

San Diego County Target Audiences



Jen Winfrey

County of San Diego

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Our Programs

We bring good things to life.

- Drop Off Locations
 - Auto part stores
 - Pass thru grant funds to small auto shops, high schools and airport/air field locations
- Curbside Collection
- Oil Filter Exchange Events
- Person to Person outreach (schools, ads, booths)
- 2013 more than 80,000 gallons of oil and 30,000 filters from DIYers



Advertising

It's not just a job.....It's an Adventure.

We all know what we like, but that does not mean that our target audience will like it too.

Knowing is half the battle:

- Who, What, Where, When, Why and How.



Where We Started

It's the cheesiest!



How To Recycle Used Motor Oil



1. Collect oil in a large spill-proof container.
2. Call the Recycling Hotline for collection center locations, hours of operation, and quantity limits.
3. Bring oil and drained oil filters to a collection center. Save the container for reuse.

You can help save our earth's natural resources while protecting your car's engine.

County of San Diego

Recycling Hotline **877-R-1-EARTH** (877-713-2784) se habla español

Oil never wears out, it just gets dirty!

Re-refined oil is filtered, refined, and reformulated to meet American Petroleum Institute (API) standards and new car warranties.

Brands to ask for: Safety-Kleen America's Choice, Chevron Eco, Lyondell Enviroil, Unocal 76 Firebird, and Rosemead SOAR



printed on 100% post-consumer recycled paper

Help keep our water clean.

Why dump it when you can **Recycle** for **FREE!**

Stormwater Hotline **888-846-0800** www.projectcleanwater.org

Funded by a grant from the California Integrated Waste Management Board

Where We Started

It's the cheesiest!

Recycle Now! And get a FREE Oil Filter!

Bring this coupon with your used oil filter to any of the Kragen Auto Parts stores listed below and get a new oil filter absolutely **free!** (up to \$5 retail value) Or receive \$5 credit toward the purchase of any new filter priced over \$5.

Offer ends February 1, 2005
Limit one per customer.
Good only at the following Kragen locations:

¡Recicle ahora y reciba un filtro de aceite GRATIS!

Lleve este cupón con su filtro de aceite usado a cualesquiera de las tiendas Kragen Auto Parts listadas abajo y reciba un filtro de aceite nuevo **absolutamente gratis!** (hasta un valor de \$5) O reciba crédito de \$5 en la compra de un filtro nuevo con un precio mayor de \$5.

Este oferta termina 1 de Febrero, 2005
Limite uno por cliente.
Bueno sólo en las siguientes tiendas de Kragen:

Bring your used motor oil too!
Traiga también su aceite usado de motor!

Kragen Auto Parts
1220 E. Vista Way
Vista, Ca 92084
(760) 639-0095

Kragen Auto Parts
840 W. Mission Ave.
Escondido, Ca 92025
(760) 746-6762

Kragen Auto Parts
1935 Hwy 67
Ramona, Ca 92065
(760) 789-7109

Kragen Auto Parts
812 S. Main Street
Fallbrook, Ca 92028
(760) 723-1109



Recycling your used oil filter is...

- ◆ Good for the environment!
- ◆ Good for the economy!

- 1) When you recycle your used oil filters, they are collected and transported to a FILTER RECYCLING facility.
- 2) They are shredded, and the trapped used oil is separated from the steel.
- 3) The steel is taken to a steel mill where it is melted.
- 4) Your used oil filters are recycled into rebar, ready for use in construction and other steel products.

Reciclar el filtro de usado es...

- ◆ Bueno para el medio ambiente.
- ◆ Bueno para la economía.

- 1) Cuando recicla, su filtro usado se colecta y se transporta a un centro para reciclar.
- 2) Entonces los filtros se muelen y el aceite se separa del acero.
- 3) El acero a lavado a un fundidora donde es derretido.
- 4) ...y finalmente, su filtro usado es reciclado en barras de acero.

Solana Center
 Environmental Innovation

Sponsored by the
Solana Center for
Environmental Innovation
and the County of San Diego

County of San Diego
 Recycling
It's in our Nature

Funded by a grant from the
California Integrated Waste
Management Board

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT NO. 44
ENCINITAS CA

Where We Started

It's the cheesiest!



Used Oil and Filter Recycling Event



WHERE:

Kragen Auto Parts
812 S. Main St.
Fallbrook, CA 92028

WHEN:

Saturday,
June 16th



10am-2pm - Bring Us Your Used Oil Filter And Receive a New One FREE!

FREE FILTER offer valid only during the specified date, time and place printed on this flyer. 1 Free Filter per person.

YOU can help save energy and a valuable resource by recycling the used motor oil from your car, truck, boat, recreational vehicle and lawnmower.

RECYCLING demonstrates your commitment to maintaining a clean environment. By taking your used motor oil to one of our Kragen recycling collection centers you are keeping it out of your drinking water, off the beaches, and away from wildlife.



FREE Oil Drain Containers While Supplies Last!

Since 1993 Kragen Auto Parts stores have collected 22,977,254 gallons of used oil.

Funded By A Grant From The California Integrated Waste Management Board and County of San Diego

For recycling information:
1-877-R-1-EARTH or 1-877-713-2784
ZERO WASTE - YOU MAKE IT HAPPEN



RECYCLING the motor oil from just one oil change protects a million gallons of drinking water – or a year's supply for 50 people!

Mobil 5000 Motor Oil	Coupon Price	1.99
Protection for 5,000 miles. Guaranteed!	Mail-In Rebate	-70¢
	Price Per Qt. After Mail-In Rebate	1.29

COUPON: THIS SALES IS BY 30¢ GROSS. COMPOUNDS & THINWALL OILS ONLY. *CASH VALUE: 1.00¢

Limit 1 Case At Coupon Price

Kragen Auto Parts

812 S. Main St.
Fallbrook, CA 92028
Saturday, June 16, 2007



Recycling
It's in our Nature.

Where We Started

It's the cheesiest!

FREE Oil Filter Exchange Event
Saturday, Oct. 4!

Bring in a used oil filter,
and get one **free!**



**Only valid at participating Kragen
Auto Parts locations:**

- Fallbrook: 812 S. Main Street
- Ramona: 1935 Main Street
- Lakeside: 9530 Winter Gardens Blvd.
- Spring Valley: 8375 Paradise Valley Road, and 10050 Campo Road

**KSON will be at the Lakeside's Kragen
Auto Parts from 12noon-2pm!**

Call 1-877-R-1-EARTH or www.wastefreesd.org for more information.



ZERO WASTE—You Make It Happen!

Funded by the County of San Diego and a grant from the California Integrated Waste Management Board.



Where We Started

It's the cheesiest!




Recycle THIS!

1-877-R-1-EARTH
Toll Free Recycling & Household Hazardous Waste Hotline

Funded by the County of San Diego and a grant from the California Integrated Waste Management Board.



The diagram shows a central blue line with arrows pointing to various items: newspapers, paint cans, a calculator, a refrigerator, a TV, a cell phone, beer bottles, and a motor oil bottle. A red sign with a recycling symbol and the text 'Recycle THIS!' is on the left.




Hey Slick!

Recycle THIS!

1-877-R-1-EARTH
Toll Free Recycling & Household Hazardous Waste Hotline

Funded by the County of San Diego and a grant from the California Integrated Waste Management Board.

ZERO WASTE CALIFORNIA!



The image features a black motor oil bottle tilted and leaking. The text 'Hey Slick!' is in orange, and 'Recycle THIS!' is in red. The phone number and hotline name are in white on a green background. Logos for Zero Waste California and the County of San Diego are at the bottom.

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES
Unincorporated

Jan 1, 2012

Total Population	495,299
Household Population	468,651
Group Quarters Population	26,648
Persons Per Household	2.89

HOUSING AND OCCUPANCY

	Total Housing Units	Occupied Households
Total Housing Units	171,875	162,383
Single Family - Detached	118,805	113,552
Single Family - Multiple-Unit	13,996	12,457
Multi-Family	26,769	25,324
Mobile Home and Other	12,305	11,050

Demographics

A mind is a terrible thing to waste.

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES
Ramona

Jan 1, 2012

Total Population	35,635
Household Population	35,235
Group Quarters Population	400
Persons Per Household	2.97

HOUSING AND OCCUPANCY

	Total Housing Units	Occupied Households
Total Housing Units	12,166	11,845
Single Family - Detached	9,476	9,345
Single Family - Multiple-Unit	648	563
Multi-Family	1,560	1,474
Mobile Home and Other	482	463

DEMOGRAPHIC & SOCIO ECONOMIC ESTIMATES
Ramona

POPULATION BY RACE, ETHNICITY AND AGE

	Non-Hispanic			
	Hispanic	White	Black	American Indian
Total Population	8,785	24,928	283	240
Under 5	733	1,091	18	8
5 to 9	818	1,237	16	14
10 to 14	877	1,519	16	15
15 to 17	621	1,137	26	7
18 and 19	441	807	21	4
20 to 24	796	1,546	23	25
25 to 29	625	1,264	18	17
30 to 34	526	1,105	14	15
35 to 39	614	1,123	11	13
40 to 44	606	1,572	11	9
45 to 49	532	1,998	19	13
50 to 54	496	2,589	26	21
55 to 59	339	2,404	20	26
60 and 61	112	808	7	9
62 to 64	154	1,146	11	6
65 to 69	191	1,307	10	13
70 to 74	112	804	8	10
75 to 79	64	595	2	5
80 to 84	63	455	6	4
85 and older	65	421	0	6
Under 18	3,049	4,984	76	44
65 and older	495	3,582	26	38
Median Age	25.9	45.2	31.3	41.1



- Population
- Housing
- Income
- Gender
- Ethnicity

Demographics

It pays to discover.

- 16% of the general population are DIY oil changers
- Who are our resident DIYers?
 - Language
 - Identity
 - Culture
 - Recreation
 - Media consumption



Our Target Audiences

The closer you get.....The better you look.

- Start w/ basics of our jurisdiction, narrow down to DIYers.
- We identified 3 target audiences:
 - Younger males with lower incomes
 - Middle age males with multiple cars in the household
 - Shade tree mechanics (younger, Caucasian males)
 - My thought was to target larger, more general populations they might be 'hiding' in: military and agricultural workers



Before We Started

Wassssss up?

Our Goals: What do we want?
How are we going to measure results?

- Increase Oil & Filter Recycling
- Increase Event Traffic
- Increase Web/Hotline Traffic
- Increase Awareness About Oil & Filter Recycling



Media Options

Let your fingers do the walking.

- Print
 - Newspapers (regional and local)
 - Magazines and Journals
- Direct Mailers/Inserts
- Radio
 - 30 and 60 second ads
 - Traffic spots
- Online
- Social Media
- Television
- Outdoor
- Mobile Phone/Digital



Newspapers

That was easy.

- Subscribers are down
- Demographics:
 - Caucasian
 - Older
 - Higher income
 - Higher Education



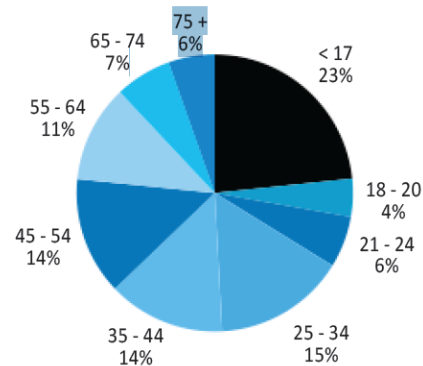
Mailers

Hit 'em where they live.

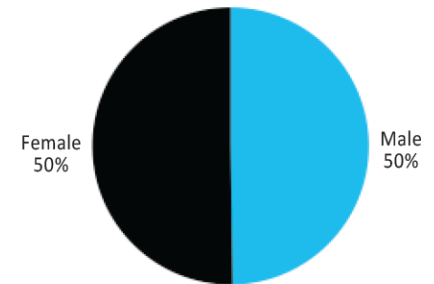
Print**

San Diego

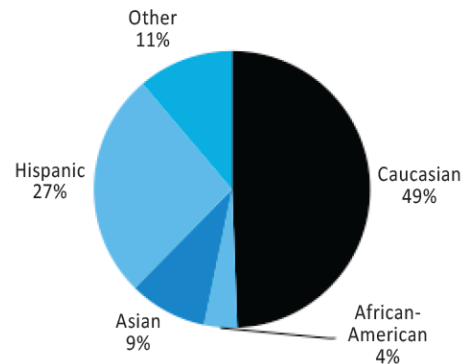
Age



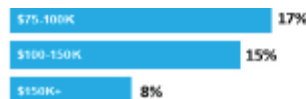
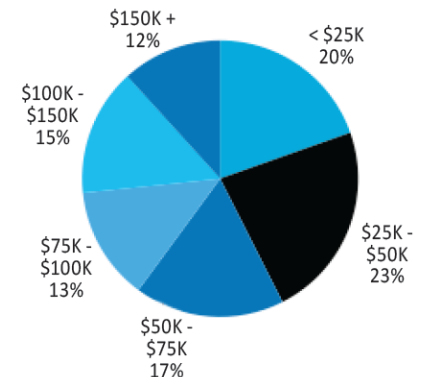
Gender



Ethnicity



Income



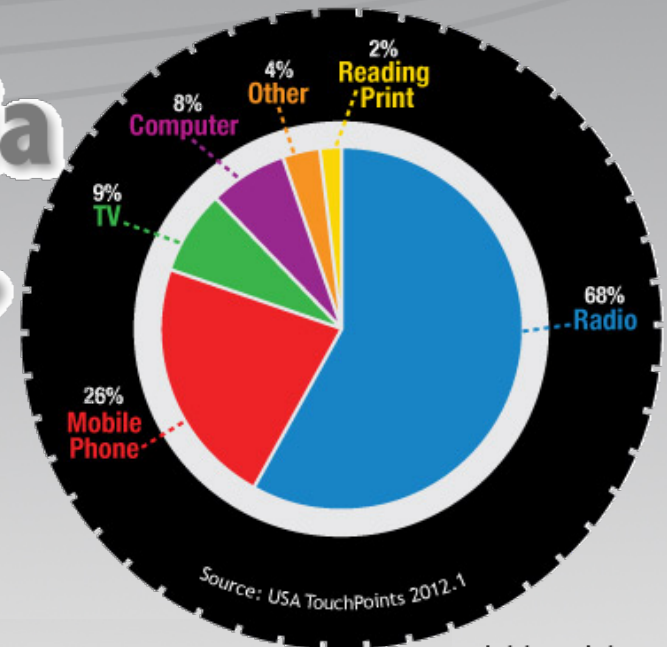
Radio

The happiest place on earth.

- Ads (30 and 60 second)
- Traffic spots (10-15 second)
- Hispanic market




Which media
do we use
when
commuting?



Online

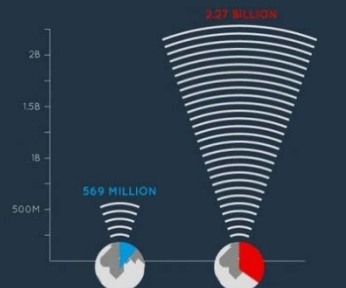
Tastes great! Less filling!



THE INTERNET A Decade Later

THE GROWTH OF THE INTERNET IN THE PAST 10 YEARS IS STAGGERING

Internet Users



Year	Number of Users	Percentage of World Pop.
2002	569 MILLION	9.1%
2012	2.27 BILLION	33%

Internet Usage



Year	Usage
2002	46 minutes a day
2012	4 hours a day

Total Websites



Year	Number of Websites
2002	3 million
2012	555 million

AND MANY THINGS HAVE CHANGED

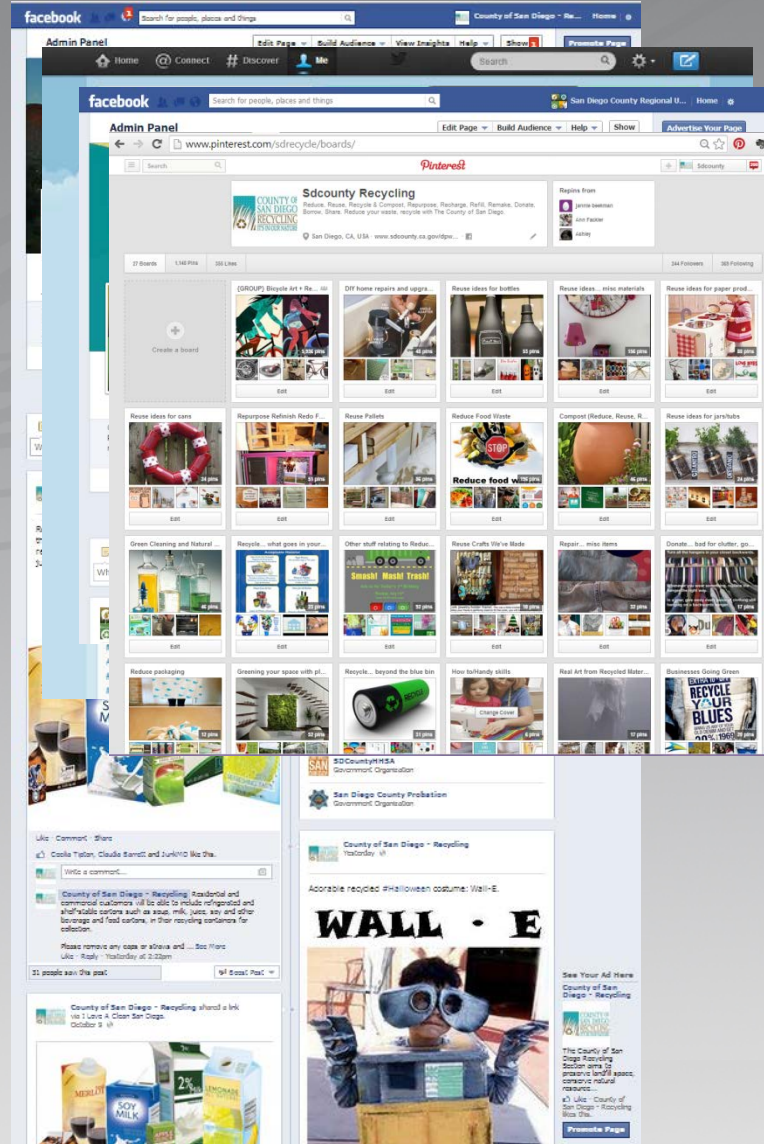
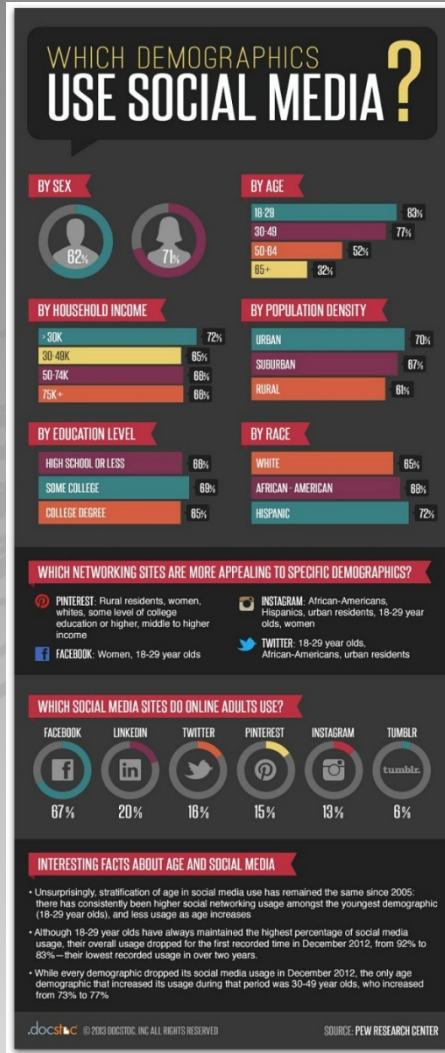
Web Browser



Year	Browser	Percentage	
2002	Internet Explorer	95%	
	Other	5%	
	2012	Internet Explorer	39%
		Google Chrome	28%
Other		2%	
2012	Firefox	25%	
	Safari	6%	
	Other	2%	

Social Media

Share moments... Share life.



Composing Our Ads

Where's the beef?

- Graphics

- Image choice
- Size
- Color
- White space

- Message

- Headline
- Motivation
- Details
- How many words is too many?

- Moving Forward

- Become recognizable: maintain consistency with color, messaging, font.



Copy, Steal, Repeat

You can do it..... We can help.



Finish the Job Right


Recycle your used motor oil and filters.
Find Out How: www.RecycleUsedOil.org

Funded by a Grant from the California Integrated Waste Management Board



**DUMP USED OIL
AND WE ALL
GET SOAKED.**

Recycle your
used motor oil
and used oil filters



1-800-CLEANUP

for the collection location near you.

Funded by a grant from the California Integrated Waste Management Board.

Messaging

Have it your way.

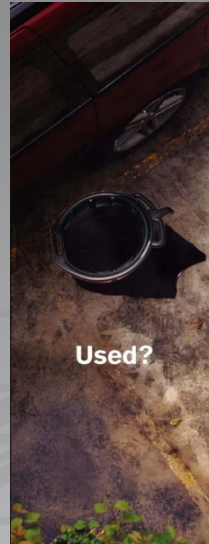
What I wanted in our ads:

- Normative messages:
Everyone is already recycling their oil, how about those filters?
- Bury recycling:
People who want to recycle already are. You can inform them, but the people you need to persuade are people who aren't driven by the 'green' thing.
- Messages I liked:
Finish the job right: Do the right thing, recycling is not new or extra, it's what you do.
Oil pan girl: Recycling your oil and filters is not for us, it's for you, your family, and your community.



Working with the Experts!

They're G-R-E-A-T!



Use.

Drop off used oil and oil filters in these bins, found all over San Diego.

You can help keep our communities clean, safe and beautiful just by recycling your used oil and oil filter in a designated receptacle located at many convenient locations around San Diego.

To find the nearest drop-off visit www.wastefreed.org or call 1-877-R-I-EARTH

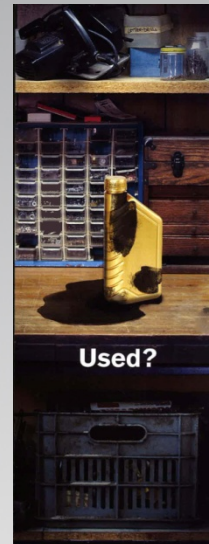


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Working with the Experts!

They're G-R-E-A-T!

Bread & Butter
Ham & Cheese
Milk & Cookies
Salt & Pepper
Cream & Sugar
Beer & Nuts
Chips & Salsa
Popcorn & Soda
Wine & Cheese
Pepperoni & Pizza
Ketchup & Mustard
Peanut Butter & Jelly


Oil & Oil Filter
We go together.
Don't forget to bring your used filter when disposing of your oil.




 You can help keep our communities clean and safe just by placing your used oil and oil filter in a designated receptacle located at many convenient locations around San Diego. It's quick, easy and the right thing to do. For more information call 1-877-R-1-EARTH or visit www.wastefreed.org

Mr. & Mrs.
Jack & Jill
Adam & Eve
Lewis & Clark
King & Queen
George & Martha
David & Goliath
Hansel & Gretel
Romeo & Juliet
Anthony & Cleopatra
Jack & The Beanstalk
Dr. Jekyll & Mr. Hyde


Oil & Oil Filter
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 You can help keep our communities clean and safe just by placing your used oil and oil filter in a designated receptacle located at many convenient locations around San Diego. It's quick, easy and the right thing to do. For more information call 1-877-R-1-EARTH or visit www.wastefreed.org

Pots & Pans
Hand & Glove
Bat & Ball
Fork & Knife
Pen & Pencil
Sun & Moon
Land & Water
Table & Chair
Socks & Shoes
Heaven & Earth
Plug & Socket
Bed & Breakfast

Oil & Oil Filter
We go together.
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Working with the Experts!

They're G-R-E-A-T!



ALL THOSE DISPOSING OF YOUR OIL CORRECTLY, RAISE YOUR HAND.

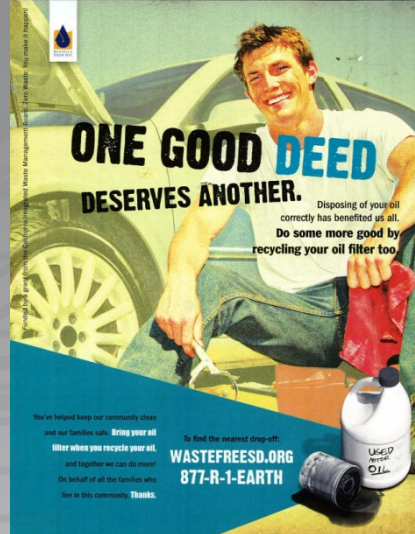
We need your oil filter too!

You're already doing your part in keeping a cleaner community by recycling your oil. But did you know the oil filters are as hazardous as oil alone? So next time, recycle them together.

On behalf of all the families who live in this community. Thanks.

To find the nearest drop-off:
WASTEFREED.ORG
877-R-1-EARTH

USED OIL
OIL FILTER



ONE GOOD DEED DESERVES ANOTHER.

Disposing of your oil correctly has benefited us all. Do some more good by recycling your oil filter too.

You've helped keep our community clean and our families safe. Bring your oil filter when you recycle your oil. And remember we say on most: On behalf of all the families who live in this community. Thanks.

To find the nearest drop-off:
WASTEFREED.ORG
877-R-1-EARTH

USED OIL
OIL FILTER



YOU NOT ONLY DID GOOD WORK, YOU DID GOOD.

You've cared for our community by disposing of your oil correctly. Did you know the oil filters need to be recycled too?

When our communities are cleaner, our families are safer.

Next time you drop off your oil, bring the oil filter at the same time.

On behalf of all the families who live in this community. Thanks.

To find the nearest drop-off:
WASTEFREED.ORG
877-R-1-EARTH

USED OIL
OIL FILTER



We have Arrived!

Can't beat the feeling!

Funded by a grant from the California Integrated Waste Management Board.



**ALL THOSE DISPOSING OF
YOUR OIL **CORRECTLY,**
RAISE YOUR HAND.**

We need your oil filter too!

You're already doing your part in keeping a cleaner community by recycling your oil.

But did you know the oil filters are as hazardous as oil alone?

So next time, recycle them together.

On behalf of all the families who live in this community, **Thanks.**

To find the nearest drop-off:
WASTEFREESD.ORG/OIL
877-R-1-EARTH



We have Arrived!

Can't beat the feeling!

A photograph of a person lying on their back on a concrete surface next to the rear of a white car. The person is wearing blue jeans and brown work boots. An oil filter and other tools are scattered on the ground nearby. In the top left corner of the photo is a logo that says 'RECYCLE USED OIL' with a blue and orange icon. On the left side of the photo, there is vertical text: 'Funded by a grant from the California Integrated Waste Management Board.'

**YOU NOT ONLY DID GOOD WORK,
YOU DID GOOD.**

You've cared for our community by disposing of your oil correctly.
Did you know oil filters need to be recycled too?

When our communities are cleaner, our families are safer.
Next time you drop off your oil
bring the oil filter at the same time.
On behalf of all the families who live in this community, **Thanks.**


To find the nearest drop-off:
WASTEFREESD.ORG/OIL
877-R-1-EARTH

A white plastic jug of used motor oil with a black cap. The words 'USED MOTOR OIL' are written on the jug in black marker. Next to it is a used oil filter.

We have Arrived!

Can't beat the feeling!





Funded by a grant from the California Integrated Waste Management Board.


ONE GOOD DEED DESERVES ANOTHER.

Disposing of your oil correctly has benefited us all.
Do some more good by recycling your oil filter too.

You've helped keep our community clean and our families safe. **Bring your oil filter when you recycle your oil, and together we can do more!**
On behalf of all the families who live in this community. **Thanks.**

To find the nearest drop-off:
WASTEFREED.ORG/OIL
877-R-1-EARTH


Funded by a grant from the California Integrated Waste Management Board.



Funded by a grant from the California Integrated Waste Management Board.

ONE GOOD DEED DESERVES ANOTHER.

Disposing of your oil correctly has benefited us all.
Do some more good by recycling your oil filter too.

You've helped keep our community clean and our families safe. **Bring your oil filter when you recycle your oil, and together we can do more!**
On behalf of all the families who live in this community. **Thanks.**

To find the nearest drop-off:
WASTEFREED.ORG/OIL
877-R-1-EARTH


Funded by a grant from the California Integrated Waste Management Board.

We have Arrived!

Can't beat the feeling!



BRING YOUR OIL FILTER
WHEN YOU RECYCLE YOUR OIL

To find the nearest drop-off:
WASTEFREESD.ORG
877-R-1-EARTH




Pots & Pans
Hand & Glove
Bat & Ball
Fork & Knife
Pen & Pencil
Sun & Moon
Land & Water
Table & Chair
Socks & Shoes
Heaven & Earth

OIL & OIL FILTER.
We go together.


Don't forget to bring your used filter when disposing of your oil.

You're already doing your part to keep our community safe and clean by recycling your used oil. Next time, bring in your oil filter too. It's quick, easy and the right thing to do. On behalf of all the families who live in this community, Thanks.

To find the nearest drop-off:
WASTEFREESD.ORG/OIL
877-R-1-EARTH



BRING YOUR OIL FILTER
WHEN YOU RECYCLE YOUR OIL



To find the nearest drop-off:
WASTEFREESD.ORG
877-R-1-EARTH

BRING YOUR OIL FILTER
WHEN YOU RECYCLE YOUR OIL



To find the nearest drop-off:
WASTEFREESD.ORG
877-R-1-EARTH



Event Advertising

Because you're worth it.

USED OIL AND FILTER RECYCLING EVENT

Bring us your
used oil filter
and receive
a new one
FREE!

Saturday, Oct. 19
10am-2pm

At your participating

O'Reilly
AUTO PARTS

812 South Main Street
Fallbrook

9732 Winter Gardens Blvd.
Lakeside

1935 Main Street
Ramona

10050 Campo Road
Spring Valley

8375 Paradise Valley Rd.
Spring Valley



ALL THOSE WHO WANT A
FREE MOTOR OIL FILTER,
RAISE YOUR HAND.

Bring in a used filter,
and get a new one **FREE**
on Saturday, Oct. 19.

You're already doing your part in keeping a
cleaner community by recycling your oil.

But did you know the oil filters are
as hazardous as oil alone?

On behalf of all the families who
live in this community, Thanks.

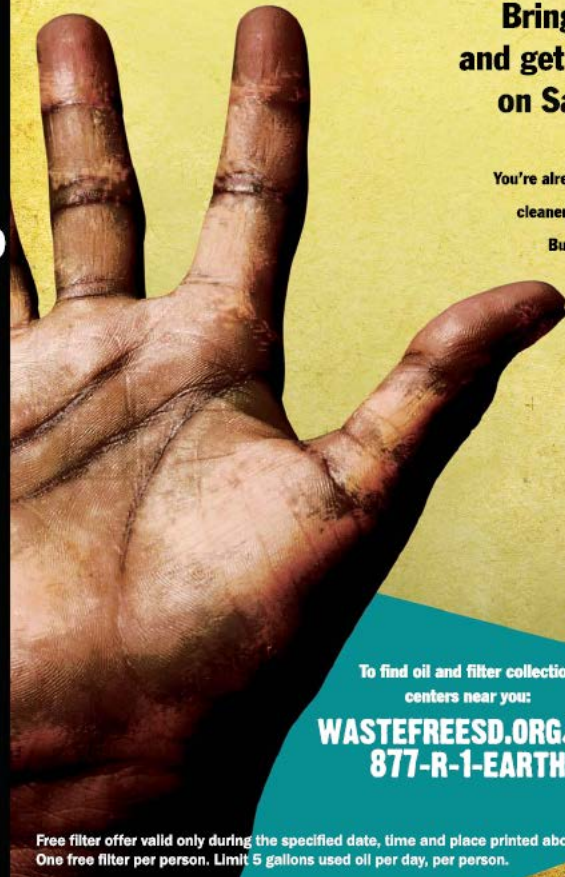
To find oil and filter collection
centers near you:

WASTEFREED.ORG/OIL
877-R-1-EARTH

Free filter offer valid only during the specified date, time and place printed above.
One free filter per person. Limit 5 gallons used oil per day, per person.



Funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle).



(la publicidad de eventos)

You're going to like the way you look... I guarantee it!



Select & Zoom

EVENTO DE RECICLAJE DE ACEITE Y FILTRO

Trae un filtro
de aceite
usado y recibe
uno nuevo
Gratis!

Sábado
19 de Octubre
10am-2pm

En las tiendas participantes

O'Reilly
AUTO PARTS

812 South Main Street
Fallbrook

9732 Winter Gardens Blvd.
Lakeside

1935 Main Street
Ramona

10050 Campo Road
Spring Valley

8375 Paradise Valley Rd.
Spring Valley



LEVANTA LA MANO SI QUIERES UN FILTRO DE ACEITE, ¡GRATIS!



Trae un filtro de aceite usado
y recibe uno nuevo **gratis**,
Sábado 19 de Octubre.

No sólo hiciste un buen trabajo, hiciste un bien.
Al reciclar tu aceite usado demuestras
tu interés en nuestra comunidad.

Así decimos gracias
por mantener tu comunidad
limpia y cuidar la salud
de nuestras familias.



Para más información visita:
WASTEFREESD.ORG/OIL
877-R-1-EARTH



Oferta de filtro gratis válida únicamente durante la fecha, hora y lugar mencionados. Un filtro gratis por persona. Límite de reciclaje: 5 galones de aceite usados por día, por persona.

Fotografía: con fondos de Departamento de Recursos, Reciclaje y Recuperación - "CalRecycle"

Did we Succeed?

Imagination at work.

- Goal: Increase filter recycling.
- Method: Increased services, increased outreach.
- Our Audiences:
 - Younger males with lower incomes
 - Middle age males with multiple cars in the household
 - Shade tree mechanics (younger, Caucasian males)



(Radio)

Strong enough for a man... but made for by a woman

