Selling Clean Air

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One of the greatest marketing campaigns of all time …

… was actually a ‘green marketing’ initiative!

Anatomy of a campaign

Principal litterbugs?

Anatomy of a campaign

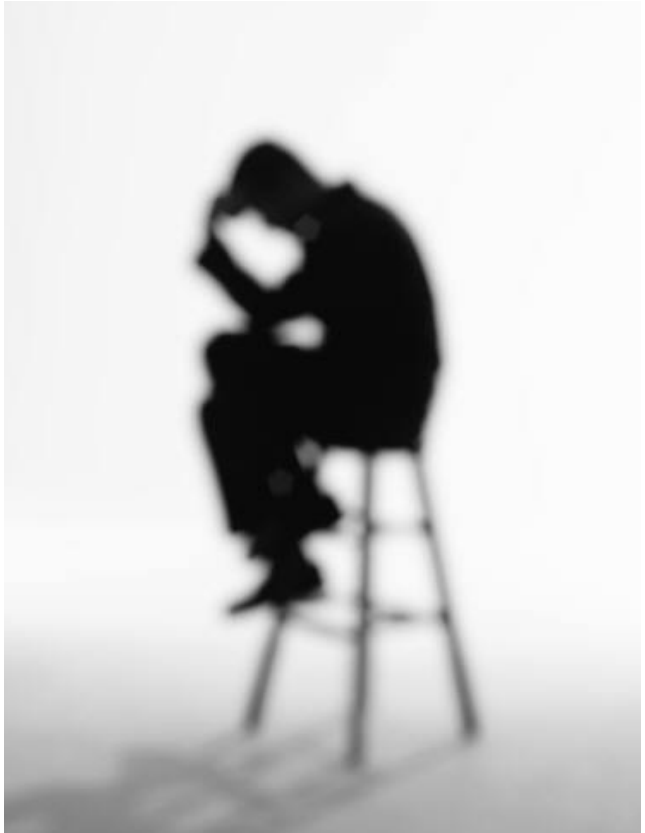
Principal litterbugs?

16 to 24 year-old

macho *guys*

Anatomy of a campaign

How do you convince young ***macho*** *guys to care about the environment?*



Message framing: Two-step process

1. Identify motivational core values

Message framing: Two-step process

1. **Identify motivational core values**

Win

over

What has emotional pull?

Message framing: Two-step process

2. Connect target's motivational core value with green issue

Core Value = Green issue

Message framing: Two-step process

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Message framing: Two-step process

2. Connect target's motivational core value with green issue

Core Value = Green issue

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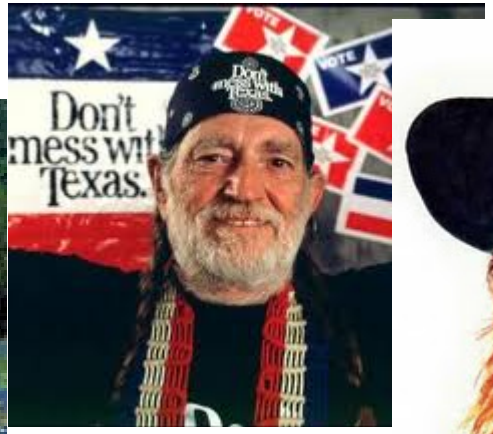
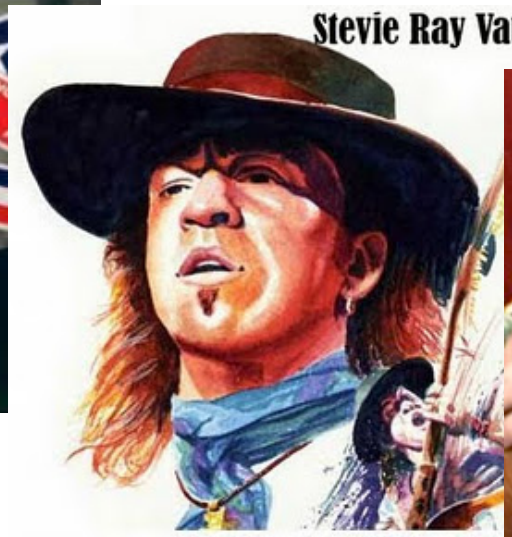
"Don't mess with Texas"

- Stoked 'state pride' to motivate young men to not mess up Texas with trash





Don't mess with
TEXAS

Don't
mess with
Texas

Don't mess with Texas

Don't
mess with
Texas.
REAL TEXANS DON'T LITTER

Don't
mess wit
Texas.

Stevie Ray Vaughn
Live from Austin Texas

Outcomes?

- *One year later, trash on Texas highways down 29 percent!*
- *Five years later, down 72 percent!*

Framing wind power as a solution to school funding

Core Value = Green issue

Framing wind power as a solution to school funding

Wind farm to generate electricity and tax base for city, school district

Article Tools

BY DONALD W. MEYERS
THE SALT LAKE TRIBUNE
PUBLISHED NOVEMBER 12, 2007 1:32 AM

This is an archived article that was published on sltrib.com in 2007, and information in the article may be outdated. It is provided only for personal research purposes and may not be reprinted.

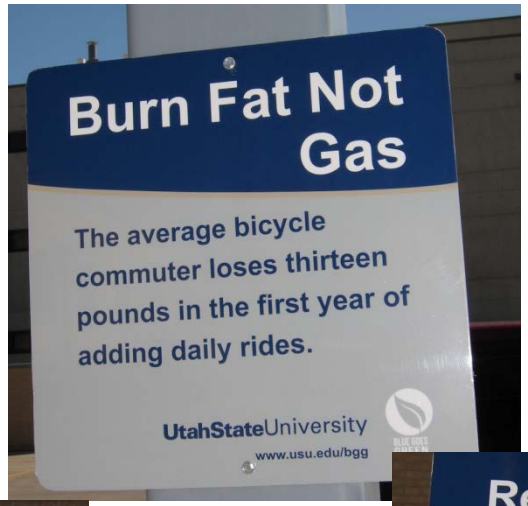
Next year, the wind rushing through Spanish Fork Canyon will do more than disrupt golf games.

It's going to generate electricity, as well as money, for the city of Spanish Fork and Nebo School District.

Construction quietly began in October on a wind farm at the mouth of the canyon, to the east of the Fingerhut distribution center. Tracy Livingston, chief executive officer of Wasatch Wind, said the project should be operational by June at the latest, providing electricity for Rocky Mountain Power.

Blue Goes Green:

Framing Sustainability for the Free, Frugal and Fit & Fabulous



Tapping student values of freedom, saving money, health, and finding love.

Some ideas for selling clean air in Cache Valley

Tapping values of young people with humor

Tapping values of young people with humor

Tapping local anti-smoking values

Tapping economic values

$ave Your ¢a¢he Valley Air

Tapping pop culture

Thoughts going forward

- Understand Cache Valley residents' values and priorities – *What's really important?*
- Align clean air initiatives/outreach with those values and priorities
- Build a clean air ethic that resonates with those values and priorities

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