

Publicity Committee Minutes -
September 29, 2021

Conference Call In Members: Scott Crosby, Connor Toney, Melanie Lewis,
Josh Thomas and Kitty O'Keefe.

Guest called in: Floyd Kolmer & Laurie Spader w/ Ad Mark and Lindsay
Sander w/NEI

Minutes

Announcements and Introductions:

- a. Scott Crosby called meeting to order at 10:00 am and introductions were made.
- b. Melanie moved to accept the minutes from 5.3.21 and Connor^{2nd} the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Scott welcomed members and guests.

New Business:

- a. Review forecasted Publicity Budget - 2022
 - i) See Attachment 1 – members reviewed
 - ii) Advertising #511 - \$79K
 - iii) Promo #515 and #515.1 - \$130K
 - iv) Sponsorship #519 - \$44
 - v) Misc. #518 - \$42
 - vi) Forecasted Total Budget: \$295,300
- b. Ad Mark – Floyd Kolmer
 - i) See Attachment 2
 - ii) Floyd talked us thru his ppt
 - iii) They have worked with WA811 since 2015
 - iv) Creative Development/Production: new approach to delivering the Call 811 message.
 - v) They are full spectrum ad agency: TV, Radio, Media Placement

c. Planning for 2022

- i) Josh is working on a scorecard. Will be able to take sponsorships and advertising campaigns. Break them out on a score sheet and see over impressions, value worth, etc.
- ii) Members discussed ideas and opportunities to look into:
 - Gas Stations: live stream on camera. Catch the contractor filling up their tank before heading to work.
 - Sponsorship ideas for 2022: Saint Paul Rodeo, Salem Rodeo and Oregon State Fair.
 - Build a relationship with NUCA. Kitty will schedule a lunch with them.

Old Business:

- a) 2021 – Outreach Updates -NEI: presented by Lindsay Sander
 - i) See Attachment 3
 - ii) Lindsay first shared our campaign is running from March to March.
 - iii) Our radio campaign: PSA networks – we had 90 stations download our radio campaign. Analytics in 60 days.
 - iv) Social media: since Sept our CTI is at 29%, which is 30% higher nationally. She recommends this is where we put more \$\$ next year.
 - v) 811 Day they had 300 t-shirts made that said I have gas and handed out.
 - vi) Scott asked about YouTube and discussion followed. She recommends we consider a Pilot Project. IA811 tried at \$1K.
 - vii) Opportunities coming: Mike Rowe with more PSAs.

Meeting adjourned at Noon

Submitted by Kitty O'Keefe on October 5, 2021

2022 Publicity Budget Forecast

| | BUDGET | PAID | DIFFERENCE |
|---|------------------|------------|------------------|
| ADVERTISING #511 | | | |
| Alpha Media (year round) | \$20,000 | \$0 | \$20,000 |
| National Excavator Initiative | \$30,000 | \$0 | \$30,000 |
| NEI - Cost for Mike Rowe | \$10,000 | \$0 | \$10,000 |
| FOX 12 + More Good Day segments | \$15,000 | \$0 | \$15,000 |
| The Oregonian | \$4,000 | \$0 | \$4,000 |
| SUBTOTAL | \$79,000 | \$0 | \$79,000 |
| Promo #515 and #515.1 | | | |
| #515 - Promo | \$10,000 | | \$10,000 |
| #515.1: Dormers - Online Store purchases. Includes T-shirt program + shipping | \$120,000 | | \$120,000 |
| SUBTOTAL | \$130,000 | \$0 | \$130,000 |
| SPONSORSHIPS #519 | | | |
| Dozer Day - Vancouver, WA. + swag | \$1,000 | \$0 | \$1,000 |
| Dozer Day - Eugene, OR | \$5,000 | \$0 | \$5,000 |
| Mid Oregon Construction Safety Summit - 2022 | \$1,500 | \$0 | \$1,500 |
| JJ Harrison | \$5,000 | \$0 | \$5,000 |
| Hillsboro Hops | \$10,000 | \$0 | \$10,000 |
| Pendleton Roundup | \$20,000 | \$0 | \$20,000 |
| dp-PRO Sponsorship | \$750 | \$0 | \$750 |
| NWUCA Directory 1/2 page ad | \$1,050 | \$0 | \$1,050 |
| SUBTOTAL | \$44,300 | \$0 | \$44,300 |
| MISC. #518 | | | |
| Other (general) | \$10,000 | \$0 | \$10,000 |
| OUCC Joint States Assistance (was line item #516) | \$10,000 | \$0 | \$10,000 |
| Standard Manuals | \$10,000 | \$0 | \$10,000 |
| Spanish version | | \$0 | |
| English version | | \$0 | |
| Dashboard Calenders | \$12,000 | \$0 | \$12,000 |
| SUBTOTAL | \$42,000 | \$0 | \$42,000 |
| | \$295,300 | \$0 | \$295,300 |

Dig Safely Oregon



ADIMARK
ADVERTISING & MARKETING

2107 Elliott Ave Suite 308 Seattle, WA 98121
www.admarkservices.com ph. (206) 448-8850

Ad Mark's history with WA 811

- 2014-2015 **Utilities and Transportation Commission**
- 2015-Present **WA 811**

Scope of Work

- ❖ **Creative Library 2014-2017**
- ❖ **Research**
- ❖ **Creative Development/Production**
- ❖ **Media Placements**
- ❖ **Interviews, In-content Segments and Cross Promotions**

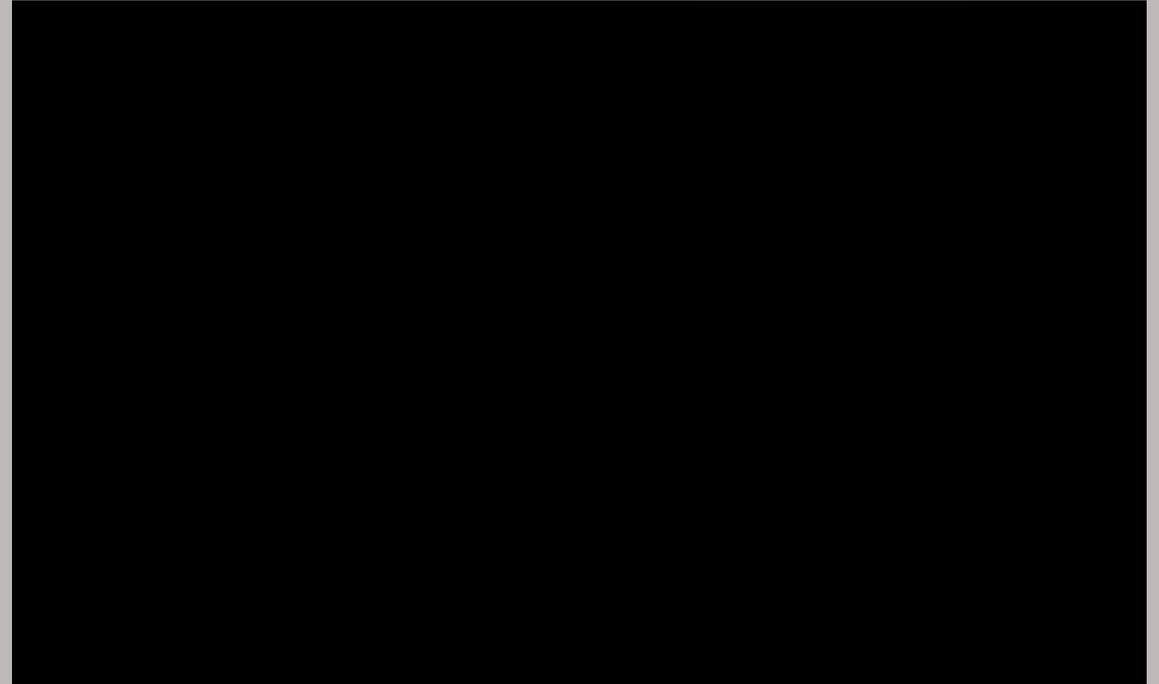


Creative Library

UTC Commercials 2014



Ratzenberger Commercials 2015-2017



Research

Campaign Development/Tracking Research Projects

- ▶ Pre and post telephone and online surveys of home-owners in Western Washington, Tri-Cities/ Yakima and Spokane to measure awareness of 811 campaign and measure recall/impact...
- ▶ 2018/2019 Telephone survey of homeowners who were ticketed for not calling 811 before digging, hit a line and given a fine...
- ▶ 2019 focus group research was employed with home-owners to discuss motivation to call before digging and to test creative messaging concepts for a new 811 campaign...
- ▶ 2019 online survey of home-owners conducted to test animatic concepts developed out of focus groups for new campaign and determine which resulted in highest positive reactions...

Creative Development/Production

- ▶ Based on research findings Ad Mark developed a new approach to delivering the Call 811 message
- ▶ Three new commercials were produced in 2018 and ran for three seasons



Creative Development/Production

- ▶ In 2020 the decision was made to create new ads. Based on our previous success, another research project was done to fine tune the existing messages.
 - ❑ Sample of online survey: [WA811 Telephone Survey Questionnaire](#)
 - ❑ Two commercials have been produced. An additional spot will be produced later this year.



Radio Production

- Top stations for homeowners purchased in select markets to target general audiences, as well as reach Spanish audiences in specifically Eastern WA
- Radio formats purchased included: Country and Mexican Regional Music

English Spot Version



Spanish Spot Version



Media Placements

We plan and place all media channels for WA 811:

- ❖ Out-of-Home
- ❖ Transit
- ❖ Radio- English and Spanish
- ❖ Broadcast TV- English and Spanish
- ❖ Streaming TV and Radio
- ❖ Digital
- ❖ Social Media

We require all media to provide added-value or promotional extensions for our campaigns. Specifically, for Broadcast TV, cable and radio stations, we match our paid schedules with bonus inventory (on-air spots). The matching/bonus/added-value spots run concurrently on all media partners during the campaign. This effectively doubles paid media budgets.

Social Media Calendar

April 2

Why dial before you dig? Well for starters, it's the law! The "Call before you Dig" law requires anyone performing any type of digging to call and have underground utilities located at least two business days before they dig.



April 4

811 is designed for convenience! After you place the call, we notify the utilities in your area and coordinate the locate. One or more locators will then come out to your address within 2 business days from your call. So simple!



April 5

It's opening day Rainiers fans! Check out this throwback of Rhubarb on the 811 chopper!



April 8

With weather being so unpredictable, it can be challenging to know exactly when to get started on your new outdoor projects. Did you know you have 45 calendar days after a locator comes out to mark your premises to start your project?



Social Media Posts

Facebook and Instagram Top Posts designed to engage and encourage consumers to Call 811 Before You Dig!

Facebook Posts

 **dialwa811**
12:00 pm - Thursday, July 01 PDT



That small vegetable garden you've been thinking about planting? Here's your sign that it's finally time to get started...after you give us a call, of course. Happy planting! #WA811 #Dial811 #BeforeYouDig #DigSafeWA

 **Washington 811**
10:30 am - Wednesday, June 02 PDT

June is National Safety Month, but we're dedicated to keeping Washingtonians safe all year round! Help us to help others by dialing 811 before you get started on your next project!



Instagram Post

 dialwa811 • Follow



dialwa811 If you are planning some summertime DIY projects that involve moving dirt---don't dig up trouble! Call 811 to know what's below!

the.girlwithms I love dirt. Expensive dirt. Love gardening.

lena_leitzke 🥰👍

1,160 likes
JULY 5

Add a comment...

Digital Banner Ads and Pre-roll Video

To reach consumers on any device: mobile, desktop or tablet anytime of the day



TRANSIT



Interviews and In-Content Segments

- In-studio interviews with KOMO-TV

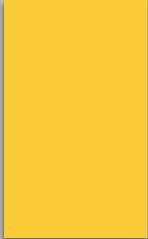


- On-air interviews with radio stations:
KIRO-FM example



- Segments on local lifestyle shows: Seattle
Refined on KOMO-TV





Lowe's Signage Program



Search Summary

DIG SAFELY OREGON | SEARCH CAMPAIGN

4,132 Impressions
1,203 Clicks
29.11% CTR

Search

| Campaign | Clicks (Ad) | Impressions (Ad) | Avg. CTR |
|-----------------------|-------------|------------------|----------|
| (S) Dig Safely Oregon | 1,203 | 4,132 | 29.11% |



Display Summary

(D) Dig Safely Oregon | Banner

88,742 Impressions
87,958 Measurable Impressions
68,234 Viewable Impressions

51 Clicks
0.04% CTR

(D) Dig Safely Oregon | Geo

102,005 Impressions
101,138 Measurable Impressions
80,077 Viewable Impressions

56 Clicks
0.04% CTR

Display

| Campaign | Clicks (Ad) | Impressions (Ad) | Avg. CTR |
|--------------------------------|-------------|------------------|----------|
| (D) Dig Safely Oregon Banner | 51 | 88,742 | 0.04% |
| (D) Dig Safely Oregon Geo | 56 | 102,005 | 0.04% |

Oregon Campaigns | Social

OR | Instagram

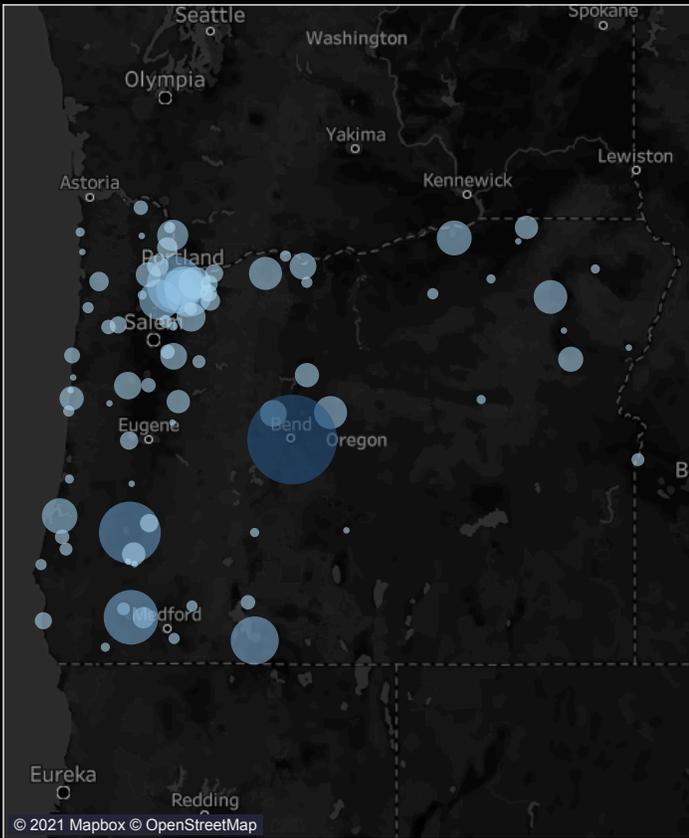
Oregon | Facebook



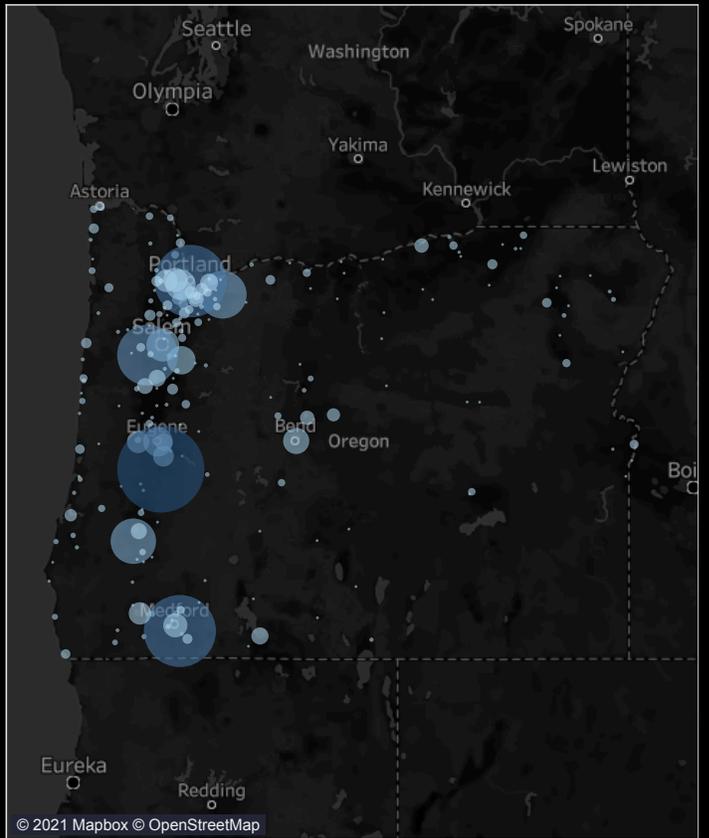
Social

| Ad Set Name | Impressions | Clicks (All) | Results | Reach | 3-Second Video Plays | Video Average Play Time |
|-------------------|-------------|--------------|---------|--------|----------------------|-------------------------|
| OR Instagram | 17,744 | 110 | 2,165 | 12,336 | 7,162 | 6 sec |
| Oregon Facebook | 28,124 | 183 | 14,222 | 19,112 | 19,810 | 11 sec |

Map | Search Impressions



Map | Display Impressions



Impressions by Age

