

# WE INCREASED WEBSITE ACTIVITY FOR PG COUNTY DEPARTMENT OF ENVIRONMENT

The Prince George's County Department of the Environment wanted to reach residents of their county and educate them on the implications of littering and encourage residents to keep their county clean and beautiful. OOH was added to their strategic media mix to amplify messaging.

## STRATEGY & TACTICS

- **Strategically Placed:** PG County Department of the Environment utilized bus tails across Prince George's County to reach residents.
- **Creative Excellence:** Two versions of the campaign ran: one in English and one in Spanish to speak to the diverse audiences in the county. The agency also designed graphics using a combination of people and the campaign's characters to encourage Prince Georgians to see themselves as a part of the solution to make the County cleaner and greener.
- **Campaign Success:** The campaign was recognized at the 2021 Baltimore American Advertising Federation Advertising Awards (ADDY) and won a silver award in cross-platform category as well as a prestigious Judge's Choice award.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



OUTFRONT

RESULTS

7.2K

TOTAL SITE SESSIONS

8.9K

PAGEVIEWS

6.3K

USERS



2021 SILVER ADDY AWARD WINNER BALTIMORE AAF