

# #crosslikeaboss

An Awareness and Engagement Campaign

# The Issues

Surveys were used to measure knowledge, attitudes and observations of residents and recreational users of Alberta's Eastern Slopes. There were some common themes:

## Riparian Areas Are Being Damaged By Some OHV Users

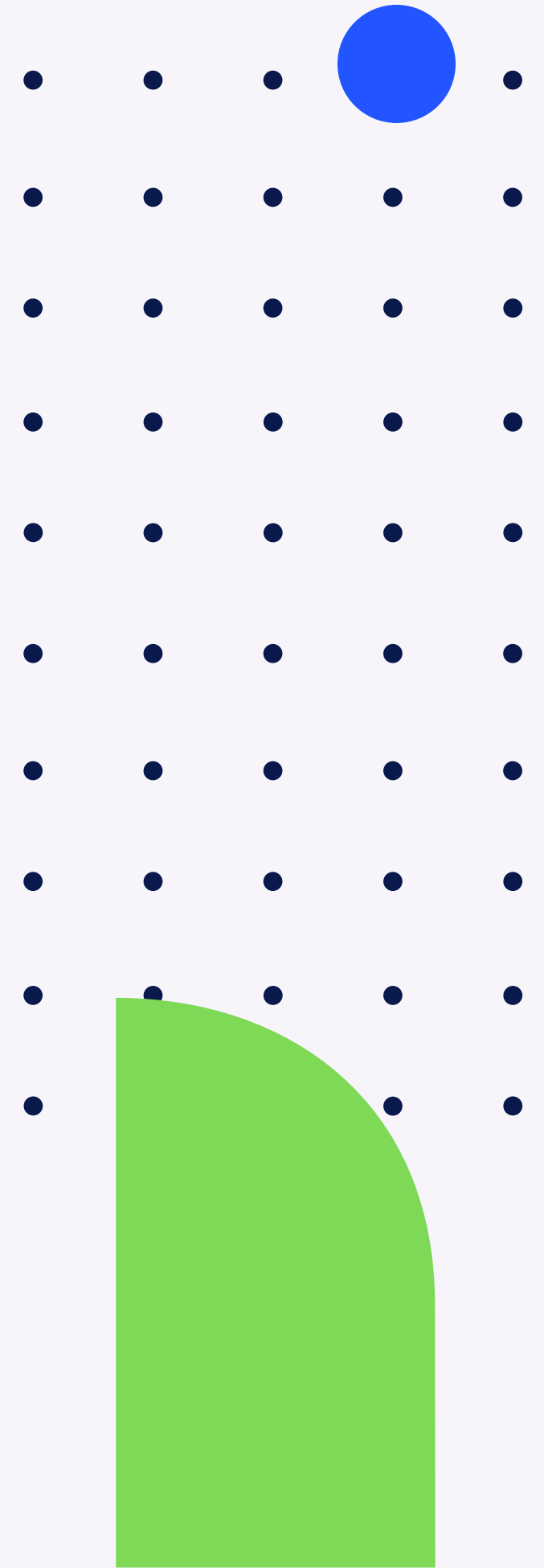
Most OHV users self-reported that they use designated trails in the Eastern Slopes, but 25% of the buffer zone and 21% of residents make their own trails when recreating in the Eastern Slopes. Non-designated crossings of water bodies cause damage to riparian areas.

## Riparian Areas Are Important

Attitudes indicate concern for the health of riparian areas. These include the need to protect them from human-caused damage and to maintain the ecosystem services they provide.

## The Organization Has Low Brand Awareness

Compared to other environmental organizations working in the area, there was low brand awareness for your organization.



# How This Campaign Helps

The #crosslikeaboss campaign strives to build awareness about riparian areas and the issues they face in the Eastern Slopes by engaging users to consider their behaviour and at the same time, create brand awareness for your organization

## Issue Awareness

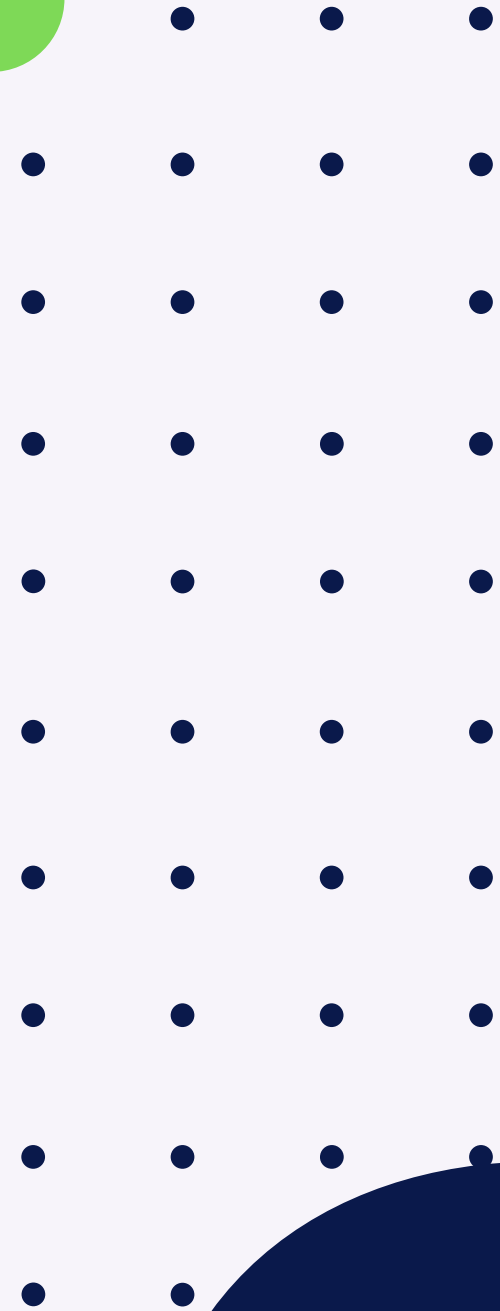
By driving the audience to a landing page with important yet entertaining information, awareness about riparian areas and OHV use will be increased.

## Engagement

Users will be engaged by sharing responsible trail use with their social media followers and friends, by attending events and by finding the signage at approved water crossings.

## Brand Awareness

By keeping your organization front and center in all media and engagement actions, repeated exposure will increase brand recognition and service awareness.



# Target Market Data

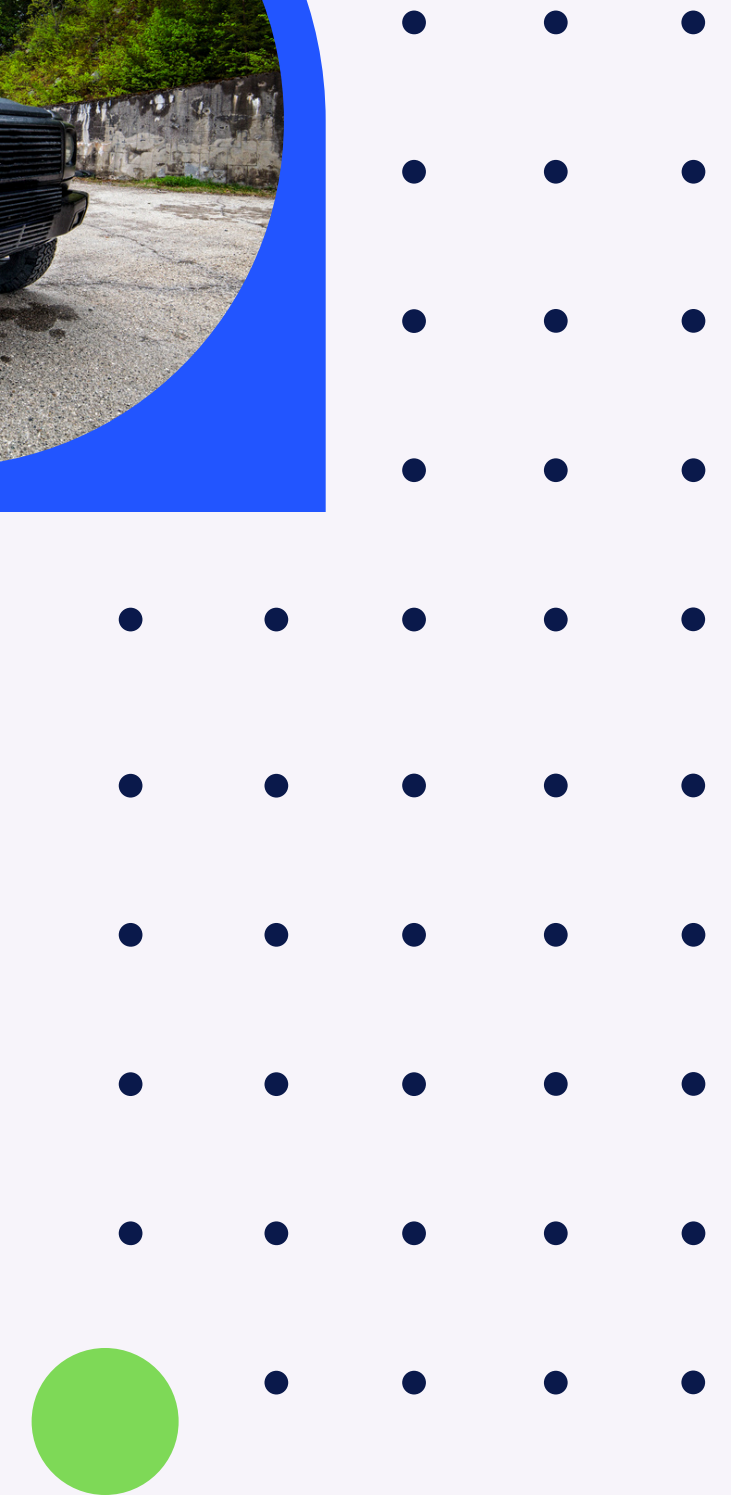
This campaign targets OHV users that recreate in the Eastern Slopes of Alberta, from both geographical areas identified in the survey.

## Residents of the Eastern Slopes

- More likely to use OHVs
- Work and play in the area
- Less likely to cross rivers or streams
- Likely to use an approved crossing
- Male, 18 - 64 years

## Residents of Buffer Zone

- Less likely to use OHVs
- Come to the area specifically for recreation
- More likely to cross rivers or streams
- Somewhat likely to use an approved crossing
- Male, 18 - 64 years





# Market Persona

- Male, 18 - 64 years
- Avid outdoors person
- Financially stable
- Works hard, plays hard
- Has money for recreation
- Individualistic
- Ok with breaking rules
- Has friends with a similar persona
- Top social channels include Youtube, Instagram, Facebook, Snapchat, Twitter





# #crosslikeaboss

Social Media Hashtag Contest





# How Does it Work?

1

**A rider crosses at a designated crossing and takes a selfie with the sign**

2

**Posts selfie on social media with the hashtag #crosslikeaboss and tags @yourorganization**

3

**Random selection of all entries to find the winner/s**



# Awareness Components

## Landing Page

Video and text describing the problems; info on riparian areas; info on your organization; contest rules and instructions; map of crossings with signs. This will be the hub of the program.

## Organic Social Media

Informing your current social media audience and encouraging them to visit the landing page and participate.

## Paid Advertising

Paid Facebook, Instagram and Google ads drive users to the landing page, radio ads reach local residents where they work or in their vehicle.

## Long & Short Form Video

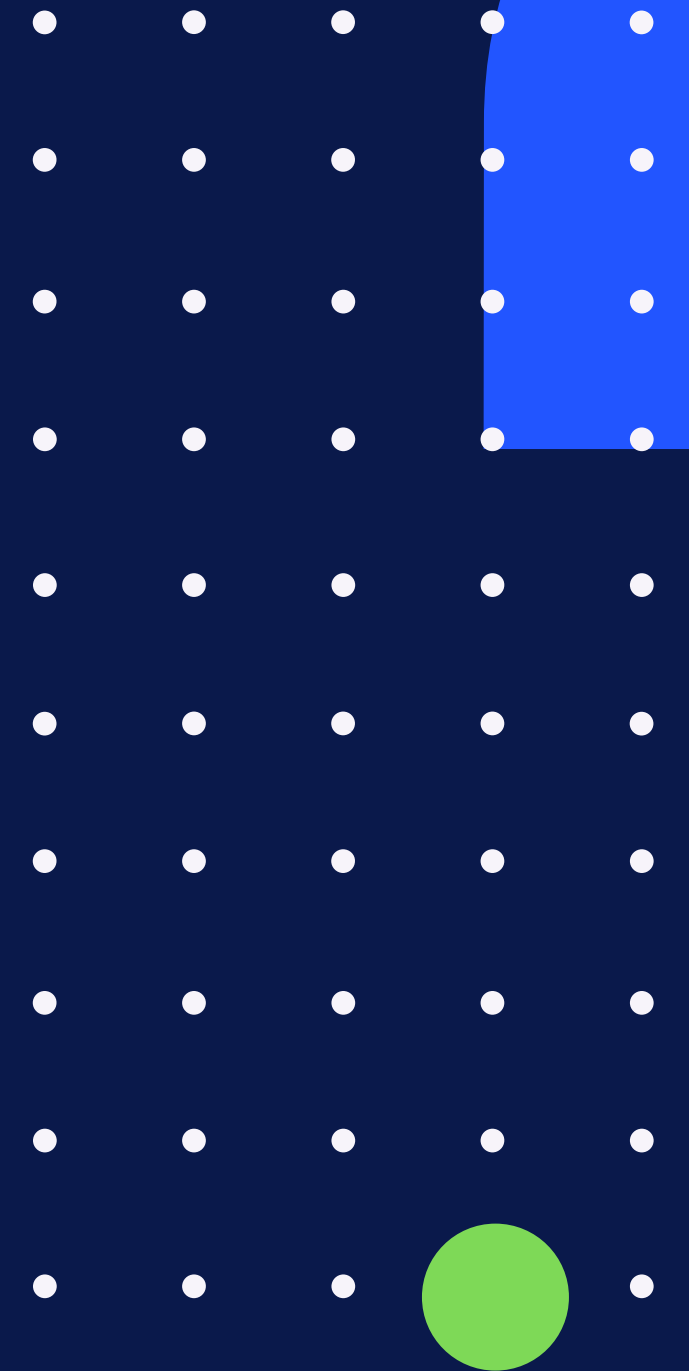
Video is the best format to reach the target audience. A 10-minute video on the issue, the solutions, your organization and the contest, with 30-second and 60-second edits for social sharing.

## Earned Media

Articles and content by news outlets, conservation media and partners inform their audiences; Social media content from contestants.

## Point-of-use Signage

Signs provide the backdrop for the selfie, but also an opportunity to inform and educate trail users.



# Engagement



## Peer Influencing

By posting their entry on their own social media accounts, contestants will create opportunities to encourage their peers to act as they have.

## Launch Events

Hosting an event with an OHV club and sponsors will give trail users first-hand exposure to the contest and the awareness campaign.

## Contest

Winning a prize motivates users to participate, especially to trail users who are not likely to listen to authority. Congratulating winners on social media garners shares and builds goodwill.



# Brand Recognition & Awareness

Following the recommendations of your strategic plan, the goal of expanding your audience would be met by implementing the following:

## Instagram Account

It will open up a new social media audience, that can be targeted; provides good ROI.

## Introduce You to Partner Customers

Reach an aligned audience in person and create new relationships and connections.

## Provide An Invitation to Learn More

Drive audience to the main website, newsletter, social media channels and extension materials.





# Campaign Media >

## Instagram Post

"Do you cross like a boss? If you cross rivers and streams at approved trail crossings, then yeah you do. Show us by posting a selfie with one of our crossing signs, add #crosslikeaboss and tag us @yourorganization for a chance to win amazing prizes!" (Link to landing page in Instagram bio)

## In-house

- Press Releases
- Landing Page
- Social Graphics
- Social Posts
- Advertising Graphics
- Event Materials

## Contracted

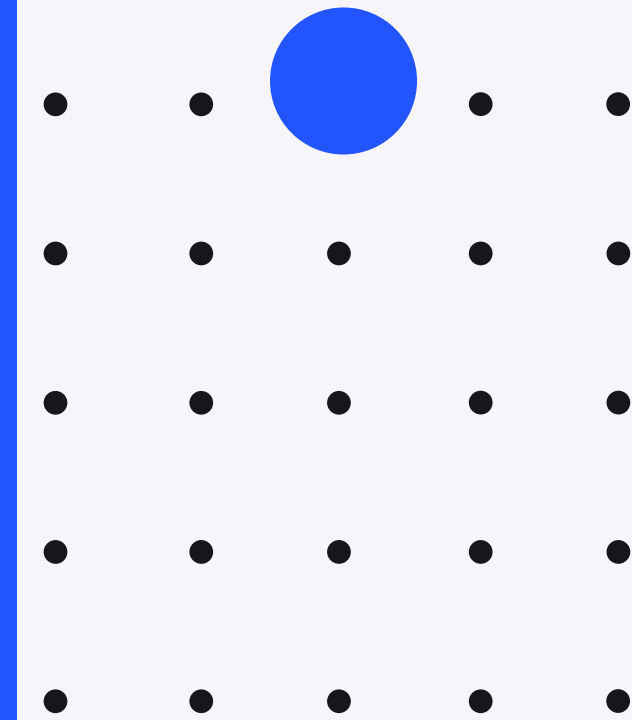
- Video Production
- Radio Ads
- Signage

**Prize Sponsors**

**Media Outlets**

**Community Sponsors**

**Promotional  
Partners**



**Program  
Partners**

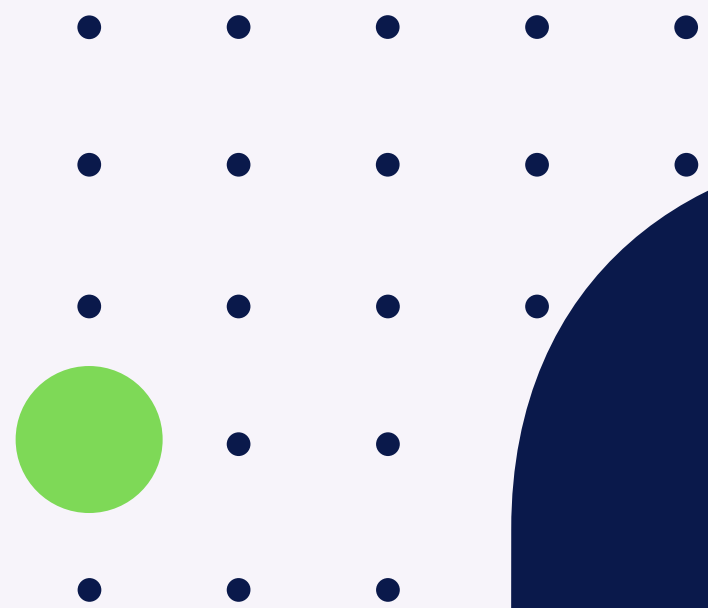
**Event Co-Hosts**

**Grantors**

**On-the-ground  
Partners**

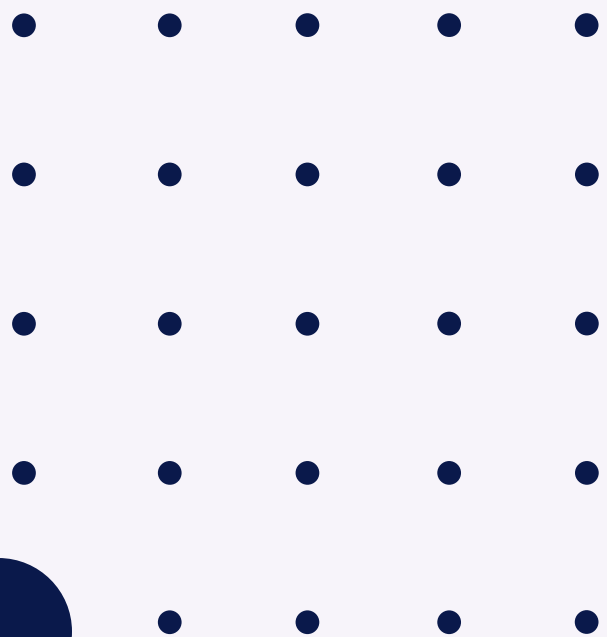
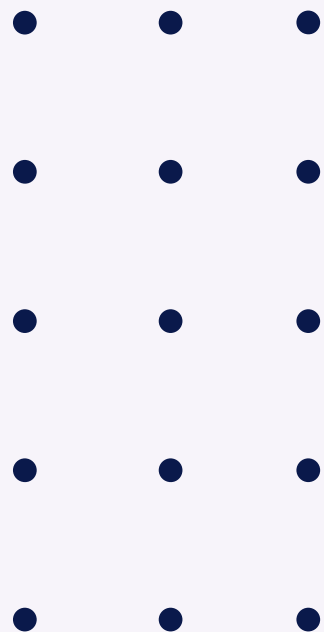
# Key Metrics

Numbers to watch for campaign effectiveness.



- Number of contest entries
- Number of landing page hits
- Number of engagements on social media
- Number of riders at launch events
- Paid advertising views and engagements
- Improvement of benchmark data in future surveys
- Increased awareness of your organization in the Eastern Slopes and Buffer Zone populations
- Improvement of conditions in affected riparian zones
- Improved riparian health in area





**#crosslikeaboss**