

Waste Management UTC Advertising Matrix

As of 8/14/14

Description: the purpose of this document is to give top-level recommendations for which media would be good for different objectives. Please note there are many nuances with each media tactic, therefore, please consult the KW Media buyers before finalizing specific strategies.

Overview						
Objective		Raise Awareness	Educate	Promote pledge/ incentive/offer	Promote event	Promote service
Target Audience	Waste Management customers living in King & Snohomish County, single family					
Geography	UTC areas in King & Snohomish Counties Might target a specific area or all UTC areas, depends					
Planning Overview		Key strategy: Frequency and message impact. Larger ads that are seen over and over again.	Key strategy: Need enough space to communicate educational message.	Key strategy: Need a way for people to easily respond and/or collect offer.	Key strategy: Tactics with good reach and quick/concise messages.	Key strategy: Tactics that zero-in on key areas with little to no waste outside this/these areas.
Recommended Media						
Print	Benefit: able to target key cities; larger ads have enough space to communicate complex messages; can insert coupons. Recommend at least 1/4 page, but ideally 1/2pg or larger to maximize impact. Costs vary greatly between publications, custom quote is needed. A rough ballpark is: \$600-\$1500/ad for community newspapers.	Okay. newspaper is better for messages with strong call to action; but could be used for awareness if doing multiple issues and can build frequency.	Recommend. Ad sizes can be large to accommodate more complex educational messages.	Recommend. Best for coupons and incentives, not pledges; coupons can be cut out; online is better for pledges. Run coupons 1-3 times during incentive period.	Recommend. Newspaper lends well to strong call to actions, like event attendance. Run ads 1-2 weeks prior to event.	Recommend. Able to target key cities and change message based on the WM area. For promotion of service changes: run ad 1x/week for 1 month prior and 2 weeks after service change.
Online/ Digital	Includes ads on Desktop, Tablet and/or Mobile devices. Example Tactics: Local Sites, National Sites & Ad Networks geo-targetted by zip, along with YouTube, Pandora, Google Ad Network. Benefit: can give people immediate access to website for more information; can track campaign; can geo-target; lots of flexibility with ad sizes and formats. Be careful, some of the smaller sites don't have much traffic, instead consider larger sites that can geo-target by zip code (like King, Komo, PI, Times, Herald). Favorite ad units are large 300x600 with or without video embedded, sliding billboards, interstitials, or video/audio ads. Ideally we want large can't-be-missed sizes. Alternatives are 300x250, 728x90 and 160x600. Estimate: \$5-\$10 cost per thousand. Or about \$4k/week/site.	Recommend. Good for awareness, stick with the larger can't be missed ads to ensure message is seen. Frequency is key; don't spread message thin	Okay, if done properly. Since banner ads don't have much real estate to communicate message; ads must be eye catching and inspire people to click on the ad to get more information. YouTube video ads	Recommend. Able to connect people directly to site to take pledge or print coupon. Able to easily track traffic.	Recommend. Online ads lend well to brief message; perfect amount of space to communicate key event details and build excitement.	Okay. Recommend print, DM, outdoor first. Online can be tricky if doing different service messages in different areas. If so, then recommend using the smaller neighborhood newspaper sites.

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Social Media	<p>Includes ads on Desktop, Tablet and/or Mobile devices. Example Sites: Facebook, Twitter.</p> <p>Benefit: able to target by audience profile and geography; like other online media, gives people immediate access to information; can also be used to increase "fans" for future messaging. For Facebook recommend doing in-content ads on both desktop and mobile devices in combination with right-rail ads. Prices are based on cost per click (cpc), estimate \$1-2 cpc, and there are no minimum spend requirements. Estimate: \$500-\$2000 per month.</p>	No. Better for strong call to actions.	No. Not enough space to educate. HOWEVER, in the long term, could try to aquire FB fans to educate with future messages.	Recommend. People are able to download/see/share the coupons, also gives people immediate access to the pledge.	Recommend. Easy and inexpensive way to promote an event. People can invite other friends.	Recommend. Able to be highly targetted with different messages.
Direct Mail	Benefit: most targeted of all the media tactics; can get very granular with audience profiles and addresses; has historically worked well to promote incentives. Estimate \$0.50-\$1 per mailing piece. (Past: 25k pieces were \$15,500 or \$0.62/piece) There are 23k KC residents + 82k Snohomish residents in the UTC	No. Better to use tactics that allow a lot of message frequency to repeatedly reinforce message.	Recommend. DM allows for a lot of information to be communicated; countless options and variety.	Recommend. Able to put the offer immediately into the right people's hands.	Recommend. A simple 2-sided postcard will do; great way to briefly promote an upcoming event.	Recommend. Able to segment message depending on service areas. Highly targeted.
Billboards	Benefit: can geo-target areas; large ad lends well to message impact; people see the ad for 28 straight days; great frequency. Most boards are 10'5"x22'8". Estimate: \$1,000 per board for space and printing. Ideally we'd get 1 board per month in each area.	Recommend. Excellent awareness tactic, ads are seen for multiple days over and over again	No. Not enough space on sign to educate complex messages.	No. Online and direct mail are better choices.	Recommend. Great way to build excitement about an event for 28 days leading up to event.	Recommend. Can geo-target to specific areas with key messages.
Transit	Benefit: ads circulate in areas for 28 days; good for reach and frequency; can be somewhat selective about geography; for example S.King County bus zone. Prices vary based on quantity of areas purchased. Estimate: \$6-\$9k/month/county for space and printing.	Recommend. In combination with billboards.			Recommend. In combination with billboards.	Okay, If... the service message is relevant to a broader UTC group and not a specific city. Buses travel throughout a region.
TV	Would be good, but too broad reaching; too much waste to non UTC areas. TV is particularly good for awareness, education, promotion; and is high-impact because of visual and audio.					
Radio	Would be good, but too broad reaching; too much waste to non UTC areas. Radio is particularly good for events and pledges, as we can utilize on-air promotions.					