

## 2007 Advertising Campaign

The 2007 Advertising Campaign is incorporating innovative and attention-getting mediums such as:

- **Sports Marketing** (April – September): The County resumed its partnership with the LA Dodgers, which includes: a television PSA on Dodger Vision; an LED ribbon board; full-page color ads in *Dodgers* magazine; and in-game radio PSA spots on KWKW-AM Spanish sports radio.
- **Mobile Billboard** (June): The campaign kicked off its 2007 advertising in June with a month-long attention-grabbing mobile billboard campaign that reached more than 21 million audience impressions.
- **Movie Theater** (July): Between July 6, 2007, and August 16, 2007, the ad ran at several theater chains in the County. The County developed this slide specifically for the theater campaign that is expected to reach more than 2,348,000 residents during the summer blockbuster movie season.
- **Television** (September): The “Don’t Trash California” PSA will run on cable channels



Movie theater slide (click photo to view larger)

that target our specific audiences, including HGTV, the Speed Channel, Comedy Central, ESPN2, The Learning Channel (TLC), Do It Yourself Network (DIY), MTV, Cartoon Network and Spike TV.

- **Radio** (September): The PSAs will run on KNX-AM, KFI-AM, KPWR-FM, KROQ-FM, KIIS-FM, KLAC-AM, KSCA-FM (Spanish language) and KBUE-FM (Spanish language).

four new PSAs positioned on the inside and outside of public transportation buses, in addition to PSAs on LED boards and billboards this year. Look out! 💧



Mobile billboard (click photo to view larger)

- **Print** (September): Spanish-language print ads will run once per week in *La Opinión* and *Mundo L.A./La Guía*.
- **Outdoor** (September): The County has secured a new ad campaign featuring

**This newsletter is now interactive!** 

All email addresses and website URLs in the newsletter can be clicked on to link you to your email application or the internet for more information. You also can click on photos to view them in greater detail.

# Year IV Campaign Highlights

Last year, L.A. County residents would be hard-pressed to have missed our “Don’t Trash California” message. We distributed more than 400,000 “Don’t Trash California” collateral materials via special event partnerships; and

advertisements ran on television, billboards, LED boards, radio, websites, coffee cup sleeves and print outlets throughout the County of Los Angeles. The campaign garnered almost 300 million audience impressions.



Dodger Stadium ribbon board (click photo to view larger)



Trash boom billboard (click photo to view larger)



Coffee cup sleeve (click photo to view larger)



Albertson's in-store PSA (click photo to view larger)



Paint tip cards at Orchard Supply Hardware (click photo to view larger)



Pet waste tip cards on display at a Los Angeles area pet store (click photo to view larger)



Burbank Airport poster (click photo to view larger)

The “Don’t Trash California” campaign was promoted at the following events and venues during Year IV of the campaign:

- Los Angeles Area Emmy Awards, August 26, 2006, at 10 p.m. on KTLA
- Los Angeles County Fair, September 8 – October 1, 2006
- Long Beach Marathon, October 15, 2006
- Hollywood Christmas Parade on November 26, 2006



Smith & Jones at the Hollywood Christmas Parade (click photo to view larger)

# 2006 Residential Survey Results

**The 2006 Countywide telephone poll** results revealed that the campaign's specific messages and themes are connecting with residents! Highlights include:

- Sixty-three percent of those surveyed favor stern penalties for littering, including community service.
- Sixty-one percent of residents surveyed found the campaign messages meaningful.

- Recall of specific ad elements suggests that the television and billboard ads are driving anti-littering awareness. Two-thirds of those who recalled messages remembered the "trashing California is like trashing your home" theme, and nearly half (44%) recognized the "two guys throwing litter in houses" storyline.
- Twenty-six percent of those polled reported that they have reduced their polluting behaviors during the last five years. ♦

## October NPDES PIPP Meeting

### **The next quarterly NPDES Copermittee**

Public Outreach meeting is scheduled on October 24, 2007, at County of Los Angeles, Department of Public Works Headquarters, 900 S. Fremont Avenue, Alhambra, CA 91803, Conference Room B. For information about the meeting, please contact Ms. Anna Ho at (626) 458-5966 or via email at [aho@dpw.lacounty.gov](mailto:aho@dpw.lacounty.gov). ♦

## County Stormwater Campaign in the News

**The news keeps flowing!** Stories ran earlier this year in the *Argonaut* and *Tolucan Times* newspapers and in *Westways* magazine about the causes, solutions, and impacts of stormwater pollution – garnering more than three million audience impressions! ♦

## New Campaign Materials Available by Request

**Do you need campaign materials?** The County's new tip cards provide information on general stormwater pollution prevention, pet waste, pesticide and paint disposal. Also available are the new Homeowners' Association flyers. All materials are available in lots of 200. Also, the popular Bags on Board dog waste dispenser bags are again available!

To view images of the available materials, visit [http://ladpw.org/PRG/StormWater/Page\\_02.cfm](http://ladpw.org/PRG/StormWater/Page_02.cfm). To request additional materials, please contact: [patricia.condon@ogilvypr.com](mailto:patricia.condon@ogilvypr.com). ♦

## Copermittee SPOTLIGHTS

Several copermittees have taken advantage of artwork available to them for advertising and use in city newsletters. In particular, the Cities of Monrovia, Duarte, Sierra Madre and Pasadena will be running the "Don't Trash California" print ad in the *Sierra Madre Weekly*, the *Monrovia Weekly* and *Arcadia Weekly* from June 2007 through May 2008.

The County also offers collateral materials in support of many community-sponsored events, such as the Glendale Humane Society's "Wags and Whiskers Walk." Additionally, the County provided "Bags on Board" dog waste dispenser bags as well as pet waste tip cards for the occasion.

## Calendar of Upcoming Events

**Saturday, September 15, 2007**

### **2007 Coastal Cleanup Day**

Includes both coastal and inland cleanup sites. For more information, contact Meredith McCarthy, Program Director, Heal the Bay, at (310) 451-1500, Extension 116 or via email at [mmccarthy@healthebay.org](mailto:mmccarthy@healthebay.org).

**Ongoing**

### **Household Hazardous Waste/Electronic Waste Collection Events**

The County of Los Angeles in cooperation with the Sanitation Districts of the County and local jurisdictions offer collection events on a continuous basis. For more information, visit [www.888CleanLA.com](http://www.888CleanLA.com).



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Los Angeles River



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