

Year Two

- Web updates: Events registration, content updates (*in production/ review*)
- Mailchimp integration, including templates (*in production/ review*)
- 3 new :30 second animated spot (*in production, 1st to launch 4/23*)
- New :30 second radio spot, based on animation: voiceover and sound effects (*in production*)

Advertising updates

- Introduce YouTube video advertising
- Rollout video to social media

Creative

Artwork to be updated to match animation

Sizes include 300x250, 200x200, 250x250, 336x280, 728x90, 160x600

Targeted ads



Fertilizer



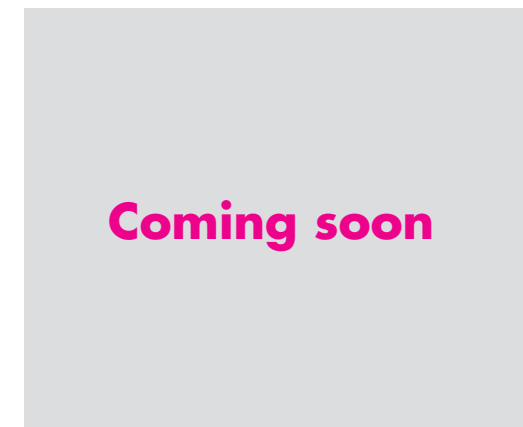
Rain Garden



Downspouts

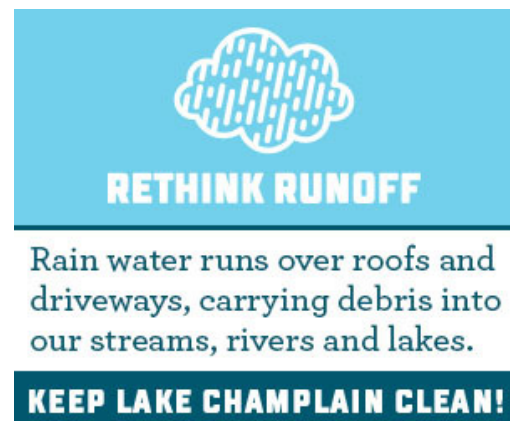


Algae Blooms
Launch in late summer



Stream Team

General Awareness



Script

Hey!

Did you know that rain washes pollutants and other materials like dirt into the storm drains that lead to Lake Champlain?

This can cause pollution, bacteria outbreaks and algae blooms.

Yuck!...

But you can help.

Small steps, like *avoiding the use of lawn fertilizers*
installing a rain garden
installing a rain barrel

can help improve the health of the lake for future generations.

Help Keep Lake Champlain Clean.

Rethinkrunoff dot org