

# TSBC Communications Overview 2022



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## Overview:

Through focused education and outreach efforts, our goal this year was to increase consumer awareness around tire recycling in BC. We engaged our target audience by:

- Updating our brand creative
- Developing and executing paid media campaigns
- Employing PR media outreach efforts
- Improving social media engagement
- Investing in event sponsorship opportunities



## Changes made in 2022:

- Refreshed brand imagery
- Increased bus ad coverage to include more markets
- Extended radio run for more coverage
- Added programmatic audio to target those who listen to Podcasts, etc.
- Hired a PR rep for media outreach opportunities
- Removed video ads from the marketing mix
- Added LinkedIn as a social media platform
- Added in-person tire collection events (first year since summer 2019)
- Scaled back on digital advertising to increase radio/bus ad budget



# Paid Media - Out of Home (OOH) Bus Ads



We ran bus ads in 18 markets across the province, with placement on a total of 34 busses (including 6 bonus).

## Results:

- Total impressions (paid + bonus): 51,806,081
- Spend: \$57,256.50
- Added value: \$43,314.18
- Total value: \$104,570.68
- Survey showed a 14% recall of bus ads (up from 10% in 2021)

## Recommendation for 2023:

- Continue running bus ads in 2023 with same creative to take advantage of cost-effective mass reach and potential bonus impressions



## Paid Media - Radio Ads

We extended our radio ad run this year for a more impactful/memorable campaign. Two ad versions were run equally.

### Results:

- Overachieved in non-measured markets (evaluated based on paid vs delivered spots)
- Some under-delivery in measured markets (Vancouver, Victoria, Kelowna) due to loss in hours tuned. Made up with bonus spots. Kelowna most challenging market due to small sample size.
- Survey showed a significant increase in recall (4% awareness in 2021, to 16% awareness in 2022)

### Recommendation for 2023:

- While radio received the highest recall results on the survey, we may want to consider replacing radio with TV, or only running radio in the markets with lower awareness results (depending on budget)

### NOT MUCH

Old Man: I'm not much to look at anymore.  
I have a lot of miles on me.  
I'm bald and have cracks all over.  
I'm bulging in all the wrong places.  
And I keep leaking all over the place.  
(SFX: air escaping)

But I'm just getting started.

Anncr: Recycled old tires can become new running tracks,  
new arena floors, new playground surfaces,  
and lots of other useful things.  
Find out where to take yours at [tsbc.ca](http://tsbc.ca)

# Paid Media - Digital

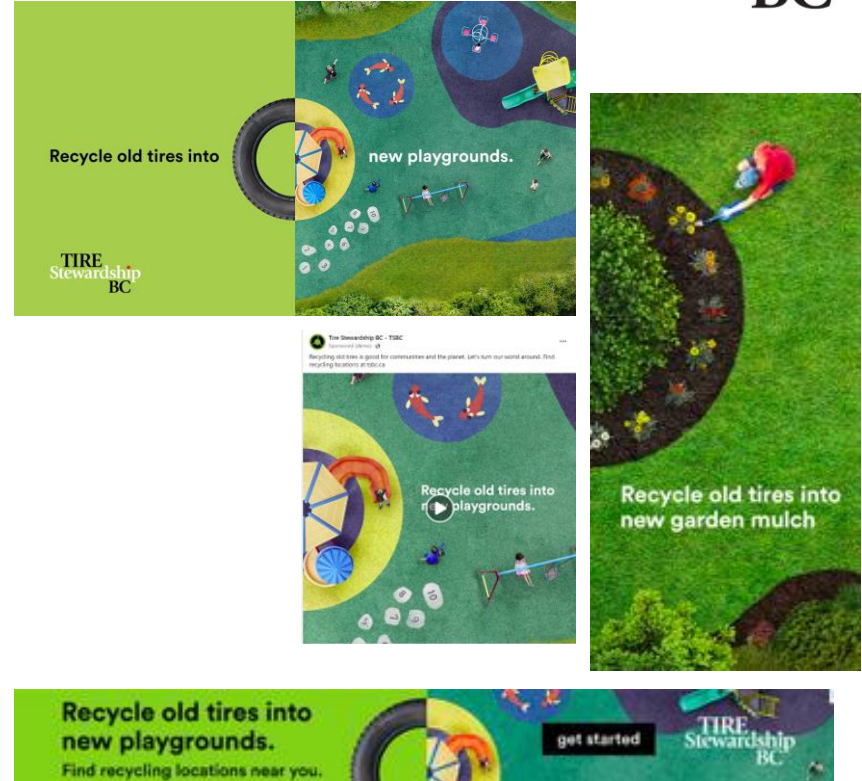
We ran province-wide, programmatic ads (display, tablet, and mobile devices), and performance ads (Google AdWords, and paid posts on Facebook/Instagram). We also tested digital audio (streaming) as a new digital medium this year.

## Results:

- Saw CTR of 0.48% (benchmark is 0.1%, CTR, in 2021 was 0.41%)
- Mobile banner ads the most effective
- Survey showed a 7% recall of social media (was 4% in 2021)
- Search resulted in 9,526 website visits, and lower CPC (\$0.66 CPC, was \$0.75 in 2021)
- Digital audio saw 290,000 impressions, resulting in 425 website visits

## Recommendation for 2023:

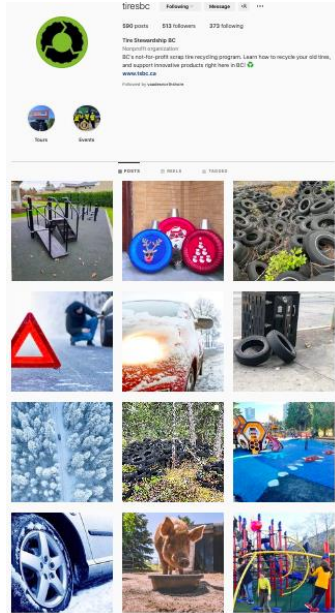
- Repeat digital ad buys with same creative
- Match digital audio with radio buy



# Owned Media - Social Media



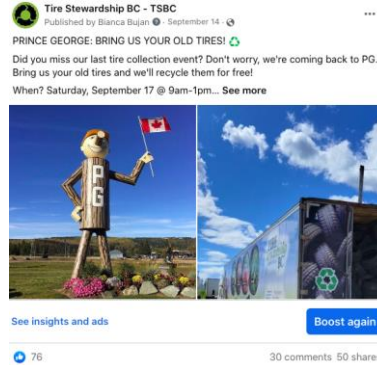
**Instagram: 513 Followers**



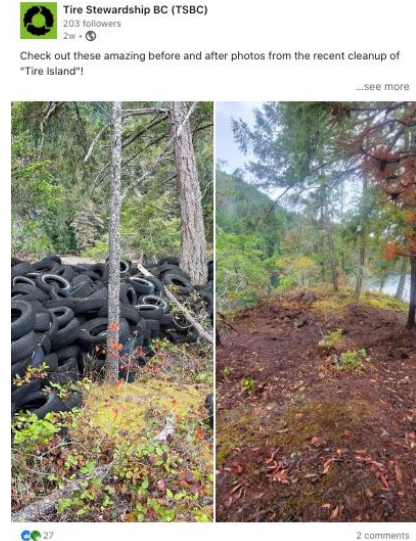
**Twitter: 475 Followers**



**Facebook: 394 Follows**



**LinkedIn: 203 Followers**



Not just about follower numbers, ie: total reach in November for Instagram: 693, Twitter: 3,518, Facebook 987, LinkedIn: 2,200

# Tire Collection Events

7 tire collection events were held in 6 markets across BC (Prince George X2, Campbell River, Trail, Powell River, Kelowna, McBride) providing a way to promote and implement tire recycling, while engaging in face-to-face interactions with the general public.

## Results:

- In total, 7,750 tires were collected
- The Prince George tire collection event was the most successful. The turnout was great (2 full trailers, 3,000+ tires collected over 4 hours)

## Recommendation for 2023:

- Do these events on an as-needed basis, consider having Kal Tire on site to de-rim, focus more of our attention on R2R program, engage Regional Districts for support, and further develop our promotion plan to save on high advertising costs

**TIRE**  
**Stewardship**  
New value from old tires  
**BC**





# PR & Media Coverage

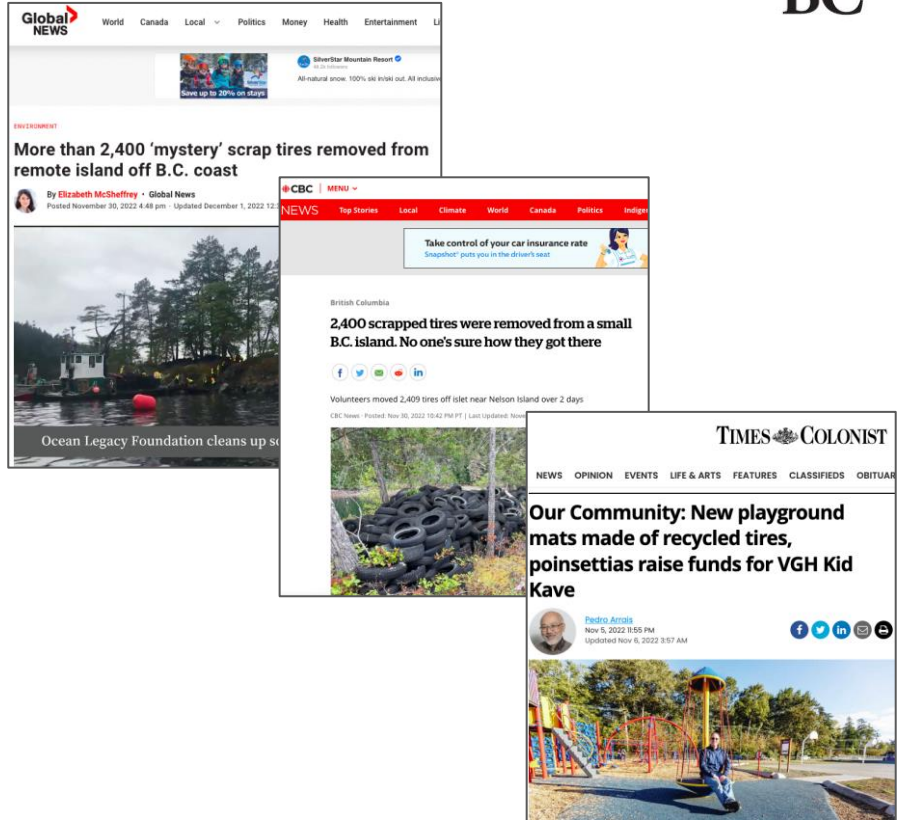
Through PR outreach we shared stories with the media regarding community involvement, grant program recipients, tire collection events, etc.

## Results:

- 19 press releases were distributed to select media across BC
- TSBC received significant earned media exposure, including over 643 media mentions
- Approximate media value of over \$437,490
- Potential reach of over 47 million
- Most successful coverage was around “tire island” cleanup (TV, radio, print, and digital exposure)

## Recommendation for 2023:

- Continue to find and share about deeper story angles (ie: tire cleanups, touching playground projects, innovative recycling/reuse programs, etc.)





# Survey Results - Leger (combined w/ BCUOMA)



Questions	2022	2021	2020
Aware tires can be recycled	74	75	57
Know recycling location	47	56	48
Know where to find information	61	68	62
Aware of advertising	20	16	15
Awareness Metrics			
Among all respondents	70	68	50
Aware tires can be recycled (region)			
Information source			
Behaviours			
Had product to recycle	40	42	41
Advertising Awareness			
Transit ads	14	10	9
Radio ads	16	4	9
Online ads (banners, etc)	6	5	8
Social media	7	4	5

## Comments:

- Advertising awareness is up
- Awareness of recycling locations/where to find information needs work
- Fewer respondents had tires to recycle which may have skewed numbers (results based on those with product)

## Recommendation for 2023:

- Focus more on where to recycle/R2R programming
- Use ad mediums that allow for more storytelling/explanation

# Survey Results - SABC



Questions	2022	2020	2018
Currently have unwanted tires	9	8	10
Aware tires can be recycled (all respondents)	66	70	-
(have unwanted)	72	84	-
(DIYers)	74	78	-
Know where to take tires (have unwanted)	56	63	59
(DIYers)	66	64	52

## Comments:

- On par with results of other stewarts
- Lower/shorter stretch of data makes it tougher to track trends
- 2020 anomaly, COVID may have impacted numbers

## Recommendation for 2023:

- Same as previous slide

# Looking Ahead - 2023



With the survey results in mind, and the results from the education and outreach efforts of this year, I recommend the following changes/additions to our plans for 2023:

- **Add TV ads**
  - Allows for more storytelling to include “where to take tires” messaging
  - Rotate media - going heavy on some mediums instead of trying to do it all
- **Invest in retailer education**
  - Encourage them to take ownership and pride over messaging and programming
  - Provide them with the tools needed to communicate effectively
  - Update retailer website (include resource centre with videos, tools, FAQs, etc)
  - Develop a strategy on how to get retailers on board and share information across their channels
- **Implement an event ambassador program**
  - On-site presence at community events across the province (20+ events)
  - Budget/resources in partnership with BCUOMA
  - More opportunities to connect with general public and share/explain our story
- **Propose partnership opportunities**
  - Work with industry partners such as Ocean Legacy Foundation, Plascon, Northwest Rubber, Western Rubber, and Recycle BC to support their programs and align ourselves with positive initiatives