

Revised Advertising Component

**Presented to
California Department of Toxic Substance Control**

**Submitted by
Thermostat Recycling Corporation**

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Executive Summary

In response to the Department of Toxic Substance Control's (DTSC) December 22, 2017 letter regarding the Thermostat Recycling Corporation's (TRC) 2017-2018 Approved California Outreach Plan Advertising Component (Component), TRC has developed a revised advertising campaign outlined herein. The goal of the campaign is to increase overall awareness of the recycling program while also aligning with current outreach and pilot projects. The advertising platforms and media used include radio, transit, billboards and digital. In addition, TRC will reach out to municipalities to promote awareness of the recycling program. Further still, TRC will produce a series of news articles, opinion pieces, feature story ideas and other press/publicity outreach to promote program awareness. Finally, TRC is investing in improving its website with the goal of driving more organic traffic, specifically in the state of California.

TRC is investing \$309,000 in advertising, marketing and communications in the state of California alone. TRC's total annual ad budget is approximately \$425,000. This represents a substantial increase in spending over 2017. TRC aims to achieve over 20 million impressions¹ throughout this campaign.

Background and Context

TRC respectfully submits this revised advertising component in response to DTSC's December 22, 2017 letter regarding TRC's 2017-2018 Approved California Outreach Plan Advertising Component (Component). This revised advertising component will address the expectations set forth in that letter.

Specifically, DTSC requested that the advertising component "meet the following requirements."

- A plan of advertising strategies that will be used to coordinate outreach and ongoing pilot projects, and to raise general awareness of the collection program. The plan will also include a proposed advertising budget. DTSC strongly recommends the plan to be in manuscript format with a level of detail showing how TRC plans to: 1) coordinate the multiple outreach and on-going pilot projects with advertising, 2) raise general awareness of the collection program statewide with general advertising strategies, 3) implement advertising strategies during the traditional calendar year, 4) use data collected from outreach efforts, previous correspondence from DTSC and past annual reports as a basis for selecting advertising strategies.
- The plan must include metrics that will measure the awareness of the population. DTSC suggests that low awareness population be treated with additional advertising strategies.
- TRC will include media affidavits, as described by Gillespie Group during discussions, of advertising strategies in quarterly reports to DTSC.
- Any industry terminology used in the plan shall be defined in an appendix section of the plan.
- Includes incorporating waste management municipals, sanitations municipals, transportation authorities, utilities and other local entities to partner and further educate the public and raise general awareness of the TRC mercury thermostat collection program.

¹ An impression is defined as the opportunity for an ad to be seen by the target audience.

- Includes public transit advertising for consumers to participate in ongoing pilot projects or the collection program.

Introduction

TRC respectfully submits this revised advertising component, which incorporates the recommendations identified in DTSC's December 22, 2017 letter.

The advertising campaign was developed with the following goals in mind:

1. Raise general awareness.
2. Align with on-going pilot and outreach programs.
3. Incorporate advertising with outreach to municipalities, utilities and other local entities.
4. Research and evaluate the effectiveness of the advertising.
5. Reach consumers through transit advertising.

For each of the goals identified above, the following tactics will be deployed.

Goal	Tactic-Analysis	Tactic-Media	Tactic-Creative
Raise General Awareness	Monitor digital/online advertising delivery against benchmarks established	Digital-Google AdWords Digital-Behavioral Targeting	"Recycle This" creative. Optimize AdWords against performance. Align specific message points with those that performed in 2017 testing.
Align with on-going pilot and outreach programs	Use data collected in 2017 to evaluate the impact of incremental advertising	Targeted media in Southern California, Fresno and Sacramento markets	Use TRC's "Recycle This" creative theme Promote collection locations.
Incorporate advertising with outreach to municipalities	Build relationships with ten (10) government agencies. Reach over 2 million people	As available given specific municipalities	Messaging will follow umbrella campaign.
Reach consumers through transit advertising	Delivery verified through performance affidavits and photo sheets	Transit ads placed in Southern California, Fresno and Sacramento markets	Use TRC's "Recycle This" creative theme Promote collection locations.
Evaluate advertising effectiveness	Pre and post campaign research project	NA	NA

Advertising Campaign by Target Audience

Statewide Awareness

Background

California is the largest state in the United States. It encompasses a vast and varied geographic territory and includes a very diverse population. It is the sixth largest economy in the world.

From an advertising perspective, California consists of ten television designated market areas (DMA) and 26 radio metro services areas (MSA). Among these unique advertising geographies, California has some of the nation's most expensive markets.

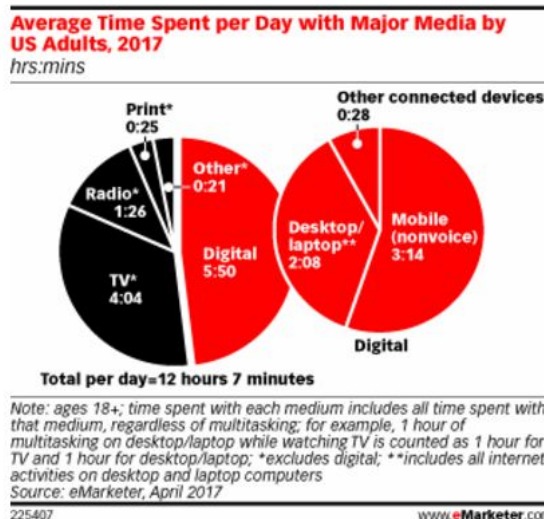
DTSC has requested that TRC's advertising campaign include efforts aimed at increasing general awareness. Various approaches can be used to increase awareness. TRC will achieve this goal through two digital advertising platforms: Google AdWords² and Behavioral Targeting³. In addition, TRC will increase awareness through earned media⁴ efforts, partnerships with municipal organizations as well as the paid advertising that aligns with the target markets identified for the pilot and outreach programs.

Media Rationale

US consumers spend on average 5 hours and fifty minutes online. This accounts for 46% of all time spent with media. (Source: E-Marketer.com. April, 2017). Consumers spend 4 hours and twenty-six minutes consuming television, one hour and twenty-six minutes listening to the radio and twenty-five minutes consuming print media.

Of the five-plus hours spent daily, two hours and eight minutes are spent online using a desktop source and over three hours are spent online on mobile platforms. (Source: E-marketer.com. April, 2017).

Given the considerable time spent engaged with online media, TRC will use AdWords and Behavioral Targeting to raise general awareness for the mercury thermostat recycling program throughout California.



² Google AdWords is an online advertising service developed by Google where advertisers pay to display brief ad copy, product listings and video content within the Google ad network to website users.

³ Behavioral targeting is a technique used by online publishers and advertisers to increase the effectiveness of their campaigns through information collected on an individual's Web-browsing behavior, such as the pages they have visited or the searches they have made, to select which advertisements to display to that audience.

⁴ Earned media (or free media) refers to publicity gained through promotional efforts other than paid media advertising, which refers to publicity gained through advertising, or owned media, which refers to branding.

Google AdWords

Google AdWords is a form of pay-per-click (PPC) advertising. Through this platform, TRC will develop a state-wide campaign built on keywords and terms searched by consumers. The keywords and terms selected will be based on data from previous AdWords campaigns and an analysis of TRC's website which will determine which terms and keywords generate traffic.

Rationale

Given that people's time spent online is increasing, paid search or search engine marketing is essential for today's advertisers. Because they are the largest search platform, Google AdWords is considered the baseline of today's communications platforms. It is akin to having a presence in the Yellow Pages. AdWords is relatively inexpensive and highly trackable, providing extensive data on campaign performance.

How

Using the Google AdWords Planner and data from previous AdWords campaigns, ad groups consisting of keywords will be developed. The AdWords planner and data from previous AdWords campaigns will indicate which terms related to TRC's recycling program result in the most impressions and the strongest click rates as well as the lowest cost per conversion.⁵

When

The campaign will run from January 2018 through December 2018.

Metrics

- Increased impressions compared to 2017
- Improved click through rate⁶
- Improved cost per conversion

Behaviorally Targeted Video

Through Behavioral Targeting, advertisers' messages are shown to people online who have demonstrated a particular interest or behavior. TRC will produce a one to two minute video which will be edited into fifteen-second segments. These segments will have customized message points related to the thermostat recycling program. The call to action will drive people to TRC's California webpage. The video will be a live link allowing people to click on it and be taken directly to the relevant page.

The behavioral categories selected will align with program pilot audiences. These behavioral categories align with audience Groups A, B and C as outlined below.

⁵ Cost Per Conversion is the amount of money required to garner an online conversion. The conversion is defined by the advertiser. For TRC, a conversion is considered a click to the Find a Location page of the TRC website.

⁶ Click Through Rate (CTR) is the ratio of users who **click** on a specific link to the number of total users who view a page, email, or advertisement.

Audience A Behavioral Categories

- HVAC & Climate Control
- Construction Consulting and Contracting
- Construction & Maintenance
- Green Living and Environmental Issues
- Ecology and Environment
- Consumer Advocacy and Protection

Audience B Behavioral Categories

- Renewable and Alternative Energy
- Office and Facilities Management
- Energy and Utilities
- Colleges and Universities

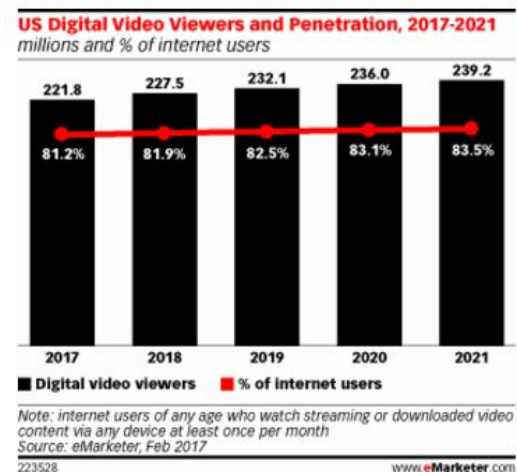
Audience C Behavioral Categories

- Property Management

Rationale

Approximately 78% of adults 18+ use the internet every day. (Source: Statista 2017)
Online media and digital advertising companies have access to vast amounts of consumer data through which advertisers can target individuals based on their online behaviors. These behaviors are determined through online searches, online transactions (i.e. ecommerce), online content consumed, etc. Behavioral Targeting will allow TRC to target consumers whose behavior indicates they are open to or seeking out information related to replacing their thermostats, the hazards of mercury, etc.

Additionally, most internet use is allocated to video consumption. In 2018, digital video viewers will represent 81.2% of all internet use. (emarketer.com) Digital video also has a higher recall than other forms of digital advertising. Digital video is also highly trackable. User interaction can be measured against the total number of impressions served, full video views as well as other metrics including click through rates.



How

- Websites with similar audiences that align with outreach and pilot projects will be identified. Such groups of websites are called “Ad Networks.”
- A fifteen-second to thirty-second video will be placed on these websites and “served” to site visitors.

When

- The campaign will run from April 15, 2018 through August 15, 2018.

Metrics⁷

- Impression delivery.
- Full view completion.
- Click through rate.

Item	Dates	Impressions ⁸
Google AdWords	January 2018-December 2018	1,008,000
Behaviorally Targeted Video	April 15, 2018 through August 15, 2018	1,800,000

Editorial Outreach and Earned Media

TRC will submit Op Ed pieces, press releases, story ideas and will make other outreach to the press to generate earned media in daily newspapers in California. TRC will use the services of publicity strategist and writer Tom Peric in partnership with California-based S. Groner Associates to respond to news with media alerts, press advisories and develop story ideas that increase awareness of recycling programs and will heighten the importance of the proper collection and disposal of mercury, HVAC and mercury recycling industries. TRC intends to partner with local, state and environmental leadership on these editorial submissions. The theme and approach will be to underscore the importance of recycling mercury containing thermostats while also positioning TRC's role in this process.

Rationale

- Using news media with political and environmental leadership will amplify our message regarding recycling programs.

How

- TRC (with a public relations consultant) will reach out to government and environmental leaders to secure interest.
- TRC will work with these partners to draft letters, story ideas, articles and Op Ed pieces.
- TRC will submit said pieces to California's major daily papers.

When

- Beginning immediately and extending through the end of the year.

⁷ Impressions are a measure of an ads' exposure. View completion shows how much of a video was seen and view through measures how many people took action after seeing the video. Together these measure awareness.

⁸ An impression is defined as an opportunity for an ad to be seen by the identified target audience. In the case of online advertising and impressions delivery is based on historical data. Verification will be provided in post ad buy analysis summaries.

Metrics

- One (1) Op Ed piece in the major daily papers serving the outreach and pilot market locations of Los Angeles, San Bernardino, Fresno and Sacramento.

Pilot Audience and On-Going Outreach Audiences

Pursuant to the consent order, TRC submitted an outreach plan for the collection of mercury thermostats. The outreach plan identified three program target audiences. They include:

Group A

- Household hazardous waste collection facilities
- HVAC contractors
- Demolition contractors
- General contractors
- Consumers
- Retailers

Group B

- Local building departments
- Utility companies
- School districts
- Universities and colleges

Group C

- Property management companies of multi-family housing developments
- Property management of commercial/industrial properties
- Hotel/motel managers and maintenance companies

Per the consent order, these pilots were to last one year with the first set (Group A) scheduled to end December 2017. However, in good faith, TRC will continue to implement the Group A pilots during 2018 to see if additional impacts can be obtained with the advertising overlay.

In response to DTSC's December 22, 2017 letter, TRC has more intensely focused on the already approved markets to target specific geographies that were used in the pilot projects. These geographies were researched by TRC through S. Groner Associates (SGA) and were approved by DTSC for pilot and outreach projects.

Markets

Outreach efforts in 2017 were aimed at three market areas in California: Southern California, Fresno and Sacramento. It is important to note that these geographic areas do not necessarily align with advertising markets, traditionally defined as either DMAs or MSAs. DMAs refer to the geographic reach covered by typical broadcast TV signals. MSAs refer to geographic areas reached by typical broadcast radio signals. California is serviced by 10 DMAs and 26 MSAs. Sacramento and Fresno are their own DMAs. "Southern California" designation used for the outreach programs consists of the LA and San Bernardino markets.

To align with the outreach programs, the 2018 advertising will focus specific efforts in these areas. In addition to the AdWords and behaviorally targeted video, which will be state-wide, and Editorial Outreach and Earned Media, radio and Out-of-Home (digital billboards and transit advertising) will be used to promote program awareness.

Stockton/Sacramento

Market and Media Rationale

- The Sacramento market was identified by TRC and was approved by DTSC based on an analysis of the market's socio-economic position, age of homes and structures and the likelihood of the population's inclination to replace thermostats.
- TRC will deploy digital billboards in the Stockton/Sacramento area. Digital billboards provide creative flexibility. The image shown is electronic so it does not require production and installation. This saves on production costs. But this will allow for different creative units (i.e. the ads themselves) to be shown. We will take advantage of this flexibility to specifically target individuals in the pilot groups.
- Billboards provide high-visibility and high-reach.
- Digital billboards are also more memorable. According to Nielsen's Digital Study, 75% of consumers recall seeing a digital billboard in the past month. and 60% recall seeing a digital billboard in the past week.

How

- Gillespie Group will work with a local vendor to secure the best available Out-of-Home⁹ inventory. Gillespie will evaluate exposure (eyes-on measurement) and cost for all of the available billboards identified in the markets listed above.

When

- April 2018 through August 2018.

Metrics¹⁰

- Gillespie will evaluate website traffic to determine if the advertising drove action.
- The post-campaign research will also assess the campaign's effectiveness.

Fresno

Market and Media Rationale

- The Fresno market was identified by TRC and was approved by DTSC based on an analysis of the market's socio-economic position, age of homes and structures and the likelihood of the population's inclination to replace thermostats.
- Digital outdoor advertising will be used in Fresno. Digital billboards provide creative flexibility. The image shown is electronic so it does not require production and installation. This saves on production costs. But this will allow

⁹ Out-of-Home advertising refers to any form of billboards, transit or street display advertising.

¹⁰ Impressions levels estimated on the flowchart are ESTIMATES and can vary based on available inventory when the advertising is secured.

for different creative units (i.e. the ads themselves) to be shown. We will take advantage of this flexibility to specifically target individuals in the pilot groups.

- Billboards provide high-visibility and high-reach.
- Digital billboards are also more memorable. According to Nielsen's Digital Study, 75% of consumers recall seeing a digital billboard in the past month. and 60% recall seeing a digital billboard in the past week.
- TRC will run a four-station radio campaign in Fresno. The station mix will maximize reach of the adult 25-54 audience. One of the included stations has 70% Hispanic listenership, reaching the Latino market.
- Radio was specifically requested in the DTSC letter. Gillespie determined Fresno to be the most effective market for a successful radio campaign. We can utilize these results to consider radio in other markets.

How

- Gillespie will research local advertising availability with radio and out-of-home media companies. Gillespie will select specific media vehicles based on audience composition, audience size, exposure and price.

When

- April 2018 through August 2018.

Metrics

- Gillespie will evaluate website traffic to determine if the advertising drove action. Gillespie will look at website traffic, brand term search results, time spent on site, bounce rate and email requests from the Fresno market to evaluate the campaign.
- The post-campaign research will also assess the campaign's effectiveness.

Southern California

Market and Media Rationale

- The Southern California market was identified by TRC and was approved by DTSC based on an analysis of the market's socio-economic position, age of homes and structures and the likelihood of the population's inclination to replace thermostats.
- Digital billboards and transit advertising will cover the Southern California area. Digital billboards provide creative flexibility. The image shown is electronic so it does not require production and installation. This saves on production costs. But this will allow for different creative units (i.e. the ads themselves) to be shown. We will take advantage of this flexibility to specifically target individuals in the pilot groups.
- Billboards provide high-visibility and high-reach.
- Digital billboards are also more memorable. According to Nielsen's Digital Study, 75% of consumers recall seeing a digital billboard in the past month. and 60% recall seeing a digital billboard in the past week.
- Transit advertising, which are ads on the sides of busses and other public transportation vehicles or structures, is high-impact advertising reaching the

commuting public in Southern California. Bus Kings (ads placed on the backs of busses) will promote TRC's recycling program in Southern California.

How

- Gillespie Group will work with a local vendor to secure the best available inventory. Gillespie will evaluate exposure (eyes-on measurement) and cost. Gillespie will select specific media vehicles based on audience composition, audience size, exposure and price.

When

- April 2018 through August 2018.

Metrics

- Gillespie will evaluate website traffic to determine if the advertising drove action. Gillespie will look at website traffic, brand term search results, time spent on site, bounce rate and email requests from the Southern California area to evaluate the campaign.
- The post-campaign research will also assess the campaign's effectiveness.

Message

The specific creative run in each market area will also align with the focus of the pilot projects. In Sacramento, Fresno and in San Bernardino, pilot projects are aimed at school districts. To this end, the "Recycle This" campaign will be modified to attract decision makers responsible for school district maintenance, facility upgrades, budgeting, etc. The thermostat imagery will resonate with any professional who routinely come in contact with mercury thermostats. In Sacramento, property managers will be targeted with copywriting and other messaging that resonates with these audiences.

General Outreach

In addition to the paid tactics outlined above, TRC will continue pursuing partnerships with local municipal organizations including utility companies, waste removal organizations, household hazardous waste programs and others. TRC will also continue to pursue pro bono advertising on Out-of-Home (OOH) platforms. Often OOH platforms are required by local zoning authorities to provide pro bono exposure for non-profit programs, community benefit organizations, the arts and other similar programs. TRC will secure such pro bono inventory if it is available in the target markets in which pilot programs are running.

Website Optimization

TRC is investing in Search Engine Optimization (SEO)¹¹. This is a process whereby TRC's website will be analyzed for the top performing organic search terms.¹² Website optimization will include adding and enhancing the website's copy as well as creating new and original content for the site.

Stewardship and Evaluation

Evaluation

In an effort to evaluate the effectiveness of the advertising, analysis and research will be provided. TRC will conduct both pre and post ad campaign market research to determine how awareness levels changed given the investment in advertising. Research is being conducted by Gillespie Group in partnership with H2R Market Research.

Online surveys are the preferred method for research. In addition to being more efficient, online surveys provide the following advantages:

1. Respondents are more likely to answer honestly to an online survey. Research on phone surveys has determined that respondents try to provide answers desired by the questioner. In short, online surveys tend to generate more honest respondent answers.
2. Online surveys allow respondents to complete the survey at their own leisure. They do not have to be available for a phone call at a specific time.
3. Online surveys, potentially, allow for comments on examples of ads, video, etc.
4. An online survey will ensure that all age demographics are represented in the study.

The research will focus on five (5) markets: LA, San Bernardino, Fresno, Stockton and Sacramento. In addition, respondents will be selected from a statewide pool of possible participants.

Survey participants will be drawn from the nation's largest panel company SSI/Research Now. SSI/Research Now attracts perspective study participants for all forms of market research through various forms of advertising.

H2R Market Research with TRC and Gillespie Group, will develop a screener protocol used to select survey participants. Possible survey participants will be emailed the screener questions. Those who meet the criteria will then be emailed the online survey for completion.

¹¹ Search engine optimization (SEO) The process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.

¹² Organic search refers to search engine listings, i.e. Google, that appear "naturally" or "organically." These are non-paid results; they are not identified with the "Ad" moniker by search engines. As such, they have a higher click through rate.

A total of 600 consumers will be interviewed for each phase to provide a statistically valid sample with a maximum margin of error¹³ of +/- 4% at a 95% confidence interval.¹⁴

“SSI online panel members pass through multiple levels of authentication to ensure we are getting to genuinely interested panelists who will provide valuable data for insights. Those measures include:

- Digital fingerprinting
- Source verification
- Two-factor authentication
- Third-party verification
- Geo-IP control
- Time stamps
- Questionnaire quality controls
- Reward claim authentication

As the document mentions, H2R uses SSI/Research Now. They have a pool of 17 million people from about 90 nations worldwide. These panel participants are recruited through verified and certified online sources and potential panel participants undergo constant evaluation.”
(<https://www.surveysampling.com>)

This qualitative study will be pre-tested using a live sample to ensure that the respective target market data is collected and recorded as intended. H2R will analyze the survey in real time to determine if any of the participants should be disqualified based on the quality of their responses. For example, participants who “straight line” answers (i.e. fill in the the first choice for each question), or who type “gibberish” in free-response questions will be disqualified and new survey participants will be secured in order to obtain the 600 completed responses.

In addition to asking demographic information such as age and gender, the survey questionnaire will ask participants to identify their profession. This will allow us to cross tabulate awareness levels from within the pilot groups. Finally, if time permits, the survey will ask respondents to provide feedback on the specific ads developed for the campaign.

The same survey questions will be deployed in both the pre and post campaign allowing for a thorough and comparable analysis. Final analysis for the pre and post campaign research will take between four and six weeks to complete.

Stewardship

Through Gillespie Group, TRC will provide media affidavits verifying the media that was purchased and its delivery.

¹³ The margin of error expresses the maximum expected difference between the true population parameter and sample estimate of that parameter. To be meaningful, the margin of error should be qualified by a probability statement (often expressed in the form of a confidence level).

¹⁴ Confidence interval is a term used by statisticians to express the degree of uncertainty associated with a sample statistic. A confidence interval is an interval estimate combined with the a probability statement.

Budget

TRC will invest \$303,900 in media and research in 2018 for the Advertising Component. This is in addition to \$50,000 that was invested at the end of 2017. A complete breakdown of the 2018 spending is available in Appendix 1.

DTSC Request Alignment Summary

The following section details how TRC is responding to each point in DTSC's December 22, 2017 letter. The bulleted points under each paragraph show the specific actions TRC is taking in the revised ad campaign.

DTSC Comments:

"A plan of advertising strategies that will be used to coordinate outreach and ongoing pilot projects, and to raise general awareness of the collection program. The plan will also include a proposed advertising budget. DTSC strongly recommends the plan to be in manuscript format with a level of detail showing how TRC plans to: 1) coordinate the multiple outreach and on-going pilot projects with advertising, 2) raise general awareness of the collection program statewide with general advertising strategies, 3) implement advertising strategies during the traditional calendar year, 4) use data collected from outreach efforts, previous correspondence from DTSC and past annual reports as a basis for selecting advertising strategies. The plan must include metrics that will measure the awareness of the population. DTSC suggests that low awareness population be treated with additional advertising strategies. TRC will include media affidavits, as described by Gillespie Group during discussions, of advertising strategies in quarterly reports to DTSC. Any industry terminology used in the plan shall be defined in an appendix section of the plan. Includes incorporating waste management municipals, sanitation municipals, transportation authorities, utilities and other local entities to partner and further educate the public and raise general awareness of the TRC mercury thermostat collection program. Includes public transit advertising for consumers to participate in ongoing pilot projects or the collection program." (DTSC Letter 22 December 2017)

TRC Response:

- TRC will target advertising in outreach and pilot project markets.
 - Out-of-Home (Billboards and Transit in all three markets.)
 - Radio added in Fresno in response to PSI's input. Fresno aligns with the outreach locations and is the market most likely to benefit from a radio campaign.
 - Partnering with California utility companies to disseminate advertising materials in retail stores, including: Home Depot, Lowe's and Best Buy. These materials will include point of purchase item such as tearpads, shelf talkers and window clings.
- TRC will use successful messaging themes as determined by analysis from the outreach and pilot projects.
 - TRC will rely on "family" and "safety" messaging that has tested well.
 - California ads will feature TRC's new "Recycle This" theme.
- TRC will use digital advertising to reach the state-wide audience.
 - Google AdWords.

- Behaviorally Targeted video.
- Messaging will focus on themes that drove action in 2017.
 - See above.
- TRC will conduct pre and post ad campaign online survey to measure the awareness of the population.
- Gillespie Group will provide TRC with performance affidavits that will be incorporated into TRC's quarterly reports.
- Footnotes are provided throughout the revised advertising component to define any industry terminology.
- TRC is coordinating with SGA to make specific outreach to municipal programs to attempt to partner and further educate the public and raise general awareness of the TRC mercury thermostat collection program.
- The revised ad campaign includes transit and radio advertising in certain markets.

Summary and Conclusion

In response to DTSC's letter dated 22 December 2017, TRC has revised the advertising campaign previously presented. The campaign uses a combination of radio, Out-of-Home and digital advertising to raise general awareness as well as align with the outreach and pilot projects already initiated by TRC. Further, TRC will develop stories, press releases, Op Ed pieces and other earned media submissions that will position the NGOs and TRC as thought leaders in the community. Finally TRC will partner with local municipal organizations to promote mercury thermostat recycling. Through the plan listed above, TRC will be purchasing 20 million impressions.

Glossary

Behavioral Targeting

Behavioral targeting is a technique used by online publishers and advertisers to increase the effectiveness of their campaigns through information collected on an individual's Web-browsing behavior, such as the pages they have visited or the searches they have made, to select which advertisements to display to that audience.

Click Through Rate

Click Through Rate (CTR) is the ratio of users who **click** on a specific link to the number of total users who view a page, email, or advertisement.

Confidence Interval

Confidence interval is a term used by statisticians to express the degree of uncertainty associated with a sample statistic. A confidence interval is an interval estimate combined with the a probability statement.

Cost-Per-Conversion

Cost Per Conversion is the amount of money required to garner an online conversion. The conversion is defined by the advertiser. For TRC, a conversion is considered a click to the Find a Location page of the TRC website.

Earned Media

Earned media (or free media) refers to publicity gained through promotional efforts other than paid media advertising, which refers to publicity gained through advertising, or owned media, which refers to branding.

Google AdWords

Google AdWords is an online advertising service developed by Google where advertisers pay to display brief ad copy, product listings and video content within the Google ad network to website users.

Impression

An impression is defined as the opportunity for an ad to be seen by the target audience.

Impression-Online

An impression is defined as an opportunity for an ad to be seen by the identified target audience. In the case of online advertising and impressions delivery is based on historical data. Verification will be provided in post ad buy analysis summaries.

Impression-Video

Impressions are a measure of an ads' exposure. View completion shows how much of a video was seen and view through measures how many people took action after seeing the video. Together these measure awareness.

Margin of Error

The margin of error expresses the maximum expected difference between the true population parameter and sample estimate of that parameter. To be meaningful, the margin of error should be qualified by a probability statement (often expressed in the form of a confidence level).

Organic Search Results

Organic search refers to search engine listings, i.e. Google, that appear “naturally” or “organically.” These are non-paid results; they are not identified with the “Ad” moniker by search engines. As such, they have a higher click through rate.

Out-of-Home

Out-of-Home advertising refers to any form of billboards, transit or street display advertising.

Search Engine Optimization

Search Engine Optimization (SEO) The process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.