribu-Logo and company name listed on all presentation materials Company display at special campaign events

### ers - \$5,000 cash and/or in-kind contribution

- Logo and link to business on the campaign's website Logo on one of the campaign's educational outreach items (t vater, bumper stickers)
- ater, bumper stickers) gnage with company name listing at one statewide event Company name listed on all press releases and media infe

### hers - \$2,500 cash and/or in-kind contribution

- Logo and link to business on the campaign's website Signage with company name listing at the statewide eve Company name listed on all press releases and media in

In addition, campaign educational products will be distributed by the ca ride, increasing your brand's visibility and recognitio

- Obtaining Campaign Partnerships
- Help increase the campaign's message throughout your community
- Customize educational materials
- Leverage media placement opportunities

### Partnership Perks

- Increase campaign and your leverage in the community
- Help involve more corporate and community leaders throughout the community
- Will brand the organization with a highly recognized campaign



# Phase 3 – Campaign

### Media Rollout





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## Phase 3 – Campaign

**Presentations and Partnership** 

**Statewide Presentations** 

BOONE



### FLORIDA DEPARTMENT OF TRANSPORTATION RLPE MEDIA CAMPAIGN

# QUESTIONS ?



### FLORIDA DEPARTMENT OF TRANSPORTATION RLPE MEDIA CAMPAIGN

FDOT

# Thank You!

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DRWE HOME

U.S. Department of Transportation Federal Highway Administration

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