



2018 PRELIMINARY ADVERTISING/ANALYTICS RECAP
RETHINK RUNOFF

January 3, 2019

Creative

Advertising during Year 1 included redesigned creative, incorporating existing messaging with a new visual language based on Rethink Runoff. Video and radio creative was modified to include a new URL, but otherwise remained the same.

Advertising for Year 2 included 2017 creative as well as updated ads released from April-July, tied to spring/summer activities. In addition, we included a mini-campaign promoting Clean Water Week. All ads were rolled out in approximately 8-10 different sizes.

Three :30 second videos were also created for launch in April, May and June. A :30 second radio spot that ran in spring and fall used the voice over of the Fertilizer video spot

2017 Creative



2018 Creative: Spring Rollout



Summer Rollout



Clean Water Week



Videos



April - Fertilizer

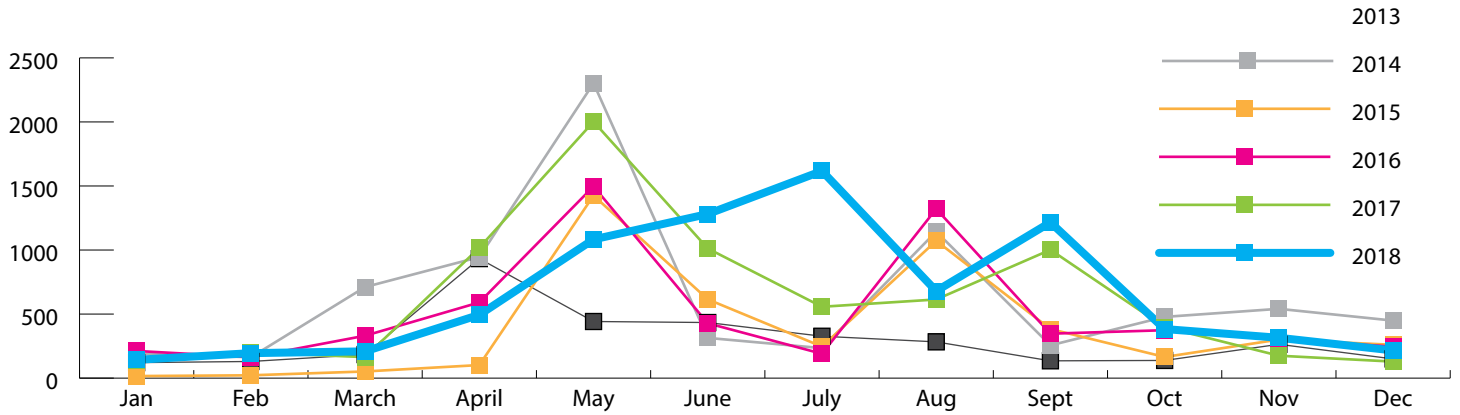


May - Rain Garden



June - Rain Barrel

Analytics for 2018



Total Sessions (1/1–12/31)

TOTAL	TIME PERIOD
7,832	2018
7,407	2017
6,004	2016
4,659	2015
7,728	2014
3,541	2013
2,787	2012

Top Vermont Cities and Towns

TOTAL	USERS	PERCENTAGE
BURLINGTON	1318	19.25%
SOUTH BURLINGTON	767	11.34%
COLCHESTER	519	7.58%
ESSEX/ESSEX JCT.	456	6.66%
SHELBURNE	171	2.5%
WILLISTON	93	1.36%
MONTPELIER	76	1.11%
SAINT ALBANS CITY	71	1.04%
STOWE	66	.96%

New York, 149 Users

Boston, 67 Users

Google Advertising Click-throughs

SOURCE	IMPRESSIONS	INTERACTIONS	COST	COST PER CLICK
DISPLAY ADS	4,091,143	3,988	\$6,238.46	\$1.56
VIDEO (YOUTUBE)	417,346	210,979	\$3,942.31	\$0.02