

I. EXECUTIVE SUMMARY

Keep America Beautiful is a **non-profit organization** that provides the experience, programs, and resources to help people end littering in America. There are affiliates on both the state and county levels as well. The South Forsyth High School DECA chapter was approached by the affiliate Keep Forsyth County Beautiful in need of assistance with their new **anti-littering campaign**.

A member of the board visited our school and explained to students what the growing problems were. Ms. Tammy Wright, the Environmental Program Manager, brought to our attention how much litter is becoming a problem in Forsyth County. Our contribution to KFCB was a six month anti-littering campaign for the months of January through June of 2017. One of the main points she stressed was the importance of involving students in the county.

This anti-littering campaign has been designed to include a variety of different advertisements, media platforms, and sales promotions to appeal to the unique citizens of Forsyth. The name of the campaign is “Litterally Stop”; put an end to Forsyth County’s worst habit. The title includes the use of play-on words, combining the word litter with the word literally. The “Stop” in “Litterally Stop” is to grab the attention people. Our logo is a stop sign to further enforce this.

Target Market

We plan to educate children and parents on the effects of littering, generate youth participation, and become involved in the local school system. The **primary target market** is students between the ages of five and fourteen. Parents and families are the **secondary target market**. Each of the campaign activities are targeted towards one or both of these groups.

Objectives

Four **objectives** have been created to fully reach the growing community of Forsyth: educate children and parents on the effects of littering, decrease littering in the county by 30%, generate youth participation, and reach our goal of generating 1,500 pledges to “Litterally Stop” from each participating school in Forsyth County.

School Involvement

School involvement will include **clean-up crews** (Stop Squads), a **drawing contest**, and a fun **mascot** for the elementary schools. Stop Squads will be formed at each elementary and middle school in the county. These clubs will be in charge of making sure the schools are clean. The formation of the Stop Squads will generate youth participation and get kids excited about cleaning up. The drawing contest is called *My Forsyth County* and it offers a chance for students to get their drawing displayed on a real billboard. In addition to this, Sammy the Stop Sign will visit schools and hand out promotional magnets to students and staff.

Budget

We were given a fairly flexible **budget** of \$15,000 to ensure that the people of Forsyth will be informed in a wide assortment of ways. It will consist of well thought-out promotions and activities with different ranges of price.

Sales Goal

Given that we are not actually selling a product, we have a goal of impressions instead of a sales goal. Our goal of impressions will be calculated based on the amount of pledges to “Litterally Stop”, the results of our final survey, and most importantly, how much litter is picked up by the local sanitation control company by the end of the six month campaign period.

II. DESCRIPTION

The Forsyth County Board of Commissioners approached the South Forsyth marketing department on behalf of the county and informed us about the growing littering problem in Forsyth. Environmental Program Manager, Tammy Wright, gave us the exciting challenge of creating a **six month anti-littering campaign**. There were several areas in desperate need of attention, the main one being lack of awareness of the huge littering problem. Keep Forsyth

County Beautiful (KFCB) is a local affiliate of the national Keep America Beautiful program and the state Keep Georgia Beautiful program. The core focus areas of the KFCB program are waste reduction and recycling,



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beautification and community greening, litter prevention and reduction and water quality. KFCB's mission is to “cooperate with government, businesses, schools, civic organizations and citizens in a joint effort to improve beautification, litter reduction and recycling.” Forsyth County has a population of over 212,000 people, *28.9% under the age of 18*. Forsyth County Schools is Georgia's 7th largest school district and home to over 44,100 hardworking students and 4,500 exceptional staff members. Involving students was one of the main points stressed to us by the board.

The rest of the campaign was left up to us. We took all of the information we were given and decided the best strategies to tackle this serious issue. The title we came up with for the campaign is called **“Litterally Stop”**. We strongly believe that it is time for Forsyth to “Litterally Stop” and put an end to this terrible habit.



Fast food litter makes up 46% of litter *four inches* or greater.



III. OBJECTIVE(S) OF THE CAMPAIGN

To develop a long-term solution for Forsyth County's littering problem by educating children and their parents on the effects of littering.

Decrease littering in Forsyth County by 30%.

Generate youth participation in the anti-littering campaign by spreading awareness, volunteering, following our social media, and being involved in our school contests.

Reach our goal of obtaining up to 1,500 pledges to “Litterally Stop” from each Forsyth County elementary and middle school.

IV. IDENTIFICATION OF THE TARGET MARKET

- A. In a recent study conducted by Professor Jacquelyne S. Eccles, we learned that adolescent's' minds are most easily influenced between the ages of five and fourteen. Additionally, 28.9% of Forsyth County's population consists of children. Because of this, we have chosen to make our **primary target market students, in Forsyth County, between the ages of five and fourteen.**

Before the campaign started, we surveyed what this age group knew about the laws against littering and the effects littering causes. Most students were familiar with the concept of littering, but were unable to explain the effects. These findings gave us a narrow target market to pursue. By promoting to this younger generation, our anti-littering message will influence young minds. Our anticipation is that by starting this habit at an early age, they will then continue to make the cleaner choice.

- B. Our **secondary target market will consist of the parents of the students in our primary target market.** This group was chosen so that the family as a whole can work together to make Forsyth County a litter-free zone. Similar to the questionnaire that was conducted with the students, we also surveyed the parents to test their knowledge. When

assessing the adult's knowledge of littering, they were able to explain that littering is illegal however, most confessed that they had in fact littered before. Unfortunately most parents said they had never talked to their children about littering.

V. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN

School Involvement

Given that our target market is focused on students, school involvement will be prevalent. There will be several different ways for students to get involved. The first way will be a **KFCB billboard contest**, called *My Forsyth County*. Teachers from the participating schools will be able to go online and print out flyers for their students. The idea behind the flyer is for students to be creative and draw what their "ideal Forsyth County" would look like. The goal will be for students to draw a clean and beautiful place to live.

Another fun way to educate students on the effects of littering will be to form **clean-up crews** in every participating school. These crews will be referred to as "Stop Squads". Their jobs will include: keeping their school clean, educating their peers about anti-littering, and encouraging classmates to pledge to "Litterally Stop". These pledges can be compared to those of making the choice to not text and drive or to be drug free. Students will sign their name on a small piece of paper stating that they will not litter. The drawings and pledges will be displayed throughout the halls in participating schools to inspire others to pledge.

Specialty Advertising

Throughout the pledging process, elementary schools will receive visits from Sammy the stop sign, our **trade character**, in the form of mascot. Mascots are a fun and memorable way to engage children and can serve as a positive role model. Sammy, along with representatives from

the board of commissioners, will distribute **car magnets** to students and staff. The magnets will be in the shape of stop signs and will feature the campaign slogan. The school with the most pledges by the end of the six month period will be awarded the county's cleanest school by KFCB. An image of the magnet can be found in the appendix.

Given that drivers, as well as passengers, are constantly on the look-out for road signs, we are sure our design will grab the attention of many people. This promotional activity will appeal to both target markets due to the fact that students will receive the magnets at school, and parents can then put them on their cars.

Publix is an active sponsor of the Forsyth County School System. They have agreed to cover half the cost of these magnets if we choose to include their logo.

Application

KFCB will launch a game in the form of a smart phone app. Recent studies show that 92% of children in our target market play games on their smart phones or tablets. The game will be similar to whack-a-mole and will be called Tap the Trash. Gamers will tap the trash on the screen as fast as they can to help Sammy remove the litter from the community. Users can share their high scores with Facebook friends or Twitter followers to help promote the app as well as create awareness of anti-littering. After each level, Sammy will share a fun-fact about littering with the gamer. This will further enforce the anti-littering message.

Forsyth County is involved in a revolutionary practice called BYOT. BYOT or *Bring Your Own Technology*, refers to specific days of the year when students are encouraged to bring their smart phones or tablets to school for educational purposes. We are in the process of getting Tap the Trash approved as a game students can play during BYOT days.



Motorists and pedestrians contribute a combined nearly 70% of litter.



Print Media

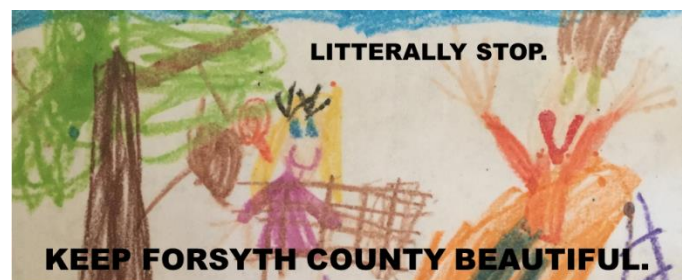
To incorporate print media we have chosen to utilize materials we already have. By encouraging teachers to hang their student's flyers around the school, we will be reaching a great portion of our primary target market. Once the flyers are sent home with the students, they are given the opportunity to share the anti-littering message with their families. If a child hangs their flyer on their refrigerator at home and someone takes a picture of it, they can post the picture on Facebook or Twitter to be entered into a contest to win a \$100 Visa gift card.

Social Media

KFCB currently has both a **Facebook** page and a **Twitter** account. According to our initial survey, these two social media platforms are the **most popular among our target markets**. We feel that if we keep our followers updated on current events, as well as upcoming campaign information, people will be more likely to follow/visit us. By implementing the hashtag #LitterallyStop, we would have the opportunity to start a trend. Facebook will be the place for our **secondary target market** to stay in touch. On the page there will be open-ended discussion posts, pictures, and events for people to attend. If users decide to attend an event, such as a clean-up, they will be given the opportunity to "Share" the post with friends. Both accounts will post/tweet several times a day.

Outdoor Media

We have designed two billboards to display in Forsyth County. The first design includes real pictures from around Forsyth.



All images used on the billboard are copyright free and are of high resolution. The purpose of the design is to encompass the literal meaning of Keep Forsyth County Beautiful. We want those driving by to make the connection that this county is their home and it deserves to be as beautiful as we can make it. The first billboard will be located along Exit 17 on GA 400. Approximately **119 thousand** cars drive on GA 400 every day. This will provide us with a **large reach**. The second design will feature the illustration made by the winner of the *My Forsyth County* drawing contest. This will utilize pathos, appealing to people's emotions. The billboard will be located in downtown Cumming on Highway 20, the heart of Forsyth County. Publix has agreed to cover half the cost if we include their logo here as well. **We can expect roughly 89,250 impressions from each billboard daily.**

Broadcast Media

Under broadcast media there will be 45 second radio advertisements aired on FM 91.5, a station local to the Forsyth County area. FM 91.5 has over twelve thousand listeners every day and is broadcasted right out of Forsyth. The ad will have a **frequency** of two times a week, over the course of the six month campaign period.

The scene will start with a conversation between a young boy, a young girl, and their mother. The children see a woman throw trash out of her car window and wonder why she did it. They start to imagine what would happen to their town if everyone threw their trash on the ground like that. They come to the dramatic conclusion that Forsyth County would become one big heap of trash. Their mother overhears the conversation and interrupts. She informs them that this act is called littering. She explains that they can help by throwing their trash away and encouraging their friends do the same. The kids decide to start by picking up the trash the lady



70% of beverage containers on U.S. roadways are soft drink and beer containers .



threw into the street. To conclude the ad, there will be a brief statement made by KFCB stating that they sponsored the ad.

VI. SCHEDULES OF ADVERTISING PLANNED

	January	February	March	April	May	June
Radio	X	X	X	X	X	X
Flyer	X	X				
Billboard			X	X	X	X
Social Media	X	X	X	X	X	X
App Launch			X			

The “**X**” means that the represented activity will take place during that month. For example, an “**X**” in the Radio category means that there will be a series of several radio ads played throughout the month on participating local stations.

VII. SCHEDULES OF ALL SALES PROMOTION ACTIVITY(IES) PLANNED

	January	February	March	April	May	June
Car Magnet	X	X	X			
Clean-Up Crew	X	X	X	X	X	
Billboard Contest	X	X				
Social Media Contest	X	X	X	X	X	X



Tobacco products comprise roughly 38% of ALL U.S. roadway litter.



The “X” means that the represented activity will take place during that month. For example, an “X” in the Car Magnet category means that during those months we will be giving promotional car magnets to students and teachers at participating schools.

VIII. BUDGET

Advertising Campaign	Notes	Cost
Broadcast Media		
• 45 sec radio ad	• FM 91.5 (2x week)	• \$800 (each month)
Print Media		
• Flyer	• PDF on website	• Free
School Involvement		
• Billboard contest	• Use materials above	• Free
• Clean up crew	• Mascot costume	• \$387 (purchase)
Social Media		
• Facebook	• Improvements	• Free
• Twitter	• Improvements	• Free
• Contests	• Prizes (\$100 gift cards)	• \$600 total
Outdoor Media		
• Billboards	• 2 total	• \$1,600 (each, each month)
Application		
• Launch cost	• Basic functions	• \$7,000
Specialty Media		
• Car Magnets	• \$1.53 each (before costs cut by Publix)	• \$3825 (5000 units)
Total	---	• \$14,212

IX. STATEMENT OF BENEFITS TO CLIENT/ADVERTISER

We are committed to making Forsyth County a beautiful, litter free community. We want the citizens of the county to be proud to say they reside there. Everything in our power will

be put forth to ensure that each set goal will be met. From involving elementary and middle school students, to advertising on GA 400, the drastically growing litter problem will no longer be a secret. By increasing and publicizing the advertisements on the radio and making several key changes to the KFCB social media accounts, littering will gain more exposure to the general public. Once people begin to feel a genuine connection to their county, they will feel less inclined to litter. Through the entirety of this ad campaign we will be generating a plethora of youth participation, in an effort to reach our goal of obtaining 1,500 pledges to “Literally Stop” from the participating schools.

Given that we are not actually selling a product, we have a goal of impressions instead of a sales goal. Success will be measured by counting the number of pledges, results of the final survey, and how much litter is picked up by the local sanitation control company by the end of the six month campaign period.

X. BIBLIOGRAPHY

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XI. APPENDIX



This is an image of what the car magnet will look like.

Below you will find correspondence emails between our DECA adviser and the Forsyth County Director of Communications, Jodi Gardner.

From: Gardner, Jodi B.

Sent: Friday, May 22, 2015 11:55 AM

Subject: Students Present Anti-Littering Ideas to Forsyth County Commissioners

Students Present Anti-Littering Ideas to Forsyth County Commissioners

At the May 21, 2015 meeting of the Forsyth County Board of Commissioners, students from the South Forsyth High School DECA program presented their ideas for anti-littering campaigns. Three groups of students shared with the commissioners their ideas for combatting litter in the community.

Jodi B. Gardner | Director of Communications
FORSYTHCOUNTY Department of Communications

Hi Cindy,

One of the program specialists from the Georgia Department of Education heard about the Marketing students presenting their Anti-Littering Campaign ideas at the May Commissioners meeting and they were blown away. DOE is wanting to show a video clip of the students presenting to the commissioners at some of their upcoming meetings. Do you think the lady who video recorded the presentation would allow us to use a 5 minute video clip to send to DOE? This is very exciting!

Debra

----- Forwarded message -----

From: "Gardner, Jodi B." <JBGardner@forsythco.com>

To: "Moore, Debra" <DebMoore@forsyth.k12.ga.us>

Cc:

Date: Fri, 22 May 2015 16:04:37 +0000

Subject: FW: Students Present Anti-Littering Ideas to Forsyth County Commissioners

Good afternoon Ms. Moore,

It was a pleasure to meet you and your students at last night's Board of Commissioners meeting. Attached please find the photo from the meeting. The photo and the information below have been provided to the local media.

Thank you,

Jodi B. Gardner | Director of Communications
FORSYTHCOUNTY Department of Communications



Litter clean up costs the U.S more than an estimated \$11.5 billion each year.

