

City of Joplin Recycling Marketing Campaign

Outdoor


good
roll
model
Recycle!
IT'S HOW
WE Roll
JoplinRecycles.com
JOPLIN
MISSOURI

Outdoor – Additional layouts

Billboards are located throughout Jasper and Newton counties







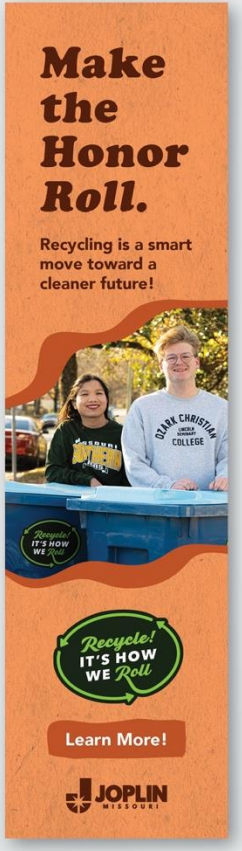






Digital Ads













Targeting Adults 25-54, & Households with Children, various targeting tactics will be utilized to reach this audience. *We buy programmatically; thus we be our audience not website.*

Print Ads


Roll on Up to the Recycling Center.
Got metal cans, plastic bottles, paper & cardboard, old electronics, used motor oil and more? Drop it off at the City of Joplin Recycling Center and help keep our community rolling toward a cleaner future.
Learn more about what we accept at the Joplin Recycling Center at
JoplinRecycles.com
Recycle! IT'S HOW WE Roll
JOPLIN MISSOURI
02
Adverts Newspaper

Print Ads – Additional Layouts

Publications used:

- Joplin Globe
- Joplin Living Magazine
- Progress City Guide







Radio Ads

Stations for the buy include:
KJMK-FM, KSYN-FM, KZYM-AM, KIXQ-FM

Audio will also run on streaming audio platforms with the same target demo as online display (A25-54 & Households with Children)



Roll On Up
:30 Spot
Female VO



Roll On Up
:15 Bonus
Female VO



Roll On Up
:30 Spot
Male VO



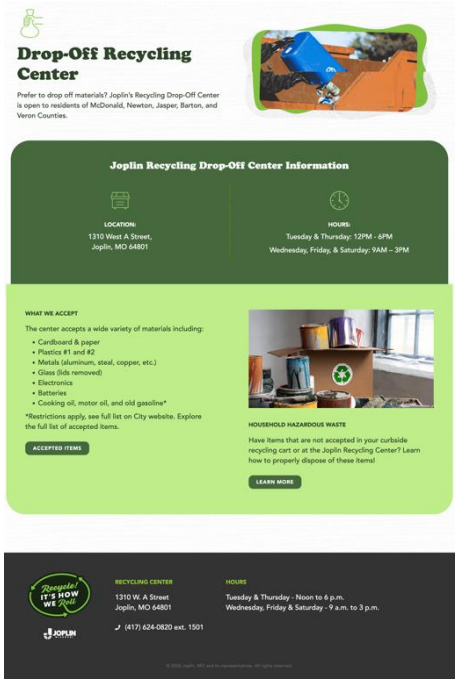
Roll On Up
:15 Bonus
Male VO

Landing Page

All campaign materials will direct our audience to the JoplinRecycles.com landing page. From here, they can learn more about Joplin's recycling options and sign up to start curbside recycling.







Video

The 2 videos will run on Broadcast TV Channels including: FOX, CBS, ABC, NBC, KFJX MLB/World Series Package, KOAM News Now, March Madness Package, IndyCar Package, NASCAR Package, PGA Tour Package. The spots will also run on streaming cable.

Also, the videos will run online via YouTube, online video and OTT/CTV targeting our audience of A 25-54 & Households with Children





Paid Social Media

Paid social media will run on Facebook and Instagram feature the 2 :30 videos targeting our audience of Adults 18-54



