

Education & Outreach - Media Buys



YOY:

Bus Ads - \$57,000

Radio Ads - \$56,000

Digital Ads - \$38,000

NEW:

TV Ads - (Trafficking) **\$80,000** + Creative (HBM) - **\$40,000**

Why?

- Non-profit pricing structure (Wirtz receives best pricing due to long-term relationships)
- Provides scale and reach across the province
- Ability to buy exact number of viewers/audience demographics needed
- TV results in the highest engagement rates and buy-in compared to any other advertising medium
- Opportunity to tell our story (way to increase awareness around where to take tires)
- Ability to repurpose for use in other mediums (ie pre-roll spots), and reuse content in the following year

Results

- Comprehensive reporting on all metrics (run time, viewers, etc)
- Oil did a 6-week run, province wide, Global TV & Sportsnet - resulted in massive recall in Oil survey (36%)

Education & Outreach - Event Ambassador Program



NEW:

Event Ambassador Program (in partnership with BCUOMA) - \$73,000

Why?

- Opportunity to have face-to-face interactions with general public
- High recognition and awareness, community connection
- Educate consumers on why to recycle tires and where to take them
- Ability to conduct on-site surveys leading up to main survey in September

Results:

- Access to recommendations from 2019
- Comprehensive reporting
- Survey results at each event
- Increased engagement = increased EOY survey results
- Increased awareness around where to take tires

Event Category	Aware of TSBC	Scrap tires at home	Behaviour: R2R	Behaviour: Round Up	Behaviour: Negative (keep, throw away, not sure)	Aware of R2R	Aware of recycling process
Recycling	82.14%	75%	28.57%	46.43%	21.43%	53.57%	50.00%
Urban Community	36.21%	41.38%	46.55%	1.72%	44.83%	43.10%	41.38%
Rural Community	16.44%	47.17%	48.24%	5.93%	40.70%	38.27%	33.96%
Collection	85.71%	65.71%	22.86%	21.43%	50.00%	37.14%	38.57%

Education & Outreach - Retail Education Program



NEW:

Update/refresh retailer website - **\$30,000**

Why?

- Encourage R2R to take ownership and pride over messaging/program
- Provide them with “resource centre” with tools, videos, FAQs
- Opportunity to communicate regularly with retailers and encourage them to share internally
- Provides R2R with tools to share with employees so they understand their responsibilities when it comes to accepting tires for recycling from the public

Results:

- More buy-in from R2R partners
- Reinforces that TSBC offers assets to support positive messaging around their involvement in tire recycling
- Shows that we are being proactive about R2R programming