

CLEAN SKY COALITION

Problem: How can an environmental advocacy group make a big splash in Washington?

Solution: Use alternative out of home formats to put your message into practice.

BACKGROUND:

According to the U.S. Department of Energy, more than 150 new coal-fired electric plants are under or planned for construction around the country. Clean Sky Coalition, a Texas-based environmental advocacy group, argues that any source of electricity generation -- wind, solar, natural gas, hydropower and even nuclear -- will produce less air pollution than the proposed coal

plants. CSC is also concerned the proposed facilities will fail to utilize the most modern technology available to control the extremely hazardous emissions that occur during coal-fired plant operations.

In April 2007, CSC enlisted a mobile advertising company to put its campaign against coal-fired electric generating plants into the national spotlight and onto the doorsteps of the U.S. political elite.



OBJECTIVE:

CSC required that their message be disseminated in an eco-friendly way. The vendor created a campaign that resulted in maximum exposure for CSC with minimal negative impact on the environment. This was achieved primarily through the use of battery-powered Segways, old-school footwork by brand



ambassadors and a mock TV news crew using the man-on-the-street format. The primary goal was to make the media, national political leaders and the general public aware of what they perceive to be the massive costs and negative environmental impact associated with the proposed coal facilities.

STRATEGY:

The company used brand ambassadors on Segways, accompanied by a mobile billboard unit bearing the soot-streaked visage of a child and the slogan “FACE IT, COAL IS FILTHY,” to buzz the Capital’s most recognizable public edifices including the White House, U.S. House and Senate Office Buildings, Union Station and the National Press Building.

Most compelling was the vendor’s help in executing the “Stop Global Warming College Tour” at George Washington University on Earth Day, April 22. Segway squads, brand ambassadors, and a mock TV news team from CSC-TV, complete with reporter and camera crew, spoke with hundreds of college students and campus-area visitors on the negative effects of coal energy.

PLAN DETAILS:

Flighting Dates: April 19, 20, and 22, 2007

Market: Washington, D.C. (Capitol Hill, Pennsylvania Avenue, and K Street)

Out of Home Formats Used: Four Segways, four brand ambassadors, one mobile unit and a four-member mock news crew (reporter, cameraman, gaffer, and videographer). More than 1,800 CSC T-shirts and bumper stickers bearing the anti-coal message were distributed during the three-day campaign.

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