

# Creative Message Summary

## **KEY MESSAGE:**

By choosing to take care of trash, I am protecting myself and my family's health, happiness and safety

## **SUPPORT:**

Improperly disposed *trash contributes to filth, disease causing bacteria, and toxins* harmful to you and those you love

## **OBJECTIVE:**

*Overcome unconscious rewards and desires to dispose of trash (outside their own backyard) by helping trashers feel empowered and important as caretakers for those they love.*

# Creative Audience Summary

## TARGET AUDIENCES:

- 1) people who engage in on-going trashing.
- 2) people who occasionally trash or accept other's trashing behaviors.

## MINDSET:

- 1) They **care for their own property and their family**
- 2) They are busy with daily lives and **not consciously thinking about trashing** or longer term consequences of actions.
- 3) They get **immediate gratification and reward from discarding what is worthless to them** in life, literally and metaphorically. Trashing helps them to get rid of their own bad feelings and sense of inadequacy and gives them a sense of autonomy and power.
- 4) They fail to connect how **what they choose to do with trash could hurt the very things and people they care most about.**

## BRAND PROMISE:

Empowering mentor:

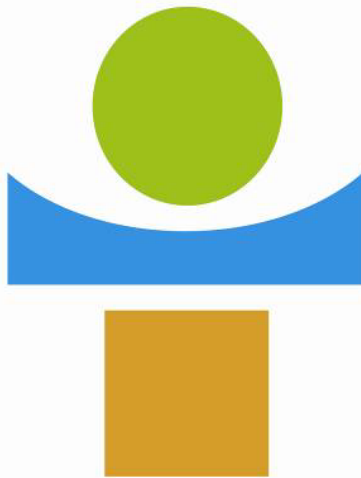
Help the individual feel good about themselves and empowered to protect those they love.

## TONALITY:

Empathetic, supportive and responsible.

TRASH FREE  
POTOMAC WATERSHED

*Clean land, safe water, healthy lives*



# TRASH FREE

## POTOMAC WATERSHED

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# Creative Approaches

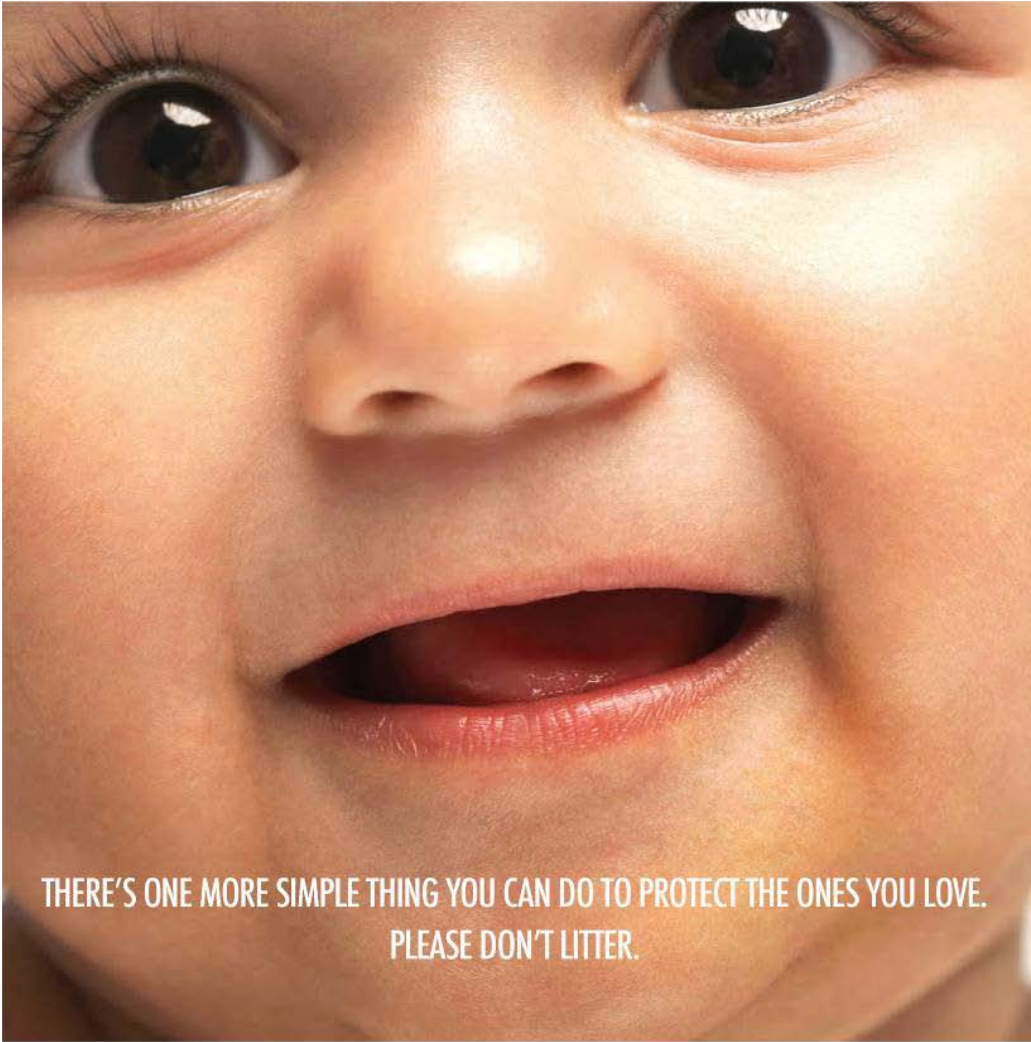


THERE'S ONE MORE SIMPLE THING YOU CAN DO TO PROTECT THE ONES YOU LOVE.  
PLEASE DON'T LITTER.

*Vim an doming docendi. Eu cum elaboraret efficiantur; et mentitum act  
cusata eam. Adhuc expetendis adversarium vis eu, sit elit congue apeirian  
ex. Ius accusam deserunt te. Nibh denique mel ut. Eu sumo gloriatur duo.  
Dolore quaeque honestatis nec no, cumos pro unum aliquam expetenda.*

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The only thing standing between trash  
and your loved ones is you.

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Dolore quaeque bonestatis nec no, cumos pro unum aliquam expetenda.*







Don't trash the ones you love.

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## Eventually, litter hits close to home.

*None of us would ever knowingly expose our loved ones to unhealthy conditions. However, carelessly tossed litter contributes to filth and disease-causing toxins and bacteria. Protect your family's safety, health and happiness. Take care of your loved ones. Take care of your trash.*



# Upcoming Creative

- Billboard
- Bumper Sticker
- Decal
- Flyer
- Online Ad
- Poster
- Print Ad
- Radio PSA
- Website