PUGET SOUND STARTS HERE
Campaign Training

March 14, 2013
AGENDA

Outcome: Understand the next phase of the Puget Sound Starts Here campaign, your role, and the tools available

- Introductions
- Campaign Overview
- Campaign Implementation
- Campaign Tools
- Questions and Answers
THINK. FEEL. DO.

This campaign should make the audience...

**think**
that PSSH is a trusted neighbor who has sensible advice to share

**feel**
proud, inspired, a sense of ownership and responsibility—ultimately, connected

**do**
their part in keeping the bad things out, so the good things can flourish
REGIONAL: 90/10 RULE
LOCAL:
CONNECT TO
BMPs
Campaign Goals

• Increase brand awareness from 26 to 50 percent
• Rekindle an emotional relationship with the Puget Sound
• Position PSSH as a unifying voice for the health of the Puget Sound
Campaign Objectives

- Remember the PSSH name
- Understand PSSH and why it exists
- Identify with the campaign message
- Visit the PSSH website and engage
- Respond to the local campaigns that ask them to change their behaviors
- Become advocates by sharing their voices and taking action
Regional Audiences

Population clusters

“Sound protectors” (n = 995 / 50%)
High place attachment, Puget Sound health champions
- Skew female 55% to 45%, most likely to be 35-54 and liberal
- Most likely to live near Puget Sound waters
- Most likely to rate Puget Sounds health as poor, and will get worse

“Fence-sitting transitionals” (n = 786 / 39%)
Moderate place attachment, Puget Sound health supporters
- Skew male 59% to 41%, most likely to be 18-34
- Most likely to prefer outdoor activities

“Sound skeptics” (n=222 / 11%)
Low place attachment, Puget Sound health information challenged
- Twice as likely to be male (68% to 32%), most likely to be 55+ and conservative
- Most likely to rate Puget Sounds health as good, and will get better
Population clusters

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Campaign Target Audience

Adults 35-54, throughout the 12-county greater Puget Sound area, including:

- Residents with a vested interest in keeping the Sound healthy
  - **Recreation:** For example, boaters, paddlers, fishermen, shell fishers, divers, beachcombers, whale watchers, hunters, artists/photographers – among others
  - **Economic:** People employed by or who generate revenue (i.e., tourism, seafood, trade)
  - **My backyard:** Native Washingtonians, established residents, families with kids
- Those most likely to impact the Sound via non-point source pollution and backyard habitat(s)
Campaign Messages

We are connected by:

• **Our active lifestyle** – Puget Sound is a playground, where we fish, hunt, crab, boat, water ski, row, swim, whale watch, beach-comb, hike, bike, run, garden, do yoga – among other activities.

• **Thriving industry** – Puget Sound is one marketplace, supporting commercial fishing, millions of tourists and shipping containers through the ports.

• **Natural beauty** – Puget Sound is a canvas for picturesque backdrops, majestic sunsets, and hundreds of living plants and animals.
Regional Connectivity
Campaign Strategy: Storytelling

OUR ATTENTION IS SO FRACTURED THAT MOST PEOPLE DON’T CONSUME AN ENTIRE STORY THROUGH ONE MEDIA PLATFORM
CAMPAIGN IMPLEMENTATION
Campaign Implementation

ONLINE
• New Website
• Social Media
  • Facebook
  • Twitter
  • Pinterest

OFFLINE
• Public Relations
• Advertising
• Tools & Materials
8 THEMES OF PSSH

- MAY - Walking the Sound
- JUNE - Under the Water
- JULY - Journeys
- AUGUST - Farming the Sound
- SEPTEMBER - Craft Food & Beverages
- OCTOBER - Legends, Lore & More
- NOVEMBER - Sounds of the Sound
- DECEMBER - Pets
LIFESTYLE STORYTELLING

UNIQUE STORIES FROM AROUND THE REGION THAT RELATE TO PUGET SOUND

FRAMES: ENVIRONMENT – ECONOMY – RECREATION – CULTURE

GO TO PUGETSOUNDSTARTSHERE.ORG TO LEARN MORE ABOUT HOW WE’RE ALL CONNECTED BY PUGET SOUND
## Launch

### EnviroMedia (Do)
- Campaign toolkit
- Online media buy to drive awareness and traffic to website
- Regional public relations strategy and implementation
- Social media strategy

### PSP (Do)
- Regional public relations strategy and implementation
- PSSH social media (Facebook, Twitter, Pinterest)

### Partners (Get)
- PSSH overall campaign material
  - Logos
  - Brand guidelines
- Campaign FAQ & talking points
- Adaptable media release
- Tweet sheet
- Engagement opportunities
- Detailed editorial calendar
- How to submit events/content
- Print ad (generic) x 3
- Online banner ads x 3
May 2013 is Puget Sound Month!
# PSSH Month – May 2013

## How to use the toolkit

<table>
<thead>
<tr>
<th>Toolkit Item</th>
<th>How to Use It Locally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample press release</td>
<td>Send out a press release to media outlets, or use it to develop an article for your newsletter.</td>
</tr>
<tr>
<td>Event flyer format</td>
<td>Use it to advertise one event or all of the local events going on in your area.</td>
</tr>
<tr>
<td>PSSH Month talking points</td>
<td>Use them to talk to your boss, co-workers, volunteers, and public about PSSH month.</td>
</tr>
<tr>
<td>Local government proclamation template</td>
<td>Encourage your local government to make a proclamation of May as PSSH Month.</td>
</tr>
<tr>
<td>Instructions to post your events on PSSH website</td>
<td>Post all of your events during the month of May and in the future on the website to draw more people to your event.</td>
</tr>
</tbody>
</table>
## PSSH Month – May 2013

### How to use the toolkit

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<th>Toolkit Item</th>
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<tr>
<td>PSSH social media interaction guide</td>
<td>Interact with PSSH FaceBook and Twitter accounts with your organizations account to reach more social media followers.</td>
</tr>
<tr>
<td>List of items you can borrow from partners</td>
<td>Draw more attention to your events or information booths by borrowing items like mascot costumes, banners and more.</td>
</tr>
<tr>
<td>Bulk purchase opportunities</td>
<td>Reduce the cost of purchasing PSSH themed outreach items by partnering to order in bulk.</td>
</tr>
<tr>
<td>Puget Sound vetted facts</td>
<td>Use when developing speaking points, displays, or fun quiz games about Puget Sound.</td>
</tr>
<tr>
<td>Geocaching info sheet</td>
<td>Instructions on hosting a local geocaching event to draw a new crowd to your event.</td>
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</table>
Regional efforts to participate in:

• PSSH Night at the Mariners Saturday, May 11, 6:30 p.m. Promote purchase of discounted tickets or volunteer at the game.
• Work with local restaurants, bars and coffees shops to use PSSH coasters and coffee sleeves.
• Interact with PSSH social media.
• Post your events to the PSSH events calendar.
PSSH Month – May 2013

Want more information?

• **Toolkit:** [www.piercecountywa.org/psshmo](http://www.piercecountywa.org/psshmo)

• **General questions & bulk purchases:** Tiffany O’Dell, Pierce County, [todell@co.pierce.wa.us](mailto:todell@co.pierce.wa.us)

• **Volunteer for Mariners game:** Janet Geer, City of Bothell, [janet.geer@ci.bothell.wa.us](mailto:janet.geer@ci.bothell.wa.us)

• **PSSH website & social media:** Rae McNally, Puget Sound Partnership, [rae.mcnally@psp.wa.gov](mailto:rae.mcnally@psp.wa.gov)
# June-Dec Activities & Toolkit

<table>
<thead>
<tr>
<th>EnviroMedia (Do)</th>
<th>PSP (Do)</th>
<th>Partners (Get)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign toolkit updates</td>
<td>PSSH social media (Facebook, Twitter, Pinterest)</td>
<td>Monthly downloadable creative - Video - Infographic - Article - Other</td>
</tr>
<tr>
<td>Media buy to drive awareness and traffic to website</td>
<td>Curate new website content</td>
<td></td>
</tr>
<tr>
<td>Regional public relations strategy and implementation</td>
<td></td>
<td>Adaptable media release</td>
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<td></td>
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<td>Tweet sheet</td>
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<td></td>
<td></td>
<td>Engagement opportunities</td>
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CAMPAIGN TIMELINE
Campaign Schedule

• Launch toolkit – April 12
• Campaign launch – May 6
  – Online media ads running
  – 1st piece of new creative
• PSSH Month – May
• Ongoing campaign – June-December
## Monthly Schedule

<table>
<thead>
<tr>
<th>Theme</th>
<th>Download</th>
<th>Launch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking the Sound</td>
<td>April 29</td>
<td>May 6</td>
</tr>
<tr>
<td>Under the Water</td>
<td>May 27</td>
<td>June 3</td>
</tr>
<tr>
<td>Journeys</td>
<td>June 24</td>
<td>Jul 1</td>
</tr>
<tr>
<td>Farming the Sound</td>
<td>July 29</td>
<td>Aug 5</td>
</tr>
<tr>
<td>Craft Food &amp; Beverages</td>
<td>Aug 26</td>
<td>Sept 9</td>
</tr>
<tr>
<td>Legends, Lore &amp; More</td>
<td>Sept 30</td>
<td>Oct 7</td>
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<tr>
<td>Sounds of the Sound</td>
<td>Oct 28</td>
<td>Nov 4</td>
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<tr>
<td>Pets</td>
<td>Nov 25</td>
<td>Dec 2</td>
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</tbody>
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Questions?

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Direct
Indirect