

Publicity Committee Minutes - Zoom

October 6, 2022

Members: Scott Crosby, Connor Toney, Sean Tarter, Jaimie Lemke, Mitch Burghlea, Josh Thomas and Kitty O'Keefe.

Minutes

Announcements and Introductions:

- a. Mitch called meeting to order at 10:04 am and introductions were made.
- b. Connor moved to accept the minutes from 9.29.21 and Mitch 2nd the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Scott welcomed members & reminded new members to share their ideas. We all have a voice.

New Business:

- a. Review forecasted Publicity Budget - 2023
 - i) See Attachment 1 – members reviewed
 - ii) Advertising #511 - \$66K
 - iii) Promo #515.1 - \$100K
 - iv) Sponsorship #519 - \$28K
 - v) Misc. #518 - \$10K
 - vi) Forecasted Total Budget: \$248K
- b. Planning for 2022 - discuss Advertising & Sponsorship
 - i) See Attachment 2 – Josh share JS ppt
 - ii) Josh suggests a full 2 years to compare diagnosis by data
 - iii) 80% damages are from 8 counties
 - iv) Local Rental website discussion. How do we go after them? Counter displays don't work. Reach via google search. Cost effective with key words.
 - v) How do we get repeat customers? Place 811 logo's logos on store receipts? Outdoor banners,

window sticker and poster boards were ideas shared. Do we use more qr codes?

vi) Connor suggests focusing on smaller companies and homeowners. Everyone uses YouTube for DIYers. He also shared permit websites.

vii) Scott asked Kitty to share the outdoor banners she's been working on with Mitch. Members asked to get pricing on 50 & 100; size = 4 x 6

viii) Members would like OUCC to present where the 60K is being used before the end of the year.

*Motion to adjourn by Sean and 2nd by Jaimie
Submitted by Kitty O'Keefe on October 10, 2022*

2023 Publicity Forecast Budget

	BUDGET	PAID	DIFFERENCE
ADVERTISING #511			
Carvertise	\$16,000		
Alpha Media (year round)	\$20,000		
Royle Media - 4 month Campaign + Monthly Google Ad charges	\$30,000		
PSAs - April Safe Digging Month & National 811 Day		\$0	\$0
SUBTOTAL	\$66,000	\$0	\$66,000
Dormers #515.1			
#515.1: Dormers - Online Store purchases.	\$100,000		\$100,000
	\$100,000	\$0	\$100,000
#514			
OUCS State and Local Council Assistance	\$60,000	\$0	
SUBTOTAL	\$60,000		\$60,000
SPONSORSHIPS #519			
Dozer Day - Eugene, OR	\$1,500		
JJ Harrison	\$5,000		
Hillsboro Hops	\$12,500		
St. Paul Rodeo	\$9,000		
SUBTOTAL	\$28,000	\$0	\$28,000
MISC. #518			
Other (general)	\$10,000	\$0	\$10,000
SUBTOTAL	\$10,000	\$0	\$10,000
	\$248,000	\$0	\$248,000



Our Strategy



Campaign Overview



Future Forward

EVOLVE.

FOCUS.

BE RELEVANT.

DIVERSIFY.

ASSESS and REASSESS.

Key Questions from Listening Sessions



What are we spending our money on?



Should we be spending more or less?



How do we know it is working?



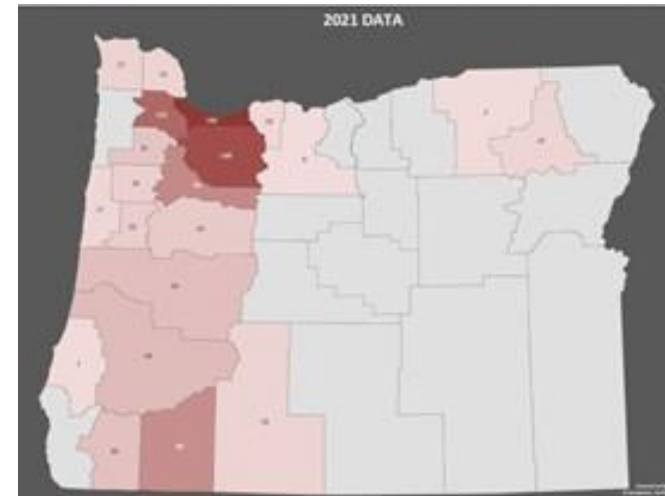
Can we compare apples and oranges?



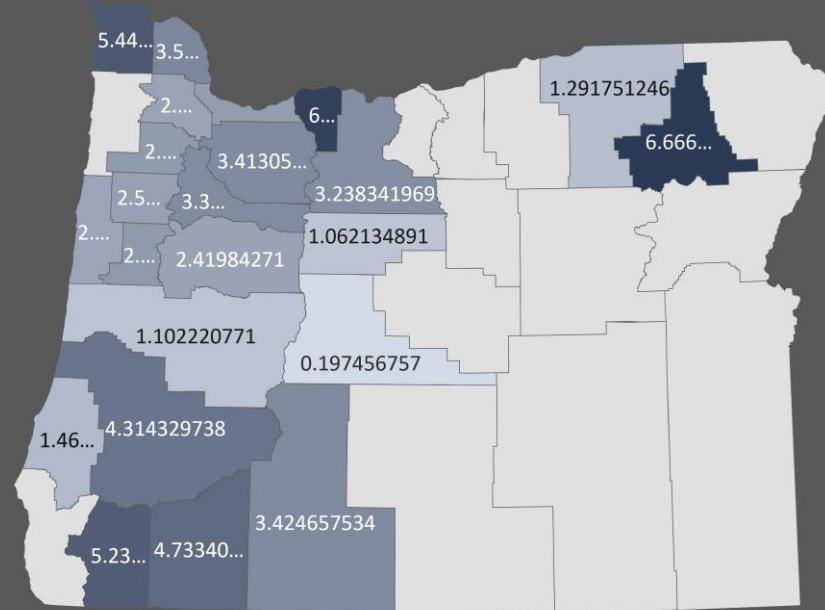
What data is available?

Diagnosis by Data

- 922 reported incidents of damage in 2021
- 20% homeowners, 80% professional excavators
- 80% of damages occur in just 8 counties
 - Majority of damage in tri-county area, valley
 - Higher damage ratios in southern Oregon
- 76-84 percent of professional excavators already know about 811 (64 percent for small companies)
- Causes for damage include false assumptions (didn't need marking/already knew locations, shallow digging), failure to notify, after the call practices



2021 Oregon Hot Spot Map Damage per 1,000 (DPT)



Powered by Bing
© GeoNames, TomTom

Top Active Digger Projects:

Planting trees/shrubs (68%)

Putting in a garden (49%)

Installing a fence (35%)

Building deck/outdoor structure (27%)

Installing a mailbox (22%)

Yard and garden (homeowner/DIY focused)

- Shovel
- Pickaxe
- Mattock
- Post hole digger
- Trench digger
- Spade
- Stakes

Rental equipment (contractor/excavator/DIY)

- Ditch Witch/trencher
- Excavator, mini excavator
- Skid steer, mini skid steer
- Backhoe
- Rototiller
- Auger
- Bobcat
- Tractor
- Stump grinder

Top sources for researching projects were home improvement/rental store websites (55%), YouTube (54%) and Google (51%)

Leveraging Seasonal Themes

Fall/Winter

- French drains, drainage
- Trenching, ditches

Spring

- Gardening, landscaping
- Planting trees, shrubs

Spring/Summer

- Fences, fencing
- Decks
- Mailbox posts
- Flagpoles
- Basketball hoops
- Driveways/walkways/sidewalks
- Irrigation, sprinkler system
- Landscape lighting
- Pools

Year round

- Realtor signs

January – "Resolve to Dig Safely"

February – Partners in Damage Prevention

March – Equipment Rental Safety

April – Landscape/Gardening Safety

May – Building or Replacing Fences

June – Home Improvement Project Safety

July – Installing Flagpoles

August – Continual Improvement, 811 Day

September – Construction and Excavation Appreciation

October – Making Statistics Less Scary

November – Thankful for Utility Coordinating Councils

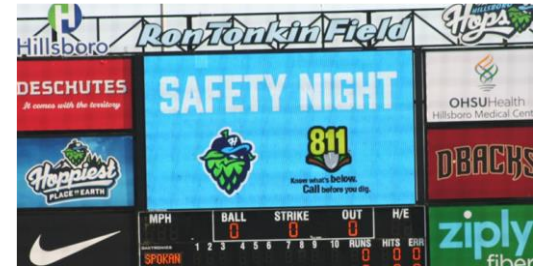
December – Winter Storm Reminders/Flooding and Drainage

Our Publicity Partners for 2022



Alpha Media – Lars Larson Show, radio (terrestrial and streaming), podcast, website, social

Event Sponsorships – Dozer Days, Hillsboro Hops, St. Paul Rodeo, JJ Harrison, UCCs



National Excavator Initiative – Mike Rowe resources, social media content, national outreach

Carvertise – Six Oregon 811 wrapped vehicles in Portland, Salem, Medford and Eugene



Royle Media – Banner ads, geofencing, search/site retargeting, streamed video/audio, paid search

Mid-Year Metrics for 2022

- **Alpha Media**
 - Campaign elements: Radio spots (commercial and live read), banner ads, podcast
 - Impressions YTD: 2,490,200 (3,836,566 expected); Reach YTD: 178,900 (171,400 expected)
 - Cost: \$20,000, Anticipated CPM: \$5.21, Engagement: Mid, Targeted: Mid
- **Royle Media**
 - Campaign elements: Banner ads, geofencing, search/site retargeting, streamed video/audio, paid search
 - Impressions YTD: 1,042,644 (1,422,000 expected); Reach YTD: 95,089 (129,273 expected)
 - Cost: \$30,000, Anticipated CPM: \$21.10, Engagement: Mid, Targeted: High
- **Carvertise**
 - Campaign elements: Six Oregon 811 wrapped vehicles in Portland, Salem, Medford and Eugene
 - Total impressions YTD: 1,630,966 (4,301,640 expected); Miles traveled: 11,171
 - Cost: \$12,800, Anticipated CPM: \$2.97, Engagement: Low, Targeted: Low/Mid (selected regions)

Total cost: \$62,800, Anticipated CPM: \$6.57 (average online is \$3-10, traditional \$22+, per [Topdraw](#))
Total impressions: YTD: 4,972,258; Expected: 9,560,206

Campaign Goals

Oregon Utility Notification Center hired Royle Media to develop a digital ad program to achieve three crucial goals during the 2022 Spring digging season.

1

Increase general awareness of “Utility Damage” problem

2

Deliver “Call OR Tap Before You Dig” branded messages

3

Increase “Engagement” with contractors and excavators

Audience & Targeting Overview

Contractors & Excavators

Addressable Geo-fencing: Display Banner Ads
Streaming Audio: Spotify/TuneIn



Homeowners & Do-It-Yourself

Addressable Geo-fencing: Display Banner Ads
Streaming Video: OTT/CTV



Active Searchers

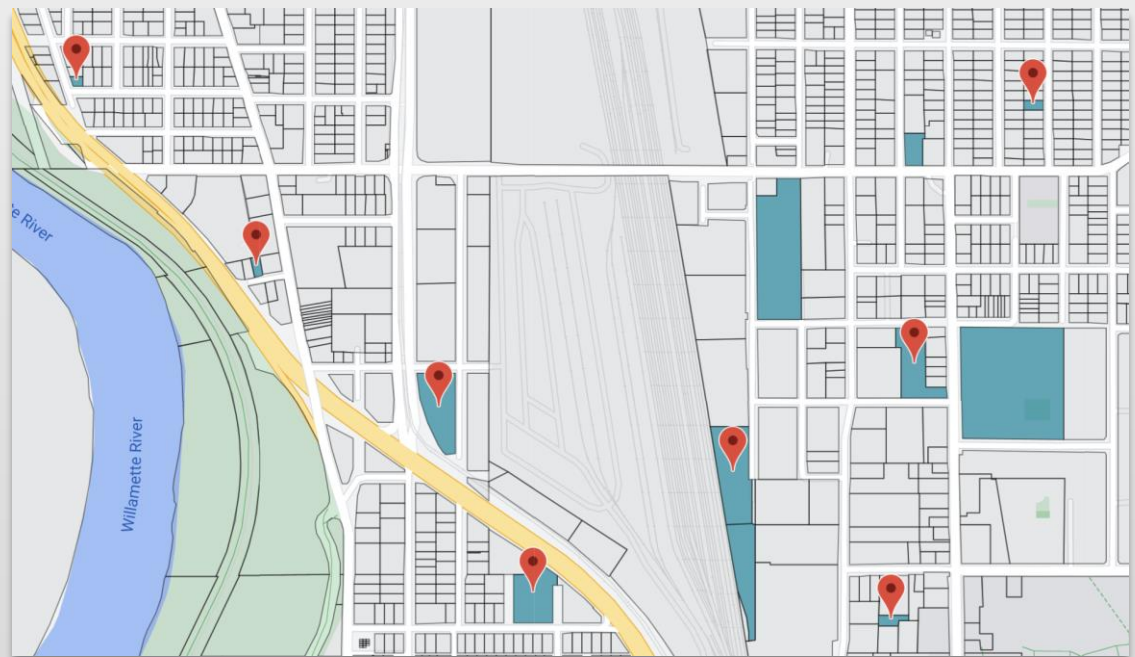
Google Paid Search
Search Retargeting: Display Banner Ads



Audience: Contractors & Excavators

Contractors & Excavators

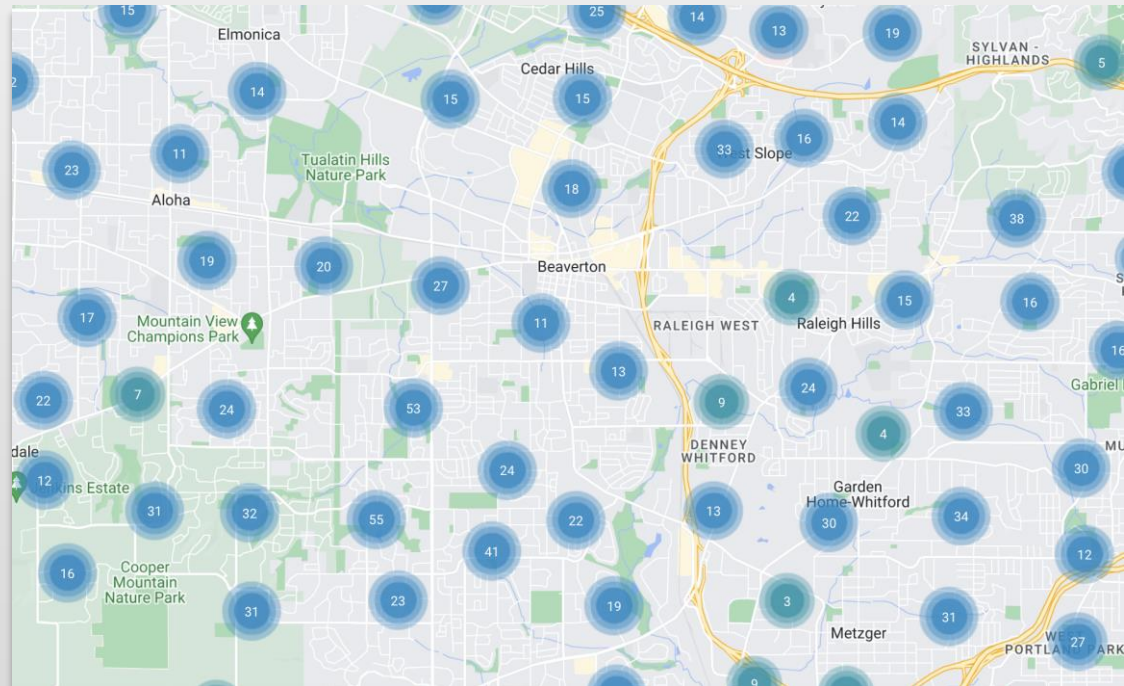
OUNC provided a list of previous client addresses used to target specific properties of construction business owners, landscapers, general contractors and commercial excavators. Purchased contractor list also.



Audience: Homeowners & DIY

Homeowners & Do-It-Yourself

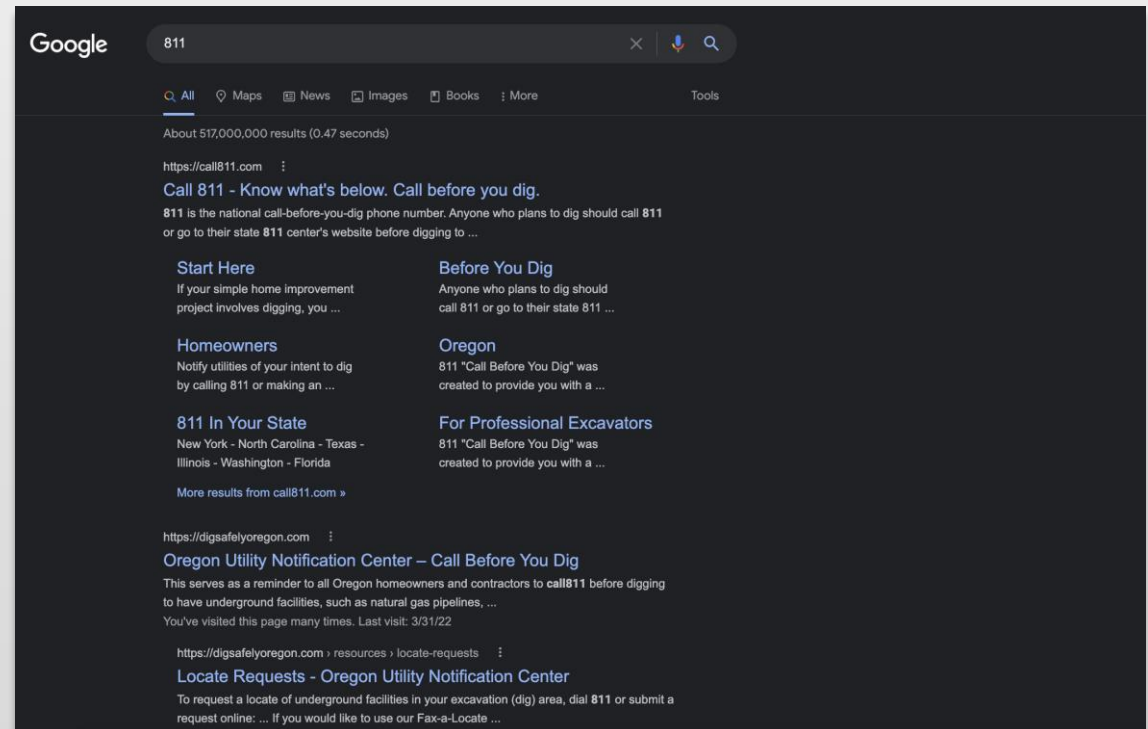
Royle Media's curated addressable tool, utilizing first-party data, targeted men ages 34-64 who have recently moved or engage in DIY hobbies.



Audience: Active Searchers

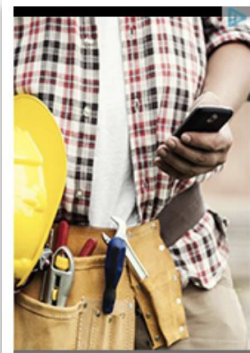
Active Searchers

Individuals actively searching for content related to digging or 811 and Oregon Utility Notification center were delivered prompt branded 811 messaging. Site visitors were also served ads.



Creative: Display Ads

Display ads were served on prominent inventory on popular local and national websites.



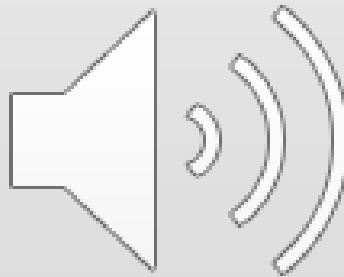
Creative: Video Ads

The 15-second video served on ad-supported connected TV streaming apps.



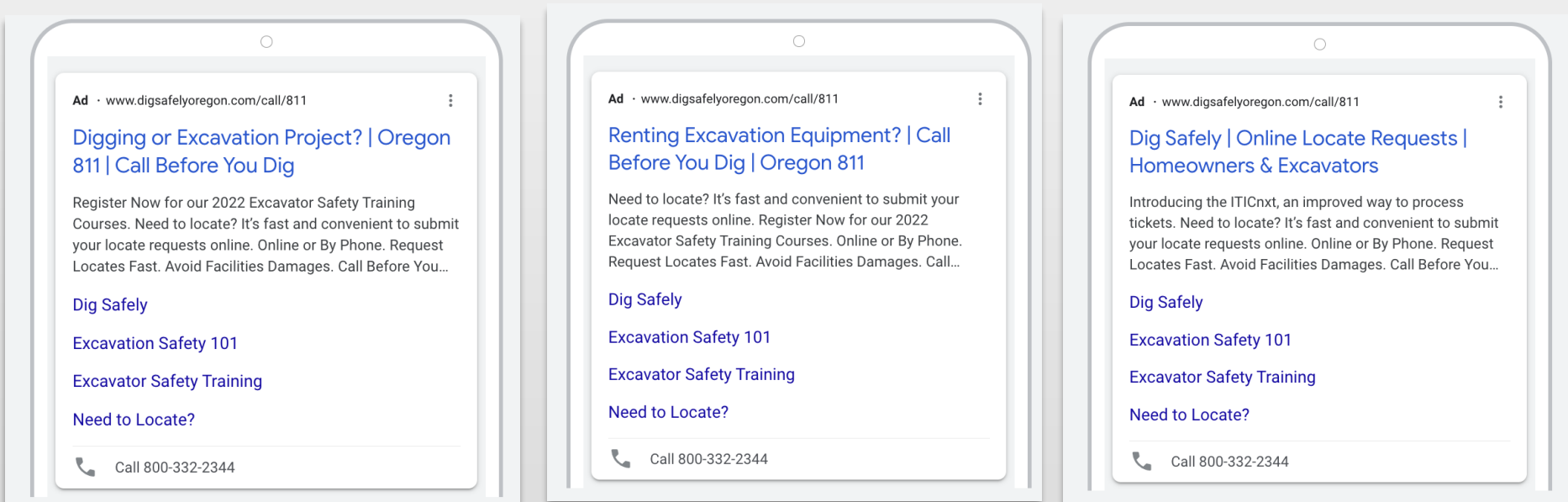
Creative: Audio Ads

The 15-second audio ad served on ad-supported streaming audio apps, including Spotify and TuneIn.



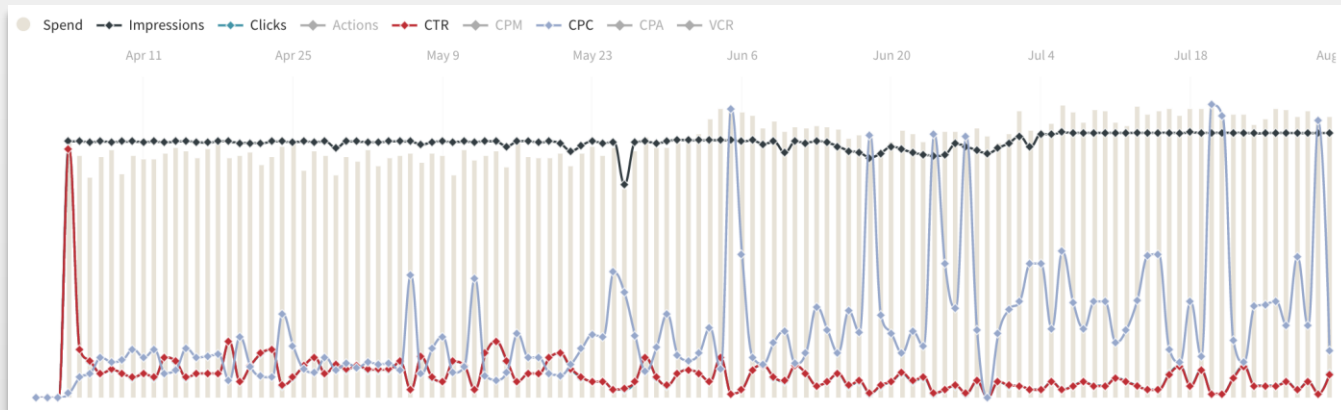
Creative: Google Search Ads

Text ads served at the top of search results on Google. These ads included a click-to-call feature and offered information on excavator safety training courses and the ITICnxt tool.



Results: Geo-Targeted Display

Delivered nearly 1 million impressions to approximately 90,000 Oregonians.



950K
Impressions

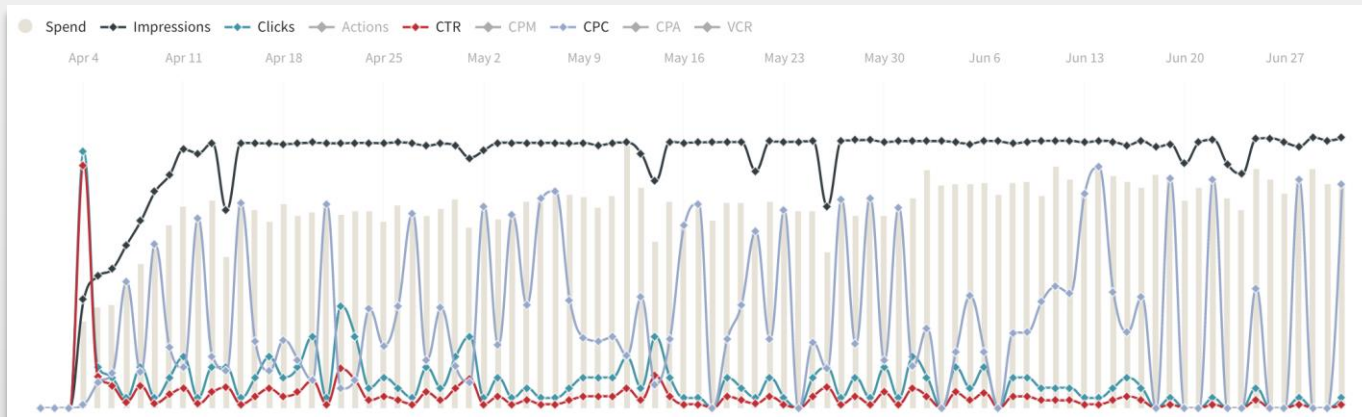
693
Clicks

90k
People
Reached

10.5
Avg.
Frequency

Results: Search & Site Retargeting

Searchers and recent website visitors were served follow-up 811 messaging. These campaigns yielded the most efficient click-through rate.



245K
Impressions

248
Clicks

26.5k
People
Reached

9
Avg.
Frequency

Results: OTT/CTV Video

Video ads served to audiences in captive living room settings, delivering a 98% ad completion rate.



85K
Impressions

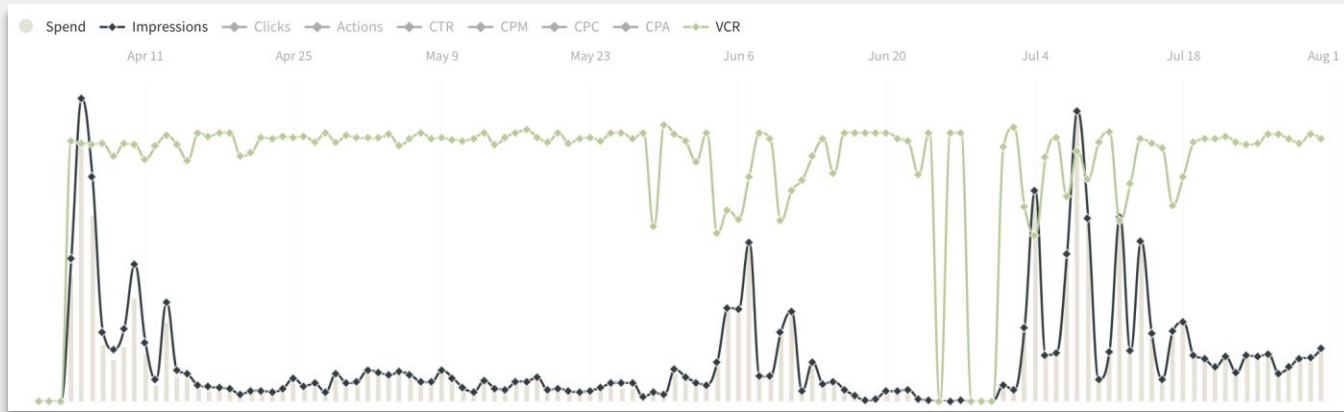
98%
Completion
Rate

6k
People
Reached

14
Avg.
Frequency

Results: Streaming Audio

Delivery proved inconsistent, with fewer contractors using streaming audio than expected.



30K
Impressions

89%
Completion
Rate

3k
People
Reached

10
Avg.
Frequency

Results: Google Search Ads

Google Ads delivered sponsored 811 text ads to people searching for “digging equipment rental” related keywords and phrases.



9.4K
Impressions

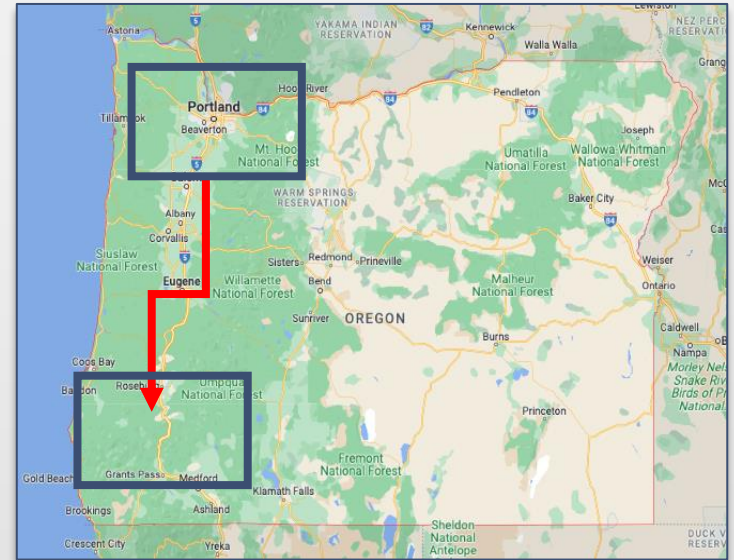
758
Clicks

8%
Clickthrough
Rate

\$1.47
Cost Per Click

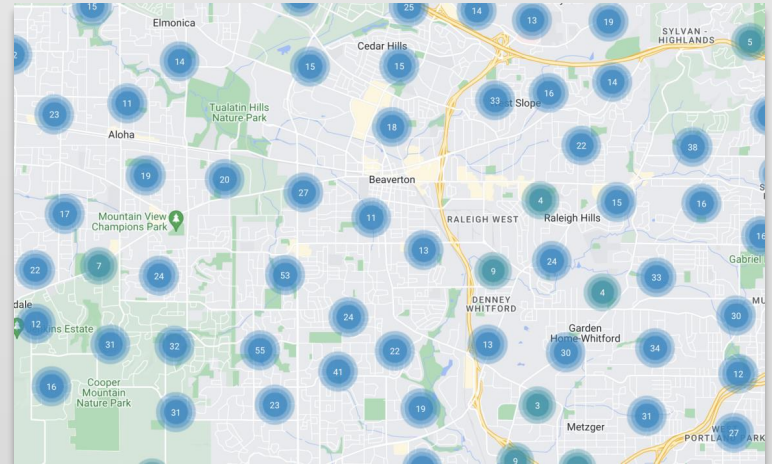
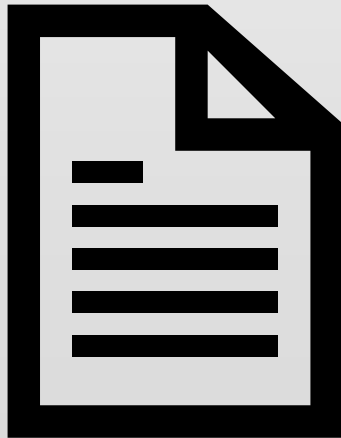
What Did We Learn?

1. With addressable geo-fencing technologies, we can target specific people by occupation, employer, or search history.
2. Highly targeted ads can effectively be delivered through display banner ads (websites), OTT/CTV video ads (living rooms), digital audio ads (mobile listening) and text ads (Google).
3. Experimenting pays off: easily delivered display and OTT/CTV ads to contractors, excavators, landscapers, etc.
4. Experimenting has limits: Spotify is learning how B2B targeting works.
5. SEARCH WORKS and priced right!

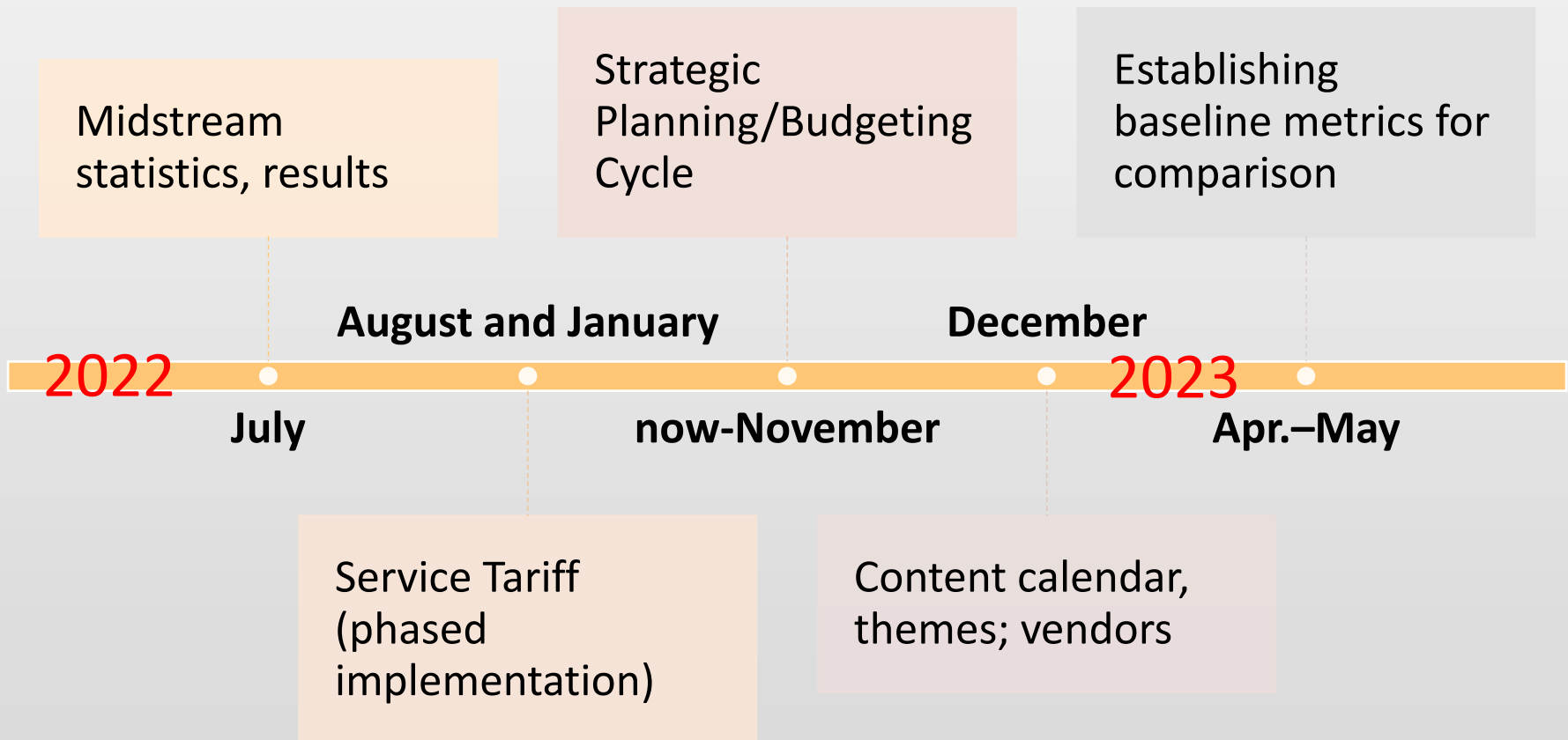


What Is Next?

1. Pandora/SoundCloud B2B targeting.
2. Target building permit applicants and properties with addressable geofencing.
3. Target DIY'ers and new construction in hot zip codes/plats > cross reference with permit applications.
4. New mover's list merge/purge with single family homes.
5. Target repeat equipment renters.



Planning Timeline



OUNC Publicity Planning Matrix

	Impressions	Cost	Visibility	Engagement	Audiences	Behavior	Metrics	Average
Digital marketing firm 1	8	7	8	8	9	7	9	8.0
Digital marketing firm 2	9	7	8	4	9	5	9	7.28
Ad Buyer	7	7	8	4	9	5	9	7.0
PSA campaign	8	5	7	5	4	6	5	5.71
Team sponsorship	7	5	8	4	3	3	7	5.43
Awareness campaign	6	3	9	2	6	3	8	5.28
Event sponsorship	4	4	4	3	3	3	4	3.57

- **Impressions** – How many sets of eyeballs?
- **Cost** – Overall cost with the estimated cost per person reached
- **Visibility** – How noticeable was our message, did it garner attention?
- **Engagement** – Was our information shared and understood, meaningful interaction
- **Audiences** – Ability to target intended audiences and/or locations
- **Behavior** – Likelihood of changed behavior, positive damage prevention results
- **Metrics** – Availability and quality of metrics to demonstrate ROI
- **Average** – Take average of scores for comparison

Considerations for 2023 and Beyond

Partnerships

- Media buyer, firm
- Collaboration with UCCs, utilities
- Oregon Landscape Contractors Board, OSHA, AGC, NWUCA
- Equipment rental company websites, social

Brand and messaging consistency

- Oregon 811/Oregon811.com vs OUNC/digsafelyoregon.com
- “Call 811” – tap or click messaging; One “Call” Center
- After the call, shallow digging priorities
- New FAQs on website

Content

- New homeowner training resources
- Oregon 811 Blog with shareable content, podcasting, YouTube
- Fresh approach, outside the box ideas
- More earned media, PSA