

Prince Georges County Department of the Environment

Background

For decades, Prince George's County has struggled with litter and illegal dumping.

Objective

Increase Website Visitation:

The county wanted to create an anti-littering campaign that informed and engaged the public, focusing on local residents as part of a multi-year, multi-channel beautification initiative.

Strategy

The exterior bus creative personified discarded litter and illegally dumped bulky trash. With clever, relatable characters, the county delivered messages that were both positive and highlighted the impact of litter.

Plan Details

Market: Prince George's County, MD

Flight Dates: 2/15/21 - 3/14/21

OOH Formats: Exterior Bus

Target Audience: County residents

Budget: \$10,000 or more

Results

During the campaign, the county's website had 7,219 total site sessions and 8,908 pageviews from 6,396 users.

