

Keep Wales Tidy Caru Cymru National Roadside Litter Campaign

Media	Geography	Who is the audience group?	What message will they see or hear?	What is the advert format?	How many people will the adverts reach?	How will we measure success?	Desired action	Buying model	Reactivity and deployment time	Duration of media burst	Quantity	April		May				June			July				August				September							
												4	11 18 25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	
OUT OF HOME																																				
Bus rears	Pan-Wales	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	Bus rears	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	Rate per 4 weeks	4 weeks	4 weeks	100																									
6 sheets	Planned with client	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	6 sheet posters	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	Rate per 2 weeks	3 weeks	4 weeks	25																									
48 sheets	Planned with client	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	48 sheet billboard	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	Rate per 4 weeks	3 weeks	2 weeks	30																									
96 sheets	Planned with client	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	96 sheet billboard	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	Rate per 4 weeks	3 weeks	4 weeks	10																									
Petrol stations	Planned with client	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	6 sheet posters	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	Rate per 4 weeks	3 weeks	4 weeks	50																									
Petrol Pumps	Planned with client	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	Petrol pump nozzles	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	Rate per 4 weeks	3 weeks	4 weeks	50																									
Telephone Kiosks	Planned with client	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	Phone boxes	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	Rate per 2 weeks	3 weeks	2 weeks	100																									
Parking Meters	Cardiff	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	Parking meters	1,000,000 tickets issued per year. Cardiff Council - GTS - STEAM SUMMARY 2019 - VISIT CARDIFF	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	Rate per 2 weeks	1 week	4 weeks	94																									
Digital Advans	Planned with client	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	Digital Advan	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	Day rate	48 hours	12 x half days	12																									
ADDED VALUE (FREE STUFF!)																																				
Cinema	Pan-Wales	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	6 sheets	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	FOC	3 weeks	2 weeks	1																									
Socialite screens	Pan-Wales	Primary: Males 18-24. Secondary: Bystanders	Caru Cymru	Digital screens	Unable to forecast until locations are planned but we will update this once planned with the client	Visits to the website, reduction in littering, ad recall from the post campaign survey	Prevent littering and make a choice not to litter and/or as a bystander, influence others	FOC	1 week	2 weeks	1																									
POST CAMPAIGN POLLING AND EVALUATION																																				
Post campaign poll to Males aged 18-24 across Wales with a balance across the different local authorities to gain an understanding of ad recall, messaging and any behaviour changes. Presented to the client with graphs and data tables																																				



Mid-campaign polling

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At Hello Starling we absolutely love what we do and hope that you do too. We really value your interest in us and we are excited to share our ideas with you. However, please remember that we have invested a lot of time and effort in developing the right project plan or campaign for you. As the creator of this work, we own the intellectual property rights in it.

While we will make every effort to deliver what we've proposed, each media is subject to availability at the time of booking and forecast figures are based on available data, industry benchmarks and previous campaign performance and are an indication of expected results and are not a guarantee.

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