

**BASMAA Regional Advertising Campaign
FY 99-00 Work Plan
April 2000**

Background

In January of 1999 BASMAA commissioned O'Rorke Public Relations and Advertising to conduct a Pre-Campaign survey to identify public awareness and behavior with respect to household activities that contribute to stormwater pollution. This survey identified pesticide application for ant control and responding to automobile leaks as behaviors likely to be influenced by media campaigns.

The development of the FY 1998-99 campaign, "When Ants Invade", consisted of a pre-campaign survey and follow-up focus group, creative materials for one television commercial, two radio commercials, one collateral piece, and print and billboard ads for local placement. The advertisements were run from August 19 to September 26 with a combined reach for the television and radio buy of 82% for men and 72% for women with a frequency of 5.6 and 5.1 respectively. Individual BASMAA member agencies supplemented media coverage with local buys, press releases, as well as bus and billboard signs. A post-campaign telephone survey was also conducted in September and October to evaluate the effectiveness of that campaign. The final report is forthcoming.

The FY 99-00 Regional Advertising Campaign Work Plan consists of two independent efforts, the first is to continue the Ants Invade campaign with more media coverage and the second will build on a previous campaign (FY 97-98), "Keeping it All in Tune", aimed at reducing automobile-related stormwater pollution.

1. Pesticide Reduction "When Ants Invade"

Media Plan

The primary goal of this campaign is to reduce the number of people applying chemical pesticides outdoors to control ants. The objective for the media plan is to reach a high percentage of Bay Area residents with the message a number of times. Because the goal requires a change in behavior, a frequency of four and above has been targeted. Frequency refers to the average number of times a member of the target audience will encounter the commercial. Studies have shown that three is the optimum frequency (the idea being that by the third encounter with the message, the target audience really understands it). However, for behavior change to occur, frequency should go above three.

The media plan for the campaign has a primary emphasis on television (both broadcast and cable) but also utilizes radio as a supplemental method to keep frequency high and to allow for a longer, more detailed message to reach the target audience of adults over the age of 25.

The radio and television spots produced in FY 98-99 will be rerun in the following media mix which was designed to maximize reach and frequency. For a detailed list, see Attachment 1.

- Cable Television – 292 spots will run over 6 weeks during July and August, 2000 with a reach of 56% of adults over 25 years old in households with televisions and a frequency of 4. This includes 200 10-second promotions.
- Broadcast Television – 102 spots will run on all four major broadcast channels at various times throughout July and August to supplement the cable schedule with a combined reach of 76% adults and a frequency of 4.6.
- Radio -- 148 spots will run over 5 weeks with a combined reach of 28.5% and a frequency of 4.1.

Scope of Work

- O’Rorke will negotiate and secure the media buy, upon Regional Advertising Campaign workgroup approval. O’Rorke will use any extra funds left over from the FY 98-99 campaign to purchase additional airtime on KGO-AM and KDIA radio.
- Local programs are responsible for coordinating any supplementary local efforts using materials provided during the FY 98-99 campaign¹.
- O’Rorke will provide a written final report to regional advertising campaign work group members and program managers of all funding agencies. Funding agencies include the Alameda County Clean Water Program, Contra-Costa Clean Water Program, Fairfield-Suisun Urban Runoff Management Program, Marin County Stormwater Pollution Prevention Program, San Mateo Countywide Stormwater Pollution Prevention Program, Santa Clara Valley Urban Runoff Pollution Prevention Program, and Vallejo Flood Control and Sanitation District.

Schedule of Performance

The media buy is scheduled to run July – August 2000. The summer time-frame was chosen because, according to the FY 1998-99 post-campaign survey, more people expressed having ant problems during this season than any other season during the year.

Budget

The total budget is based on the media costs. The agency commissions will cover O’Rorke’s fees.

Cable TV \$81,438

Broadcast TV \$131,150

¹ Local programs are encouraged to make any complimentary advertising buys as soon as possible, due to the difficulty in obtaining advertising space during major election years.

Radio \$72,800 (for media buy shown in Attachment 1)

Total Media Buy for FY 99-00 Campaign \$285,388

Evaluation

No FY 99-00 funds will be used to evaluate this campaign. Telephone calls to the 1-888-BAYWISE number will be measured with funds from the FY 99-00 regional advertising campaign. Local programs will be responsible for tracking collateral material requests (ie, factsheets) and providing those numbers to O'Rorke for inclusion in the final report.

2. Automobile Pollution Prevention "Keeping it All in Tune"

Media Plan

The goal of this campaign is to get people to maintain their vehicles to reduce leaks and emissions, to discourage vehicle use and to raise their awareness that vehicle related pollution negatively impacts the San Francisco Bay. The target audience is both English and Spanish-speaking vehicle owners and drivers. Three English-language BASMAA radio spots produced in Fiscal FY 96-97 will be run on Bay Area radio stations. A related media campaign will be directed at Spanish speaking adults, including public service announcements (PSAs) will be pitched to Spanish-language radio. Radio is well suited for this campaign because its low cost allows for extremely high frequency and an in-depth 60-second message. While its reach is generally not broad, it does an excellent job of reaching the target audience.

The radio stations most suited to run the English-language spots are KCBS (news), KNBR (sports), KGO (news/talk) and KDIA. The ads will be run during heavy commute times in 60-second spots with 15 second reinforcements aired during traffic reports. On KNBR, spots would run during San Francisco Giants baseball games and the KNBR morning show. The radio buy negotiated includes a bonus of airtime on KTCT (sports), that targets a younger demographic. The combined reach of the radio buy is 27% with a frequency of 8. A detail of the radio buy is attached in Attachment 1.

The Spanish-language media campaign will be targetted to all Spanish-language radio in the San Francisco Bay Region, such as KSOL.

Scope of Work

- O’Rorke will create a total of six PSAs (three variations of two different scripts) focused on vehicle leaks and emissions, for consideration and approval by the Regional Advertising Campaign workgroup.
- The Regional Advertising Campaign Workgroup will review the newly developed PSA’s and be responsible for approving the content.
- O’Rorke will contact Spanish-language radio stations to pitch PSA’s and other media relations associated with campaign.
- O’Rorke will negotiate and purchase radio time to run the 3 existing English–language spots.
- O’Rorke will provide duplicate copies of materials produced to all BASMAA member agencies for additional radio placement in local markets with adequate time to allow local programs to run the advertisements concurrently with the regional program.
- Local programs are responsible for coordinating any supplementary local efforts. Local programs are encouraged to make any complimentary advertising buys as soon as possible, due to the difficulty in obtaining advertising space during major election years.
- O’Rorke will provide a written final report, subject to approval of regional advertising campaign work group members and program managers, of all funding agencies².

Schedule of Performance

March-April Negotiate Media Buy
 April Creation of Media Relations Materials
 April Distribution of Radio Dubs to BASMAA Member Agencies
 May – June Radio Media Buy

Budget

Media Relations Services \$ 5,000
 Radio Media Buy \$120,000 (Includes \$93,400 to be spent on the media buy as outlined in Attachment 1; the remaining difference will be spent on a media buy with KGO-AM radio and KDIA).

Total Automotive Campaign Budget \$125,000
 FY 98-99 Contribution <50,000>
 Total FY 99-00 Automotive Campaign Budget \$ 75,000

² Funding agencies include Alameda County Celan Water Program, Contra-Costa Clean Water Program, Fairfield-Suisun Urban Runoff Management Program, Marin County Stormwater Pollution Prevention Program, San Mateo Countywide Stormwater Pollution Prevention Program, Santa Clara Valley Urban Runoff Pollution Prevention Program, and Vallejo Flood Control and Sanitation District.

Evaluation

No FY 99-00 funds will be used to evaluate this campaign. Changes in behavior may be assessed during a September 2000 survey as funded by the FY 00-01 campaign. The relatively high cost of telephone surveys makes it prohibitive to evaluate the response to this campaign prior to that time. In addition, telephone calls to the 1-888-BAYWISE number will be measured with funds from the FY 99-00 regional advertising campaign.

**BASMAA Regional Advertising Campaign
FY 99-00 Media Buy**

(Tentative schedule, additional spots currently being negotiated)

1. Ants Invade Campaign – July and August 2000

RADIO					
Station	No.	Seconds	% Reach(25+)	Frequency	Notes
KCBS	100	60	14.6	5.8	a.m. and p.m. commute
KOIT	48	60	10	4.4	a.m. and p.m. commute
Total	148		28.5	4.1	

CABLE TELEVISION					
Station	No.	Seconds	% Reach(25+)	Frequency	Notes
ESPN		30 & 10			
TNT		30 & 10			
LifeTime		30 & 10			
USA		30 & 10			
Discovery		30 & 10			
Bay TV		30 & 10			
Comedy		10			
A&E		10			
CNN		10			
Total	292		56	4	

BROADCAST TELEVISION					
Station	No.	Seconds	% Reach(25+)	Frequency	Notes
KGO-TV	13	30	N/a	N/a	This week with Sam and Cokie
KRON-TV	19	30	N/a	N/a	Frazier, Judge Judy, Entertainment Tonight
KPIX-TV	14	30	N/a	N/a	11 p.m. and Noon news
KTUV-TV	56	30	N/a	N/a	Mornings on Two, News at 6 p.m.
Total	102		76	4.6	

2. Vehicle Campaign – May and June 2000

RADIO					
Station	No.	Seconds	% Reach(25+)	Frequency	Notes
KCBS	98	60 & 15	17.5*	3*	a.m. commute
KNBR	40	60 & 30	11.4	14	Giants games and a.m. commute
KTCT	20	60	N/a	N/a	a.m. commute
Total	158		27*	8*	

*Does not include 15 second traffic spots on KCBS.