

pluck
Rethink Runoff

2023 Spring Advertising Update

June 6, 2023

Spring Advertising Update

2022: 4/15–6/5

Google Media Spend: \$8.86K

Clicks: 1,950

FB/Instagram: \$587

Ms Drop Results: 8,941

203 clicks

2023: 4/15–6/5

Google Media Spend: \$3.06K

Clicks: 2,370

FB/Instagram \$300

508 clicks



Rethink Runoff
2023 Concepting
June 6, 2023

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General focus on the individual doing the action
(79% of those surveyed agree that their own personal actions affect
the water quality in Lake Champlain)

Evolution of graphic language to include people

Possible acknowledgment of the camera (waving)

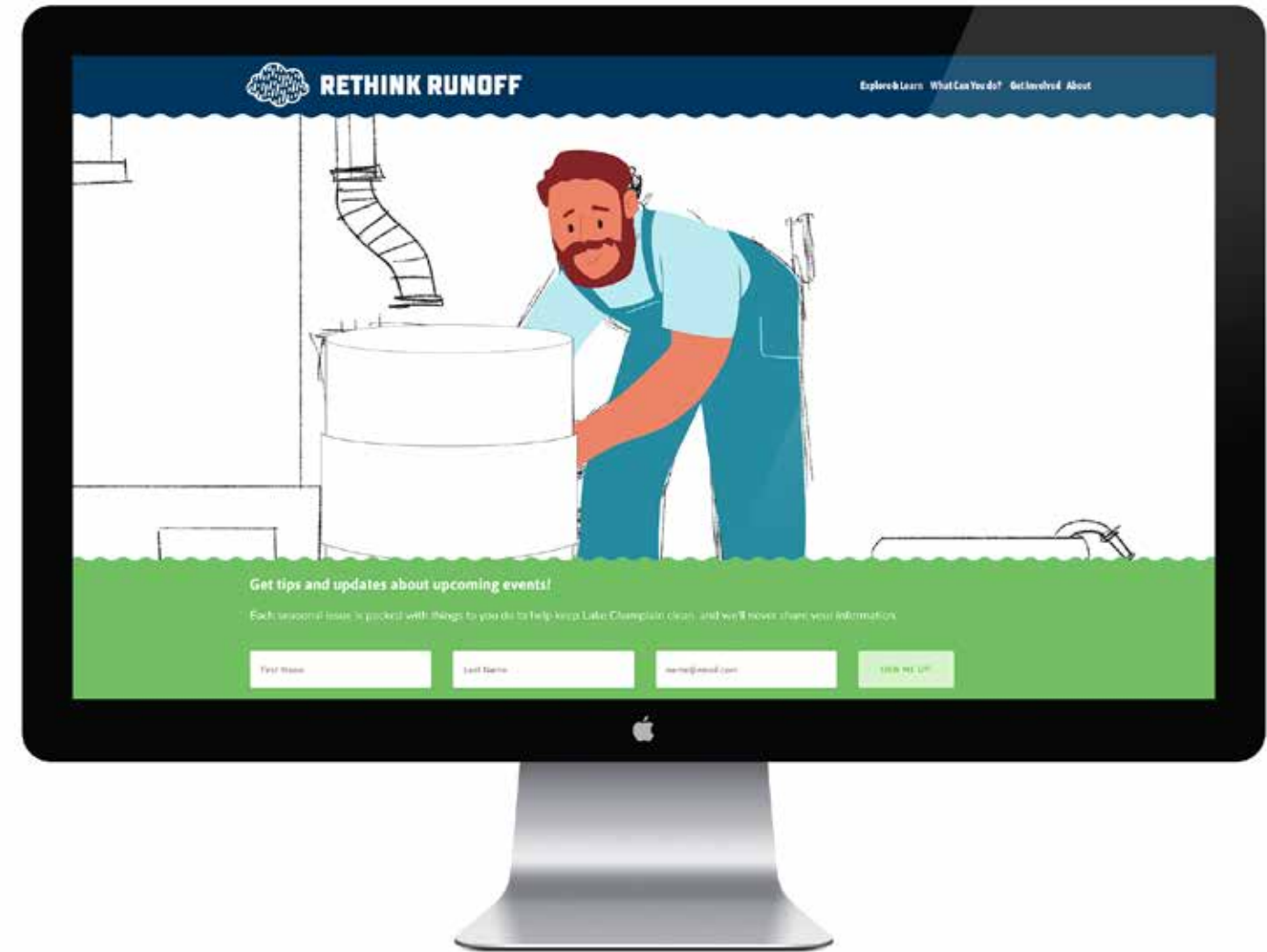
Things to avoid:
too inspirational
too communal

DIY / DIY Lake Champlain

Rethink Runoff

Deliverables

- **Video: Four/five :15 second spots**
 - **Radio: adapted :15 second spots**
 - **Print and digital ads (reuse illustrations)**
 - **Embed video loop on homepage**
 - **Art adapted to web headers and display ads**
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- **Videos doubled up and paired for broadcast (Two :15 second ads to make a :30 second ad)**



Sample Storyboard

<p>Home facade with drain</p>	<p>Overview of drain leaf and rain</p>	<p>Cut to person</p>	<p>Spot-specific scene 1</p>	<p>Spot-specific scene 2</p>
<p>Spot-specific scene 3</p>	<p>Cut to mountain, lake, stream</p>	<p>Mountain Lake Wildlife/Nature</p>	<p>Fade to Logo/URL</p>	

Potential logo add to the beginning for YouTube

Scripts

Rain Garden

Intro

Planting certain flowers or perennials around your house can help reduce the stormwater that flows into Lake Champlain.

Learn more at RethinkRunoff.org

Shot-specific Scenes:

- Gardening prep
- Close-up of hands planting
- Surveying the garden in appreciation

Rain Barrel

Intro

Installing a rain barrel can help reduce the stormwater that flows into Lake Champlain.

Learn more at RethinkRunoff.org

Shot-specific Scenes:

- Rain Barrel construction: drill, saw, etc.
- Home install of rain barrel
- Watering from rain barrel

Dog Poop (Summer/winter)

Intro

Picking up your dog poop can help keep the stormwater that flows into Lake Champlain clean.

Learn more at RethinkRunoff.org

Shot-specific scenes:

- Park facade
- Picking up the poop in a bag with dog
- Tossing bag in a trash barrel

Stream Monitoring

Intro

Volunteer with The Rethink Runoff Stream Team to help monitoring impaired rivers and streams.

Learn more at RethinkRunoff.org

Shot-specific scenes:

- Stream scene backdrop
- Collect water
- Holding water in vial

Rough Character Development



**More fluid and line art,
more monochromatic**