



**3000 MILE MYTH
DEBUNKED**

Outreaching To The Masses

CalRecycle 2016 UO/HHW Conference & Training | November 3, 2016

With A Little Help From Our Friends...

- Chula Vista, its UOP partners, and County of San Diego applied for UOC Grant, Cycle 1 (2014-2016)
- Two campaigns – main focus on 3,000 mile myth
- Awarded \$916,800 – largest amount in CalRecycle's history (Yeah, we'll probably get audited)

Choosing The Agency

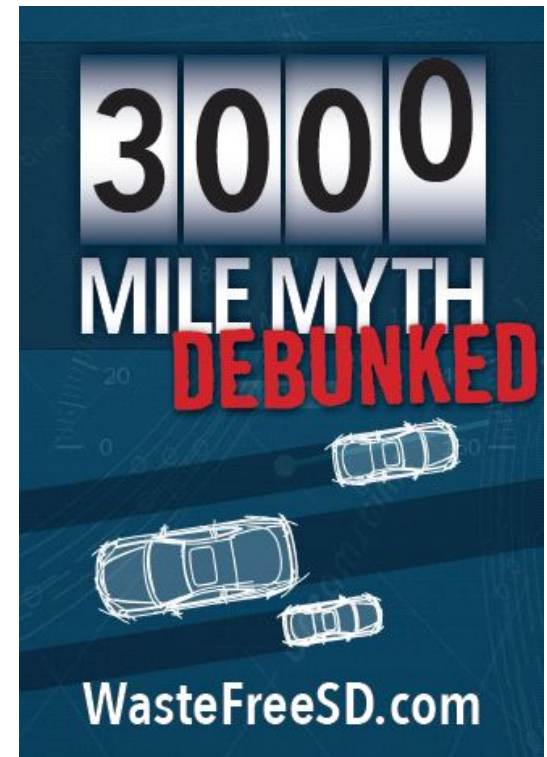
- Take the time to choose! (But not too much...)
- MJE Marketing Services
- Approximately \$600K went to MJE for Out Of Home (OOH) and television/radio
 - 10% went to agency for their services (creative, ad booking)
- Remainder went to print ads and other administrative costs

Campaign Strategy & Desired Outcomes

- Change the perception of the oil change timeline by debunking the 3,000 mile myth, thus decreasing unnecessary oil changes
- Promote awareness of oil filter recyclability, thus increasing the number of filters recycled
- Raise awareness of WasteFreeSD.org – regional recycling database

People Reached

- Target audience was English and Spanish speaking males 18-64 years old in San Diego County
- More than 30 million gross impressions at a cost of less than 1 cent per person
- Distributed more than 2,500 promotional items (Rags, not SWAG!)

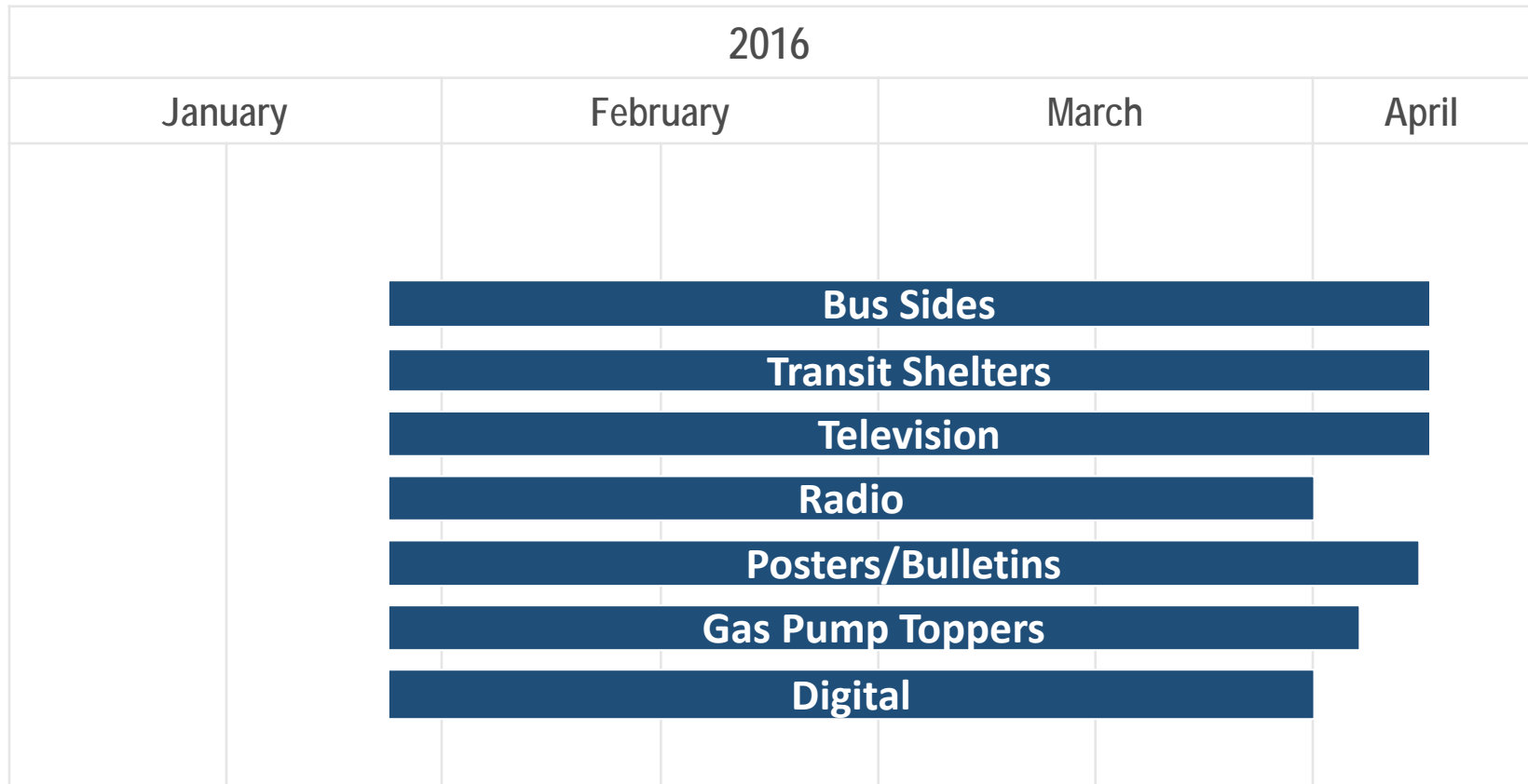


Campaign Elements: Flight 1

SYNTHETIC

2015			
June	July	August	September
Bus Sides			
Transit Shelters			
Television			
Radio			
Posters/Bulletins			
Gas Pump Toppers			
Digital			

Campaign Elements: Flight 2



Out of Home

SYNTHETIC



WasteFreeSD.org



Think you need an oil change?

Don't go by the sticker on the windshield or by what your service center suggests! Chances are good you don't need an oil change as often as you think.

Find the recommendation for your vehicle.

All you need is the year, make and model.

[Check your number now!](#)

Know the facts!

Synthetic oil is guaranteed for 15,000 miles



WasteFreeSD.org



- Some synthetic oils can go up to 15,000 miles before needing to be changed. Always check your vehicle's manual for its recommended oil change interval.
- Synthetic oil is not only refined but also distilled, purified, and broken down into its basic molecules. This process not only removes more impurities from the crude oil but also enables individual molecules in the oil to be tailored to the demands of modern engines. These customized molecules provide higher levels of protection and performance than conventional oils.

Less impact on the environment and your wallet



- Less frequent oil changes means more money in your wallet. Some new vehicles can go as long as 15,000 miles before needing an oil change, usually with synthetic oil. Synthetic oil may cost a bit more up front, but it can save you money in the long-run.
- Used oil can contain contaminants such as lead, arsenic, chlorinated compounds and more. One gallon of used oil can contaminate one million gallons of drinking water.
- Used oil and oil filters are recyclable. Recycling these items keeps our land and waterways clean, healthy, and available for us all to enjoy.

Cars run longer with smart engine technology



- Today's modern engines are built to run cleaner and more efficient than ever, and many can go longer than the standard 3,000-mile oil change interval. Always check your vehicle's manual for its recommended oil change interval.
- Using synthetic oil can prolong the life of your engine by keeping it cleaner and offering better wear protection. It also reduces the used oil waste stream, which is one of the largest hazardous waste streams in California.
- Synthetic oil reduces engine maintenance costs without reducing engine performance.

Resources at Your Fingertips

CalRecycle has certified over 3,000 used oil collection centers throughout the state. These centers will accept used oil and oil filters from the public free of charge. Visit www.WasteFreeSD.org to find one that's convenient for you.

Recycling Events

Want to know when a used oil and filter recycling event is coming to your area?

[Sign up for email notifications.](#)

Digital Creative



Promotional Items

- Promotional items used for radio station van runs

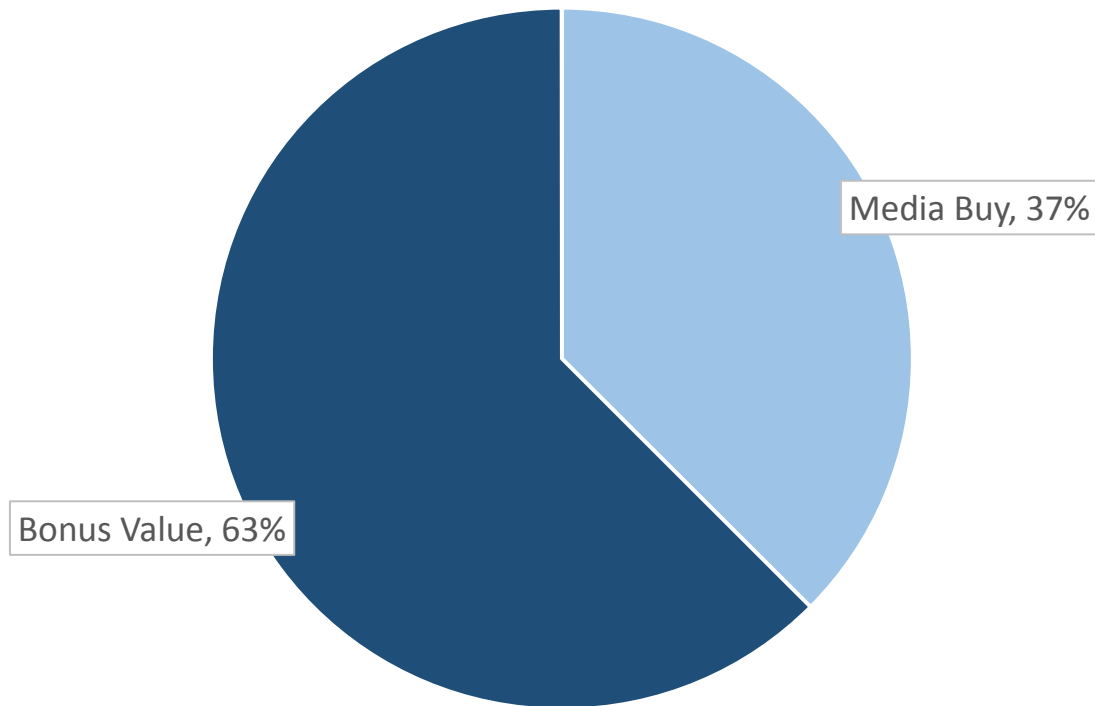


Contests and Giveaways



Value Added is Important!

Media Buy



■ Media Buy ■ Bonus Value

(Buy 1, get 2 FREE!)

Some Value Added Items

- Extra PSA spots and channel crawls
- Television segments discussing campaign
- Online contests (Radio)
- Five- and ten-second adlets (Radio)
- One bonus bulletin, two bonus posters, 15 bonus transit shelters
- Two additional weeks of gas pump toppers

Video Views



(I know these guys!)

MarCom 2015 Award

Platinum Award Winner



Silver International Telly 2015 Award

Public Service Announcement



The Telly
Awards

Bronze International Telly 2015 Award

Use of Graphics



(It kinda looks like an Oscar, right?)

2016 Pacific Southwest Emmy® Award

**Public Service
Announcement,
Single Spot, or
Series**

Graphics



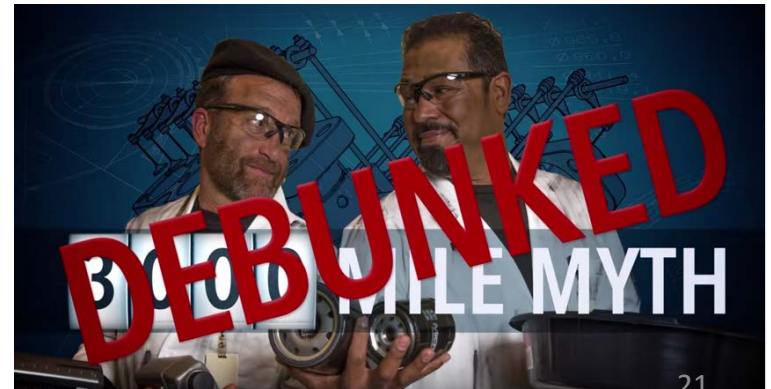
Most Efficient Strategies

- Television
 - Out of Home
 - Digital
- Most targeted
 - Higher recall
 - Lowest cost per person



Measures of Success

- Increased awareness of the 3,000 mile myth
 - 30K+ views of all commercials (YouTube)
- Increased awareness of WasteFreeSD.org
 - 69% increase in 2016 web hits vs. 2015
- Decreased used oil amounts collected
 - 17% decrease in 2016 vs. 2015 (That's a good thing, right?)
- Increased filters recycled
 - 2% increase in 2016 vs. 2015



Thank You!



Joe Coppola

Recycling Specialist

City of Chula Vista

(619) 691-5161

JCoppola@chulavistaca.gov

Jen Winfrey

Recycling Specialist

County of San Diego

(858) 694-2463

Jennifer.Winfrey@sdcounty.ca.gov

(Jen)



(Joe)