

## Fats, Oils and Grease.

Marketing Objective and Strategy

**Objective**: Educate City of Roseville residents and restaurants on the proper disposal of fats, oils and grease to meet or exceed outreach standards set forth in the State General WDR Requirements, FOG Control Program adopted in May 2006.

**Strategy:** Conduct a multi-media public awareness and marketing campaign to meet objective by utilizing the following tactics (attached). Target audience is Roseville residents and restaurants.

The residential campaign uses a main message that is present on all ad and collateral pieces. Depending upon topic and audience segment, sub-messages will be tailored to fit with main message. All material will contain a web link reference (<a href="www.roseville.ca.us/fog">www.roseville.ca.us/fog</a>) to direct audience members to more information.

Potential main messages are:

Fats, Oils and Grease. Dispose Of It Right. Save \$'s Later.

Fats, Oils and Grease. Dispose Of It Right. Your Kitchen Sink Will Thank You For It.

Fats, Oils and Grease. Dispose Of It Right. Your Plumber Thanks You.

Fats, Oils and Grease. Don't Create a Problem in Your Pipes.

Fats, Oils and Grease. Dispose Of It Right. No "Yucks" While Saving "Bucks."

Fats, Oils and Grease. Dispose Of It Right. Your Pocketbook Will Thank You For It.

The proposed residential campaign should incorporate either witty and/or humorous material that is catchy and memorable to convey the message.

Materials should incorporate visuals of happy plumbers, happy residents shown disposing of FOG correctly, smiling residents (reflecting how disposing of FOG properly now saves them lots of money and a lot of headache and mess).

The restaurant campaign will incorporate more technical and specific information needed to comply with WDR. The messages in this campaign will be distributed directly (direct targeted mailing and/or site visits) as this audience segment is less voluntary than the residential segment (i.e. restaurants are obligated to comply and enforcement is easier in cases of non-compliance, whereas the residential audience is harder to reach and we are relying on them to incorporate behavioral changes to help comply with WDR).

**Tactics**: See attached campaign schedule and budget.

For more information, please contact:

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