



Caru Cymru National Roadside Litter Campaign

Outdoor, radio and digital audio advertising strategy

18 April – 31 August 2022



cadwch keep
gymru'n wales
daclus tidy

Introduction

Our national roadside litter campaign aims to change behaviour around littering from vehicles and reduce roadside litter across Wales. The campaign will use behaviour change techniques to normalise not throwing litter out of a vehicle and target people in the right place at the right time to interfere with the behaviour.

It is difficult to target all drivers as the vast majority of the U.K.'s population (81%) has access to a car. (*Department for Transport. (2020). Car or van ownership.*)

Recent vehicle littering studies identified that those most likely to litter are between the ages of 18 – 44 years old, people with children aged 4 or under, males, those of low socio-economic status and commercial drivers. (*Highways England. (2021). Understanding Vehicle Littering Research Report, Hubbub (2020), Drive Down Litter.*)

Primary target audience: Young Male Drivers

Secondary target audience: Commercial Drivers

The national campaign will target young male drivers with additional resources created to target and engage with commercial drivers across Wales.

Our campaign messaging will use the Values, Beliefs and Norms model to change behaviours around throwing litter out of a vehicle. ***Young men aspiring to grown into a better person (Values) > Throwing litter out of a vehicle is wrong (Belief) > Do the right thing. Don't throw your litter out of your vehicle.***

Our **'Drive your litter home'** campaign will take 'Do the right thing' up a gear by normalising not throwing litter out of a vehicle and tapping into our target audience's values and beliefs. Research shows that young men want to better themselves and respond well to aspirational messaging. "Make the behaviour aspirational: many of this demographic are at a point in life where they are striving to get somewhere and are in the process of growing into (more) responsible men. They love the aspirational messaging of Nike." (*Hubbub, Big Boys Don't Litter Research Report 2021*)

Most people know that littering out of a vehicle is wrong, as research shows that 78% of vehicle litterers feeling guilty after littering. "In the survey, 35% of people report feeling guilty to a large extent, and only 22% report not feeling at all guilty following littering behaviour." (*Highways England Understanding Vehicle Litterers Report 2021*)

This research shows that young men want to be responsible and better themselves, that they know deep down that littering from a vehicle is wrong and our campaign will target these individuals to normalise doing the right thing. We've ddd

ROADSIDE LITTER CAMPAIGN OUTDOOR, RADIO AND DIGITAL AUDIO ADVERTISING STRATEGY

We are investing in an extensive package of outdoor, radio and digital audio advertising to reach our target audience of young male drivers, across every county borough in Wales, between Monday 18 April and Wednesday 31 August.

Our advertising package will be strategically planned to reach our primary target audience and aims to change behaviours around roadside littering by targeting drivers in the right place at the right time to interfere with the littering behaviour.

Outdoor advertising infrastructure is predominantly situated in built up areas where there is a high population density. So, you'll see more billboards and other outdoor adverts in the cities across Wales. In areas of less population density, we will utilise other forms of advertising such as petrol pumps, petrol stations, back of buses, digital ad vans, radio and digital audio advertising.

Outdoor advertising infrastructure is also situated in prime locations where people can take in the advert messaging. To target young male drivers in their vehicles, it's important to display our messaging where vehicles stop to have time to take in the messages.

The campaign artwork for outdoor advertising is available on request for partners to utilise on advertising space that they own across Wales. The artwork can be downloaded and printed for outdoor advertising such as council owned buses, lorries, billboards and bus shelters.

Timings

- **Bank Holidays** – Our Roadside Litter Campaign is set to officially launch on Wednesday 20 April with some outdoor, radio and digital audio advertising starting on Monday 18 April. We will plan to upweight the campaign (increase the number of adverts) across bank holiday periods and the end of the summer bank holiday in August. We know that young people are more likely to be out and about with their friends, taking Annual Leave and enjoying the warmer weather over these periods.
- **Weekends** - We know that evenings and weekends are the busiest times for retail parks and fast-food outlets. That's why we will upweight radio activity to those day parts. We will take an 'always on' approach, but upweight on evenings and weekends to increase the frequency with which people will hear our radio and digital audio commercials whilst they're out and about.
- **Summer months** – We will run a mid-way campaign poll in June to monitor our campaign activity and make any changes if needed. We will also identify events across Wales to compliment and promote the campaign 'on the ground'. At events, we will utilise our campaign posters, develop marketing materials such as car stickers or air fresheners and promote the use of car bins.

Digital Audio Advertising

We will plan a mixture of streaming audio services to ensure we access a wide target audience:

- **DAX** will reach brands like Capital, Heart, LBC, XFM, Smooth and Classic and a wide selection of podcasts.
- **Octave** will reach brands like Kiss, Magic, The Greatest Hits Network and Scala as well as a wide selection of podcasts.
- **Spotify** will reach streamers of music as well as a huge library of podcasts.

Radio Advertising

Whilst streaming/digital audio represents a significant number of those in our target audience, it's important to acknowledge that this audience also listens to 'traditional' radio.

To evidence this, Heart North Wales has more 18–24-year-old listeners than DAX and Octave put together in that market. (Source: RAJAR Survey 021 Q3). Furthermore, Heart South Wales and Capital South Wales have more listeners in the 18–24-year-old bracket than DAX does alone. (Source: RAJAR Survey 021 Q3). It's really important to include traditional radio as much as digital audio.

- Capital FM (South and North)
- Heart FM (South and North)
- Radio Pembrokeshire
- Bridge FM
- Radio Carmarthenshire
- The Wave
- Dragon Radio Wales

Planning outdoor advertising

- **Profiling** – We will profile postcodes in Wales to identify areas that have a strong percentage of 18–24-year-old male drivers.
- **Hot spots** – We will identify roadside litter hot-spots across Wales with local authority partners and Traffic Wales.
- **Site selection** – We will select advertising locations based on availability during our campaigning period, proximity to: roadside litter hot-spots, where 18–24-year-old male car drivers live, fast food outlets and where vehicles stop to take in our messages (such as bus rears and petrol stations)
- **Secondary considerations** – We will utilise digital audio, Ad Vans and 'on the ground' activities in areas where there's less outdoor advertising infrastructure. We will also encourage councils to utilise our campaign artwork to download and print signage to display within areas with less outdoor advertising options.

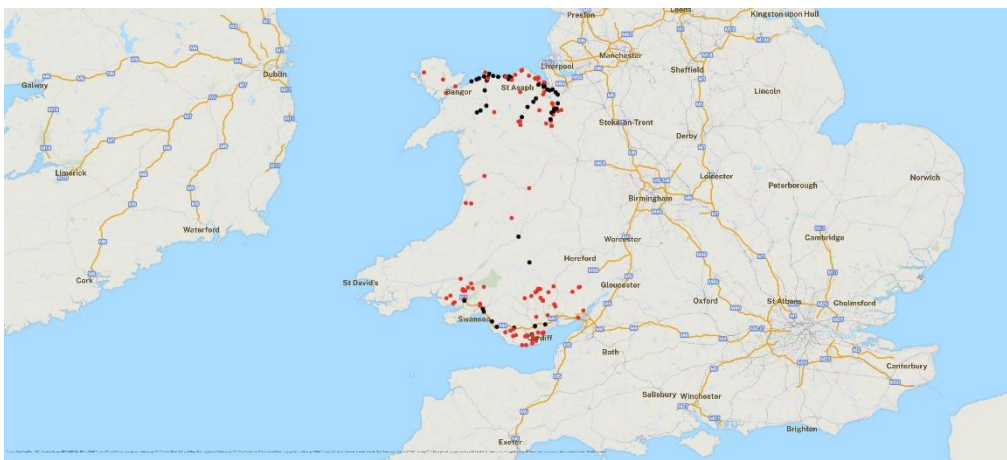
ROADSIDE LITTER CAMPAIGN OUTDOOR, RADIO AND DIGITAL AUDIO ADVERTISING STRATEGY

Mapping

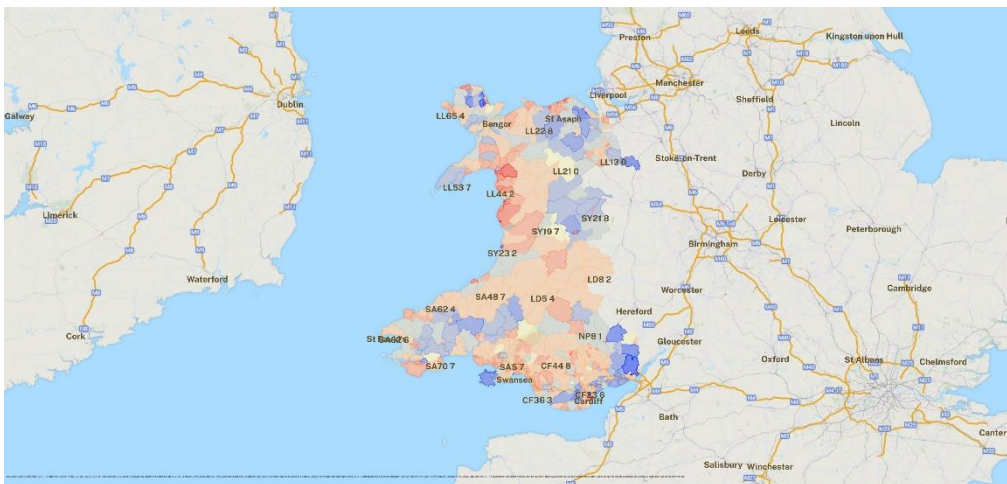
Whilst strategically mapping out our outdoor, radio and digital audio advertising, consideration will be given to where our target audience live, identified roadside litter hot-spots, proximity to fast food outlets and where vehicles stop to take in our messages.

These maps are also available to download from the partner hub.

Here's a map of roadside litter hot-spots across Wales as provided by councils (Red dots) and Traffic Wales (Black dots).

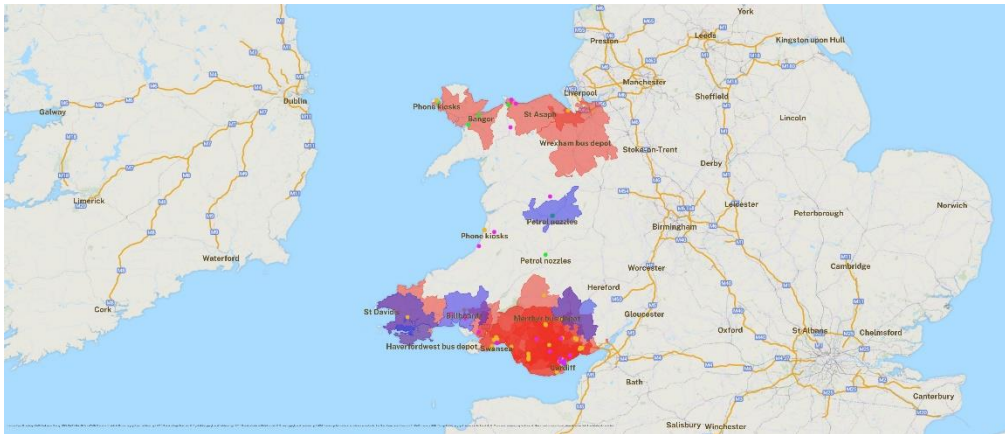


Here's a demographic distribution map of where our target audience live across Wales (18 – 24-year-old males with a car.) Red areas represent areas with higher proportions of our target audience and blue areas represent lower proportions.

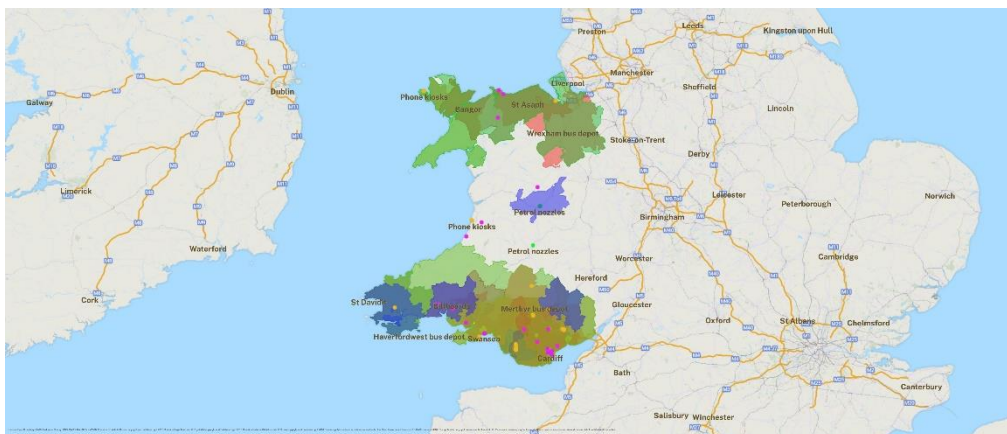


ROADSIDE LITTER CAMPAIGN OUTDOOR, RADIO AND DIGITAL AUDIO ADVERTISING STRATEGY

Here's a map of the outdoor advertising planned across Wales. Red areas represent bus rears, purple areas represent ad vans and dots represent other outdoor advertising.



Here's a map of the outdoor and radio advertising planned across Wales. The additional green and blue areas represent radio advertising.



In areas with less outdoor advertising opportunities, we will upweight our digital audio advertising to target young male drivers on Spotify, DAX and Octave whilst streaming their favourite channels or podcasts.

A full list of outdoor advertising is available on the partner hub alongside a media plan with timeframes.

Outdoor advertising

- Billboards (6 sheets, 48 sheets and 96 sheets)
- Petrol Stations (6 sheets)
- Petrol Pumps (Petrol pump nozzles)
- Parking Meters
- Ad Vans (Digital ad vans)

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- Telephone Kiosks (Phone boxes)
- Bus Rears
- Cinema (6 sheets)
- Socialite screens (Digital screens)

Pitch side advertising

To further target young male drivers, we will add pitch side advertising at Cardiff City FC, Wrexham AFC and Swansea City FC to our outdoor advertising package to start at the beginning of next season in July 2022:

Cardiff City FC:

- Pitch Facing Advertising Board
- Mid Tier LED
- Digital ad Vans with audience tracking and analytics

Wrexham AFC:

- Pitch-facing LED Board
- Digital ad Vans with audience tracking and analytics

Swansea City FC:

- Pitch Facing Advertising Board
- Digital ad Vans with audience tracking and analytics

Advertising media plan

Full media plan and advertising locations are also available on the partner hub.

Media	Duration	Quantity	Location
DAX Audio Commercial	12 weeks (Bursts between April – August)		All Wales (Upweighting in Mid Wales)
Octave Audio Commercial	12 weeks (Bursts between April – August)		All Wales (Upweighting in Mid Wales)
Spotify Audio Commercial	8 weeks (Bursts between April – June)		All Wales (Upweighting in Mid Wales)

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Capital FM Audio Commercial	6 weeks (Bursts between April – August)		South Wales
Capital FM Audio Commercial	6 weeks (Bursts between April – August)		North Wales
Heart FM Audio Commercial	6 weeks (Bursts between April – August)		South Wales
Heart FM Audio Commercial	6 weeks (Bursts between April – August)		North Wales
Capital FM Sponsor Tags	8 weeks (April – June)		South Wales
Heart FM Sponsor Tags	8 weeks (April – June)		North Wales
Local Radio Stations Audio Commercial	2 weeks (April – May)		Radio Pembrokeshire Bridge FM Radio Carmarthenshire The Wave Dragon Radio Wales
Bus rears	2 x 4 weeks bursts (April / May and August)	100	Bus depots: Swansea, Bangor, Rhyl, Caerphilly, Porth, Port Talbot, Cardiff, Blackwood, Cwmbran, Aberdare, Bridgend, Merthyr, Pontypridd,

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			Haverfordwest, Wrexham
6 Sheet posters	2 x 2 weeks (April / May and August)	25	North and South Wales
48 Sheet billboards	1 x 4 weeks and 1 x 2 weeks (April / May and August)	30	South Wales
96 Sheet billboard	1 x 4 weeks (April / May)	10	South Wales
Petrol stations (6 sheet posters)	4 weeks (April / May)	50	North and South Wales
Petrol pumps (Petrol pump nozzles)	4 Weeks (April / May)	126 nozzles	Anglesey, Gwynedd and Powys
Phone boxes	2 Week (April / May)	100	North and South Wales
Parking Meters	2 x 2 Weeks (April / May and May / June)	83	Cardiff
Digital Advans	12 x half days (May, June and August)	12	TBC Locations across Wales with less out of home infrastructure
Cinema	2 Weeks (May)	1	TBC
Socialite screens	2 Weeks (May)	14	Cardiff and Swansea
Pitch Facing Advertising Board	July 2022 – April 2023	1	Cardiff City FC
Pitch Facing Advertising Board	July 2022 – April 2023	1	Swansea City FC
Pitch Facing Advertising Board	July 2022 – April 2023	1	Wrexham AFC

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Digi Vans with audience tracking and analytics	July 2022 (First games of the new season)	1	Cardiff City FC, Wrexham AFC and Swansea City FC
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Monitoring and Evaluation

Our advertising agency will run two bursts of campaign polling, once midway through the campaign in June and secondly post campaign at the end of August to monitor and evaluate the campaign activity. Monitoring the campaign midway will allow us to see which adverts have been seen or heard and gives us the opportunity to make any changes if needed. We will develop a survey and the advertising agency will place a poll in the field.

The fieldwork will run in the target geographies for the campaign. This includes quota monitoring and data quality checks. At the end of the fieldwork, the advertising agency will create a presentation showing the results and findings of the poll. This will allow us to monitor the campaign activity halfway through and evaluate the campaign at the end.



Gofalu am ein gwlad
Caring for Wales