



January 14, 2020

Cash in the Can

Consumer Education Campaign Update



Presentation Outline

- > Campaign Background/Overview
- > Year One: Building the Campaign
- > Year Two: Executing the Campaign
- > Campaign Measurement/Analysis Plans

Campaign Background



May 2018 Car Care Council contracted by manufacturers of r134a small can refrigerants in cooperation with CARB to create and conduct consumer education campaign.

Campaign Mission

Increase number of containers returned by consumers to retailers to collect \$10 deposit, promote proper vehicle AC recharging, recycling by DIYers to minimize emissions. Campaign funded by unclaimed deposits returned by retailers to Car Care Council

Year One
(May 2018 – April 2019)

Building the Campaign

Scope of Work

- › Research Focus Groups
- › Campaign Strategy and Development
- › Creating Brand & Identity
- › Website Development
- › Video Production
- › Social Media and Digital Strategies
- › Retailer In-Store Training and POS Materials

YEAR ONE



Six Groups

3 Sacramento
3 Los Angeles
72 Participants

M/F MIXED

Income Range 30k-90k

Group Dynamic

- > All Current Users
- > All Possible Users
- > Mix Current/Possible



Key Takeaways

1. Some were not aware of core charge or time limit
2. Majority said getting money back motivated them
3. All were proud to be the “Do-It-Yourselfers”
4. Simpler and more direct message was preferred
5. Majority said no requirements is motivating

Based on the testing, “Cash In The Can” was created, aimed at Automotive DIY’ers, and used a polar bear mascot named “Artie” to deliver the messaging.

**Simple
& Direct**

**DIY
Focused**

**Mascot
Centric**

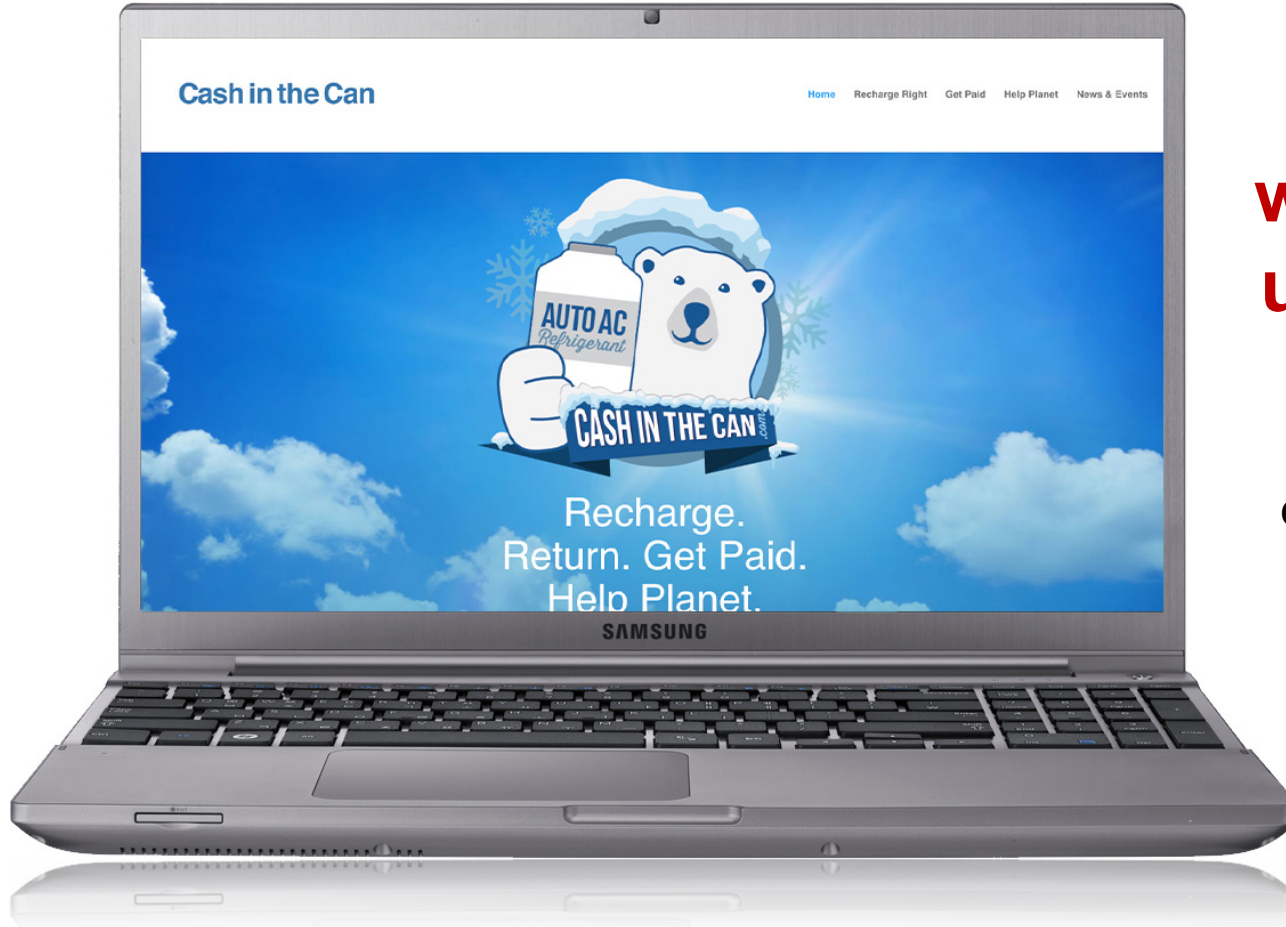
We kept a very simple and bold look and feel, to keep the messaging relevant and recognizable for Auto DIY'er audience.



*"Artie" (derived from the word arctic)
the AC Polar Bear*

Year One

Website Development



We created a website that was simple and direct in both user experience and content.

There are three main pages populated with content and video that speak to each of the different messages of financial benefits, proper usage, and process for the return of the can.

cashinthecan.com



Three instructional style videos were produced and aimed at appealing to the Automotive DIY'er mindset. Videos were based on financial benefits, proper use, and environmental messages.

Year One

Video Production

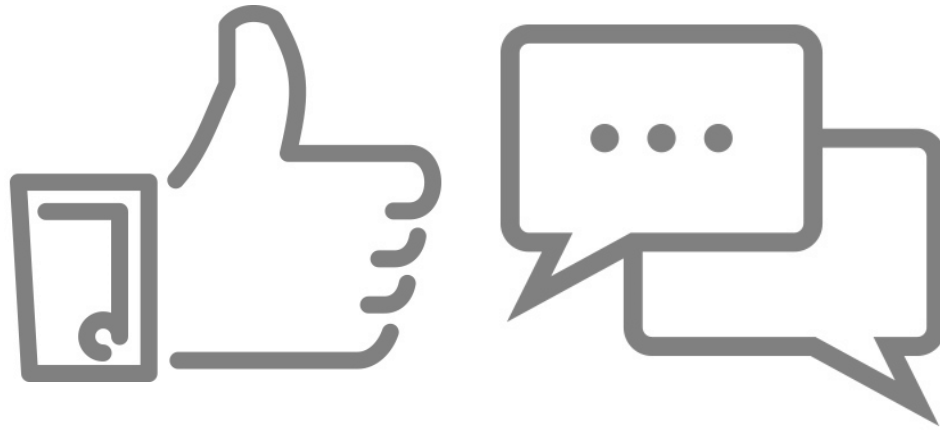
“Recharge Right”



“Get Paid”



“Help Planet”



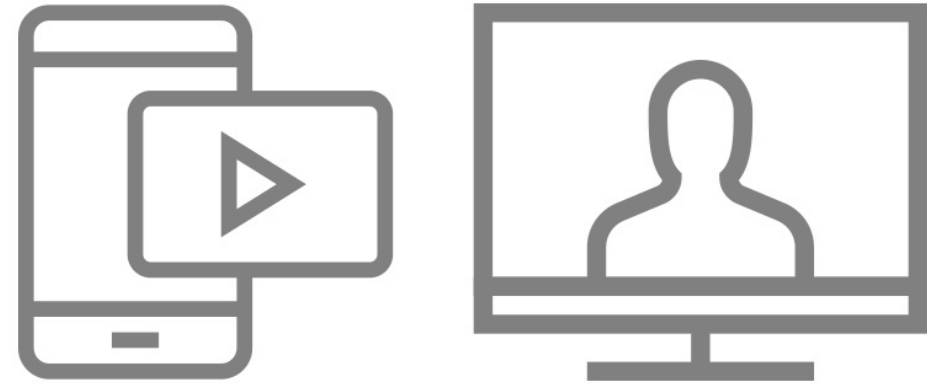
Social

Set-up Platforms

Organic Traffic & Followers

Introduced Campaign

Created Awareness



Digital

Statewide Digital Campaign

Created Awareness

Engagement Survey

Supported Paid Media

Year One


Digital & Social Media Strategies



Hey, **California** Auto DIY'ers!
Take this short survey and be
entered to WIN a \$100 Gas Card.


CASH IN THE CAN.com

Hey, **California**
Auto DIY'ers!
Take the survey
and be entered to
WIN a \$100 Gas Card.



[Click Here >](#)

CASH IN THE CAN.COM



Hey, **California** Auto DIY'ers! Take a short
survey and be entered to WIN a \$100 Gas Card.

[Click Here >](#)

Digital Campaign Creative

We did an initial statewide launch of the campaign on April 29th with 15 second radio traffic sponsorships and digital billboards, to create awareness before our early July media blitz.

Year One

Initial Paid Media Strategy

Initial Billboard Creative

**Recharge AC.
Return Can.
Get \$10 Back.
Help Planet.**

**AUTO AC
REFRIGERANT**

**FIND OUT HOW AT
CASH IN THE CAN.COM**



YEAR

TWO



Year Two
(May 2019 – Present)

Executing the Campaign

Scope of Work

- > Social Media Audience Outreach
- > Paid Media: Radio, Billboard, TV
- > Launch Retailer In-Store Program
- > Host Consumer Vehicle Check-Up Events
- > Collect Data for Year End ROI Analysis

We continued to grow social media channels with a focus on Facebook and YouTube.

We instituted a paid social and digital campaign targeted at the Automotive DIY'er audience as well as Environmental Justice Communities statewide.

- > **Steady Engagement**
- > **22 Week Paid Ads**
- > **18,204,275 Impressions**

93k
Website
Page Views

Lowered Cost
Per Click by
20%

152k
YouTube
Total Views

.68%
Click Thru Rate
on Video Ads

Year Two

Social Media & Digital Outreach

**Recharge Auto AC.
Return Can.
Get \$10 Back.
Help the Planet.**

**FIND OUT HOW AT
CASH IN THE CAN.COM**



A polar bear is shown from the chest up, holding a white can of 'AUTO AC REFRIGERANT' with its right paw. The can has a blue label with the text 'AUTO AC REFRIGERANT' in white. The background is a light blue, textured surface.

**Recharge Auto AC.
Return Can.
Get \$10 Back.
Help the Planet.**

**FIND OUT HOW AT
CASH IN THE CAN.COM**



A polar bear is shown from the chest up, holding a white can of 'AUTO AC REFRIGERANT' with its right paw. The can has a blue label with the text 'AUTO AC REFRIGERANT' in white. The background is a light blue, textured surface.

**Recharge Auto AC.
Return Can.
Get \$10 Back.
Help the Planet.**

**FIND OUT HOW AT
CASH IN THE CAN.COM**



A polar bear is shown from the chest up, holding a white can of 'AUTO AC REFRIGERANT' with its right paw. The can has a blue label with the text 'AUTO AC REFRIGERANT' in white. The background is a light blue, textured surface.

**Recharge Auto AC. Return Can.
Get \$10 Back. Help the Planet.**

**CLICK: FIND OUT HOW
CASH IN THE CAN.COM**



A polar bear is shown from the chest up, holding a white can of 'AUTO AC REFRIGERANT' with its right paw. The can has a blue label with the text 'AUTO AC REFRIGERANT' in white. The background is a light blue, textured surface.

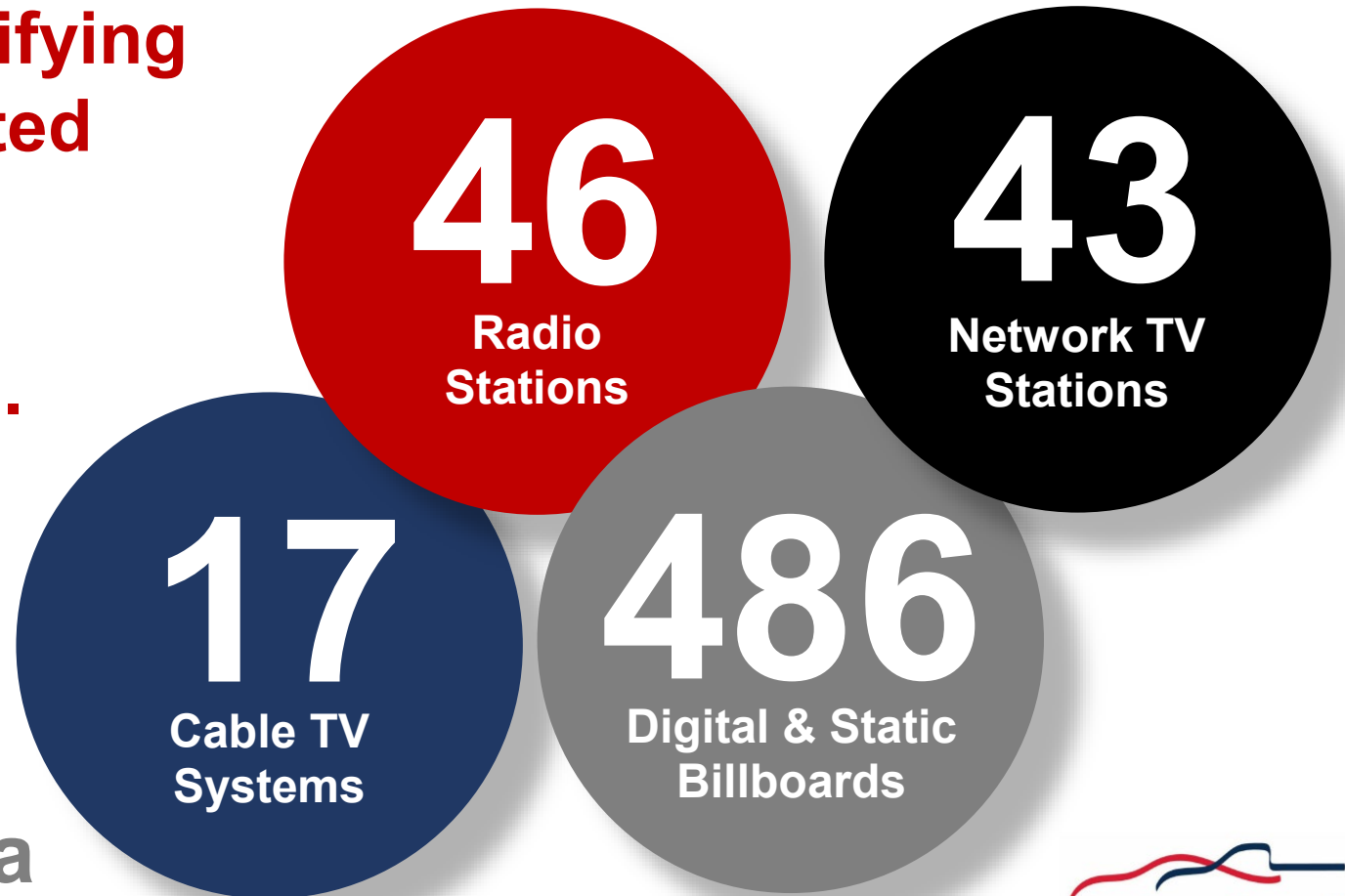
Digital Display Ads and Social Media Assets

Year Two

Paid Media: Radio, Billboard, TV

Year two was about amplifying the conversation we started in year one, with a very targeted all out media blitz throughout the state.

- > 13 Total Markets
- > Lots of Add Value
- > 150% Average Over Delivery on All Media



Year Two

Paid Media: Radio, Billboard, TV

Part of our billboard strategy was to put boards on surface streets near auto parts stores.



The yellow circle highlights an AutoZone just 1 block from this billboard



Based on retailer feedback that helped us create an in-store program and training module for their employees.

Program Elements

Take Away
Counter
Cards

Register
Screen
Prompt

Signage at
Checkout

Website

Employee
Training
Video

Year Two

Launched Retailer In-Store Program



Please share with your employees and incorporate into training opportunities.

Retailer Site Product Ordering Section

Collateral Options

As part of our support for retailers committed to helping us get the word out about the "Cash In The Can" consumer education campaign with their customers and to encourage consumers to return their used R134a small can refrigerant for the \$10 refund, we offer several in-store collateral assets for you to choose from. You can choose one or all four options, available at no cost.

Click on any of the images below for more details and/or to place your order.



citretailers.com



Year Two

Launched Retailer In-Store Program



Shelf Talker / Floor Graphic



Window Signage



Counter Rack Card

Year Two

Consumer Vehicle Check-Up Events

Car Care Council executed free events featuring Cash In the Can in Sacramento, Los Angeles, and Manteca over a three-month period.

- > Drove Awareness**
- > Gained Direct Insights**
- > Helped the Community**
- > Awesome Media Support**



Year Two

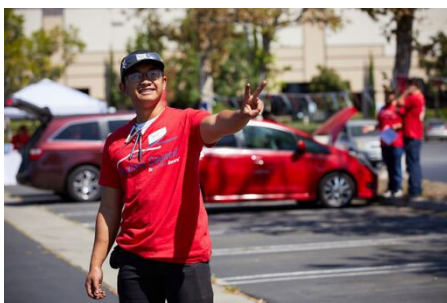
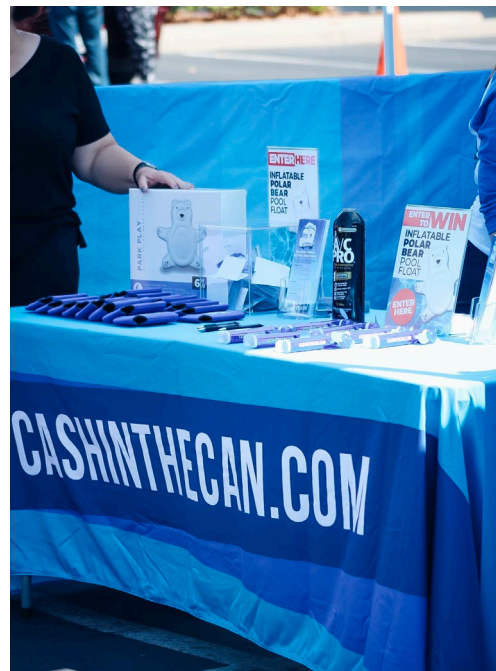
Consumer Vehicle Check-Up Events



Social Media Frames

Year Two

Consumer Vehicle Check-Up Events



Year Two

Consumer Vehicle Check-Up Events



NEXT STEPS



Next Steps

1. Prepare Year Two Annual Report
2. Campaign Evaluation / Analytics / Recommendations
2. Prepare Year Three Strategic Plan and Budget
4. Year Three Creative/Messaging Strategy & Concepts

Next Steps

Evaluation / Analytics / Recommendations

We will use Can Return Reporting from 2018 and 2019 broken down geographically by market and zip code, to establish a benchmark for comparison in the following areas:

**Paid Media
Effectiveness
Metrics**

**Compare
Cans Bought
Against Cans
Returned**

**Measure
Engagement
in Online &
Social Spaces**

**Evaluate all
Campaign
Strategies
and Tactics**

**Evaluate ROI
by Market
and Media**

Media Plan & Recommendations for Year Three



Thank You.

Please Respond to Me

Rich White, Executive Director Car Care Council

240.333.1030





r134a Small Can Refrigerant Consumer Awareness Campaign

Analysis and Recommendations

Scope of Work

Identify. Ideate. Execute.

Scope of Work

The following is a proposed scope of work for the aggregation and analysis of digital points of data, as well as observational attribution of paid media ROI against can return rates by geographic location, collected during the statewide r134a Small Can Refrigerant “Cash in the Can” campaign, active from April 29-September 29th 2019.

This is for the purposes of understanding campaign efficacy in relation of geographic proximity to Environmental Justice Communities, as well as areas of the marketing and paid media strategy with the greatest amount of ROI in relation to the can return rates across 13 markets, and the state of California as a whole.

Digital Analysis

The digital space is the most observable in regard to data attribution. The “Cash in the Can” digital campaign consisted of 11 advertising tactics across 13 geographically defined areas for a total of 143 individual campaigns. Each of these campaigns consisted of several components to be analyzed. They include campaign strategy, audience building, location targeting, scheduling, blueprinting, budget adjustments, content optimization, and creative design. The total number of data points to be analyzed is between 1200-1300. We will analyze the data to determine the effectiveness of each campaign, measure the optimizations, look for trends, and make recommendations for the next stage of the campaign.

Paid Media Analysis

It is important to note that attribution of paid media is more difficult to directly correlate as its function is to drive awareness and behavior. The “Cash in the Can” paid media strategy was executed across 13 geographically defined markets, with a total of 1,900 plus zip codes (with 30% or more consisting of Environmental Justice communities). The campaign message was delivered via 486 digital and static billboards, 43 broadcast television networks, 17 cable TV systems, and 46 radio stations. They include surface street billboards in proximity to auto parts stores, digital billboards located along major arteries of freeway traffic (where available), 15 second radio traffic sponsorship, 5 10 15 and 30 second radio spot inventory (English and Spanish), as well as 30 second broadcast and cable TV spots (English and Spanish). We will analyze the impressions ordered against impressions delivered to determine the delivery of each media (along with add value and over delivery), look for trends against specific media scheduled based on web traffic spikes and can return rates by market and period of time, then make recommendations for the next round paid media.

We will use this information to make recommendations in the form of a formal marketing and paid media strategy along with recommendations for moving forward into the next phase of building awareness for the campaign in 2020.

Scope of Work

Data to be Reviewed

Can Return Rates

- Overall Can Return Rate in 2019 vs 2018 vs 2017
- In Each of the 13 Markets
- By Zip Code
- In Relation to EJ Communities

Paid Media: Billboard, Network TV, Radio, Cable TV

- In Each of the 13 Markets
- By Zip Code
- In Relation to EJ Communities

Overall Online Web Traffic and Engagement

- Breakdown of Traffic
- Geographic Insights

Social Media (Facebook and YouTube)

- Paid Social Media Campaigns
- Over all Engagement by Platform
- Efficacy of Various Creative Asset Types

Event Marketing

- Media Delivery
- Community Engagement
- Direct Can Return

Deliverables

- Formal Report Detailing Findings
- Recommendations for Strategy Adjustments
- Paid Media Strategy with Strategy Adjustments for 2020

To get started with this scope of work we will need the client to provide the following information: Can return data and their associated zip codes from 2017, 2018, and 2019 can return data, to establish a benchmark for comparison. We would also like to get general can return numbers for every year since the program started, so we can see how much impact this campaign has had compared to all years combined.