

Marketing Brief for Emerald Ash Borer (EAB) Campaign

Overall Business Goal

This dedicated brief outlines the Emerald ash borer (EAB) campaign for the Denver metro area. With over 70 years of experience as Colorado's trusted tree care specialists, it is our responsibility to provide information and education to residents and loyal customers about what the infestation means to their ash tree(s) and the community at large. By leveraging the power and longevity of the Swingle brand, this campaign will position us as the industry experts, while engaging and rallying the consumer to fight against the devastation possible from EAB.

The Circumstances

Emerald Ash Borer is considered the most destructive forest pest ever seen in North America. It is responsible for killing more than 50 million ash trees in over 20 states. Just in the Denver area alone, there are 1.45 million ash trees at risk. It's not a question of IF emerald ash borer will spread – it's a matter of when.

Competitive Insight

Many competitors (Mountain High Tree) are aware of the infestation and are offering services to combat the problem. Much like Swingle, they provide similar information when searched online. However, this information is not unique as many businesses are turning to the Colorado Department of Agriculture for up to the minute news and information about the infestation. Differentiators are key when consumers are considering treatment options. Swingle possesses two major advantages over the competition when it comes to inspecting and treating for EAB:

1. Swingle has been the leader in tree care services for almost 70 years.
2. Swingle employs over 40 certified arborists – more than any other company in the region.

Point of Difference

In order to rally the community, compelling creative must be utilized in order to tap into consumer emotion, which ultimately drives their buying habits and societal support of any particular issue or circumstance. By simply proclaiming "Save your ash trees" as a slogan, we're stating the obvious. This does not persuade consumers to understand that EAB is a very real threat. By creating messaging surrounding a slogan such as "Ash Wars" we are connecting to the consumers desire for sensationalism and tabloid headlines, thus encouraging engagement.

Overall Communication Objective

1. Utilizing the slogan “Ash Wars”, create public awareness of the infestation through various mediums.
2. Provide educational seminars at prominent locations in Denver (*Denver Botanic Gardens, Denver Zoo* as well as school/classroom environments) for how to properly identify if you have an ash tree and if it’s infested with EAB.
3. Create specific brand logo for the EAB initiatives.
4. Lead cross-functional teams so messaging is consistent across the board.

Targeted Consumers

1. Current Swingle customers (residential/commercial) with identified ash trees.
2. Non-Swingle customers (residential/commercial) in neighborhoods with a high concentration of ash trees.

Campaign Effectiveness/Success

1. ROI analysis based on web traffic, sales calls, Google results, etc.
2. Utilize/create a tree tag stating “Winning the Ash Wars” for any tree that’s been treated by Swingle.

Media Channels

1. PR – Campaign release several weeks prior to the launch. Contact/partner with local news outlets such as the *Denver Post*, town papers and news stations such as *Fox31* and *9News*. Partner with communications agency for the City of Denver (*Ground Floor Media*).
2. Social – Change the imagery/messaging on all social channels to feature the “Ash Wars” campaign. Further support with weekly blog posts shared across Facebook and LinkedIn.
3. Website – Change the imagery/messaging on the main landing page. Build out and provide unique content to pre-determined EAB URL (already purchased).
4. Digital – Utilize Google AdWords to create targeted campaigns featuring the “Ash Wars” messaging. Use/create info graphics and short videos, which appeal to audiences.
5. Direct Mail – Custom mailer with die-cut imagery of “EAB” – featuring the “Ash Wars” messaging. Something similar to a “battle zone” to capture the younger generation to get involved.
6. Billboards – Continually update (weekly) the Firestone digital billboard to reflect the “Ash Wars” campaign. Purchase additional billboard space (also bus stops, benches, train stations, etc.) highlighting the same messaging.
7. Events – Present our industry expert knowledge at *Denver Botanic Gardens, Denver Zoo, Hudson Gardens*, local schools, HOA’s, environmental organizations, etc.

8. Print – Advertisements, advertorials, featured articles in *Denver Life*, *5280*, *Denver Post*, *Denver Zoo* newsletter, local newspapers, HOA newsletters, etc.
9. Internal – Create a CKS script for CCR's and ISR's for consistent messaging and ease of communicating with the customer. Create EAB FAQ.

Schedule

2-3 month preparation time required for all creative (advertisements, messaging, promotional items, videos, etc.). Launch date TBD.

Budget

\$100,000 (spent across multiple channels)

Created by Craig Ruvere, Assistant Marketing Manager, March 31, 2016