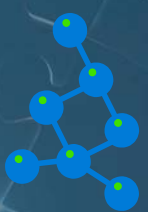


Elements of a Good Ad Campaign

- 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 Weinreich

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.
 Reuse, avoid, recycle and dispose with
 glass, cans, plastics and newspapers at the curb.

For more information on recycling, please contact
 programs, special collection events, or to request a
 recycling bin, contact us at 330-740-2000 or visit us at
 www.mahoningcounty.org.



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 is available for householders free of charge, regardless of your trash fee.
 We accept magazines and catalogs with glass, cans, plastics and newspapers. Please separate
 glass from other materials in a clean paper bag.

Additionally, there are 15 conveniently located drop-off sites in Mahoning County. These recycling
 centers accept cardboard, glass, 1/2 & 1/4 paper, publications, cans and glass containers.

For more information on recycling, please contact programs, special collection events, or to request a
 recycling bin, contact us at 330-740-2000 or visit us at www.mahoningcounty.org.

DROP OFF RECYCLING

CURBSIDE RECYCLING

The Recycling Division of Mahoning County
 2000 Lake Erie Avenue, Youngstown, Ohio 44515

Signs



Corrugated Cardboard

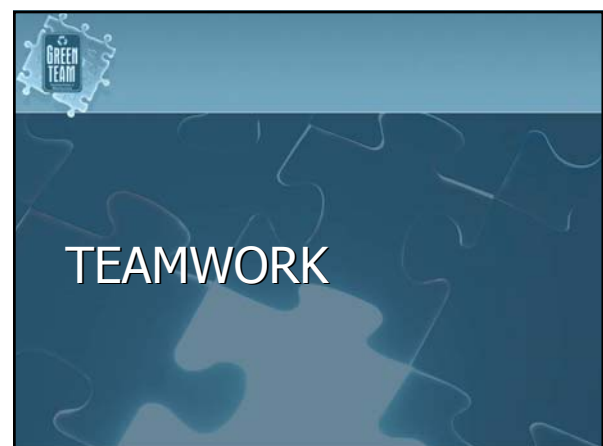
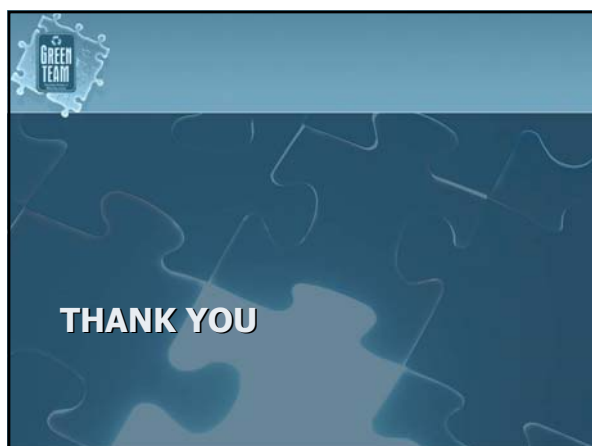
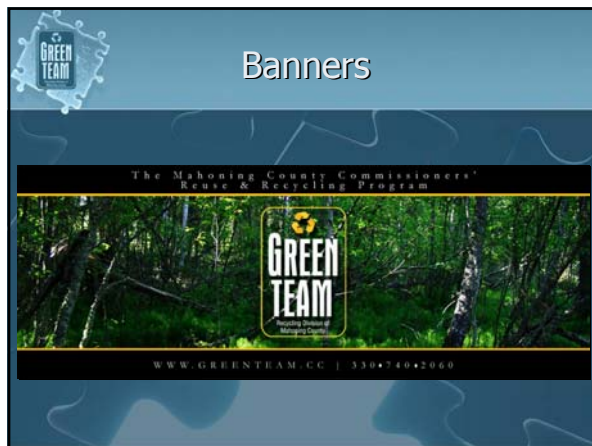
40# Newspaper
 Office Paper
 Magazines
 Catalogs
 Phone Books

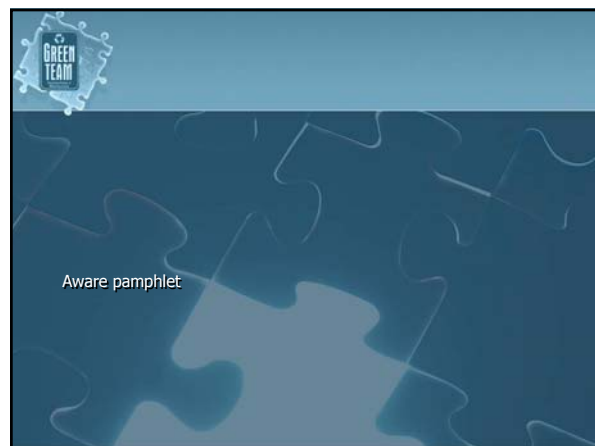
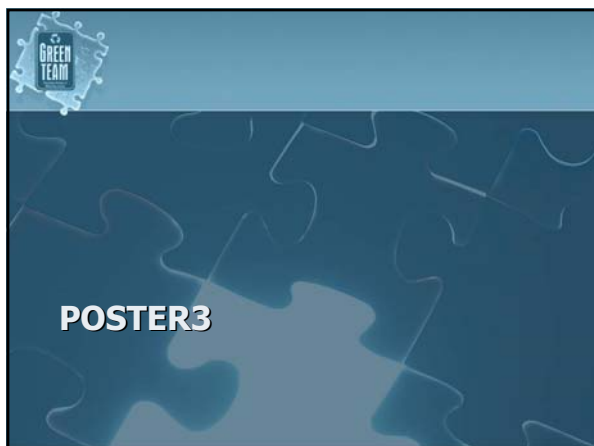
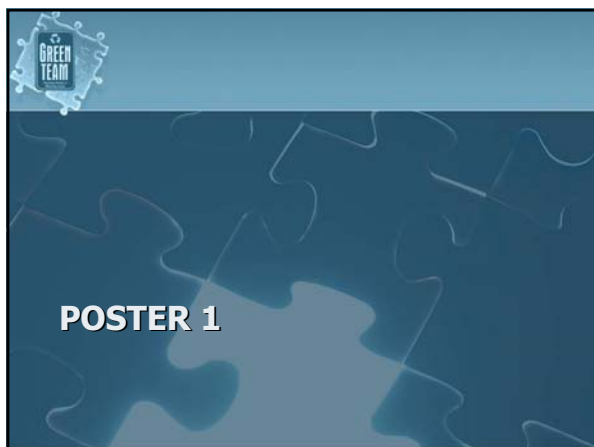
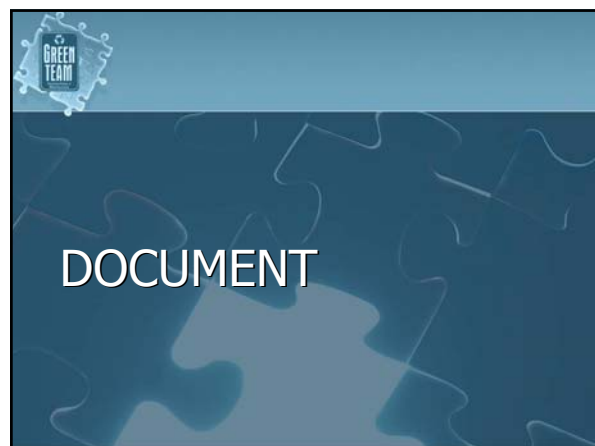
Glass Bottles
 1/2 & 1/4 Paper
 Benetton Cans
 Food Cans

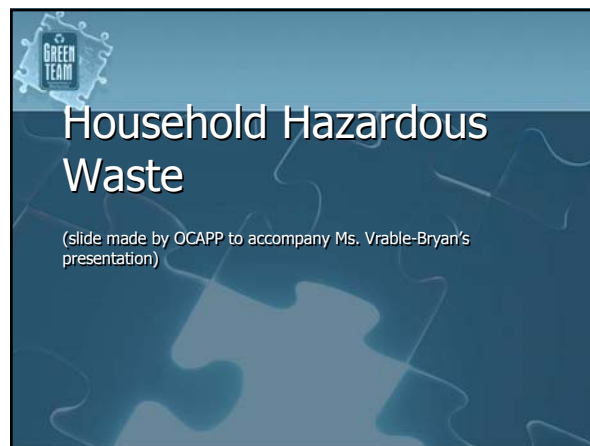
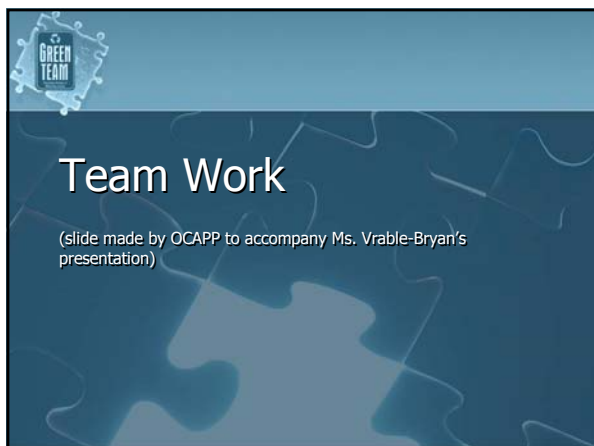
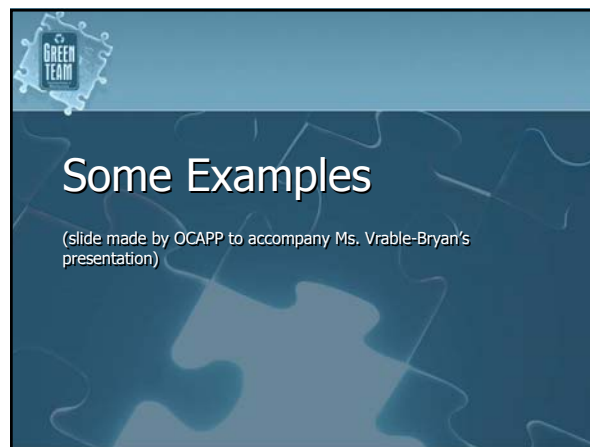
The Board of Mahoning County Commissioners
 The Mahoning County Reuse & Recycling Division &
 Austintown Township Trustees

PRESENT TO THE RESIDENTS OF MAHONING COUNTY THIS COMMUNITY

RECYCLING CENTER










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

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



Mahoning Matters

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



Web site links

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