



City of Detroit  
Keep Detroit Clean Campaign  
May-September Update

## Campaign Tactic Updates

### Outdoor –

20 posters (x4 rotations) and 5 digitals through November 13<sup>th</sup>

### Radio–

WDMK 105.9 KISS FM – two weeks June

WJLB 97.9 FM – two weeks July

### OTT/Streaming + Cable –

June through November

Spot airing: Keep Detroit Clean

### Digital Platforms –

Facebook/Instagram

SEM (PPC)

YouTube

Targeted Display



Paid Social Digital Ad

# Keep Detroit Clean Media Plan

Campaign dates: May-Nov 2022																																		
Focus on: City of Detroit Residents and Fringe City Residents ages 18+																																		
Media Type			May			June			July			Aug			Sept			Oct			Nov			Budget/ Detail										
Media	AD /Dimens.	Reach/Freq/Impressions	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	Spots	Total \$\$
OOH																																		
Outfront	10'5"x22'8" posters- 80 (4x20 rotation) digital - 5 digitals	92 mil min total imp																																
Total OOH \$166,666																																		
Effectv (Comcast)																																		
Broadcast and Stream/OTT	:30 spots	Reach 86.8% Frequency 3.7x,TV - 7,388 spots OTT/Stream - 952,380 Impressions / \$42 CPM																														7,388 spots		
																																952,380 impressions		
Total Cable/Stream/OTT \$55,663																																		
Radio																																		
WJLB 97.9 FM	:30 spots	86 spots, reach 76%, freq 3.2																															\$10,555	
WDMK 105.9 FM		92 spots, reach 62%, freq 3.2																															\$10,000	
Total Radio \$20,555																																		
Digital Networks																																		
FB and Instagram Ads	Video ads	18+ yr old adults in the City of Detroit and the fringe of the City of Detroit.																															Daily reach - 3100 to 8600 Est. Impressions 185k to 258k, Est. clicks min. 3055, CPC \$ .66 to \$1.30	
YouTube	Video ads																																50,593 min impressions min clicks 75, min view 15,178 \$ .14-\$.16 per view	
SEM	keywords																																1st position, min imp 2,039, min clicks 189, CTR 9.3%, CPC 4.33-5.29	
Targeted Display	Static and video																																138,889 impressions, clicks 69-111, CPM \$9	
Total Digital Social/Geofencing \$56,666																																		
TOTAL \$299,550																																		

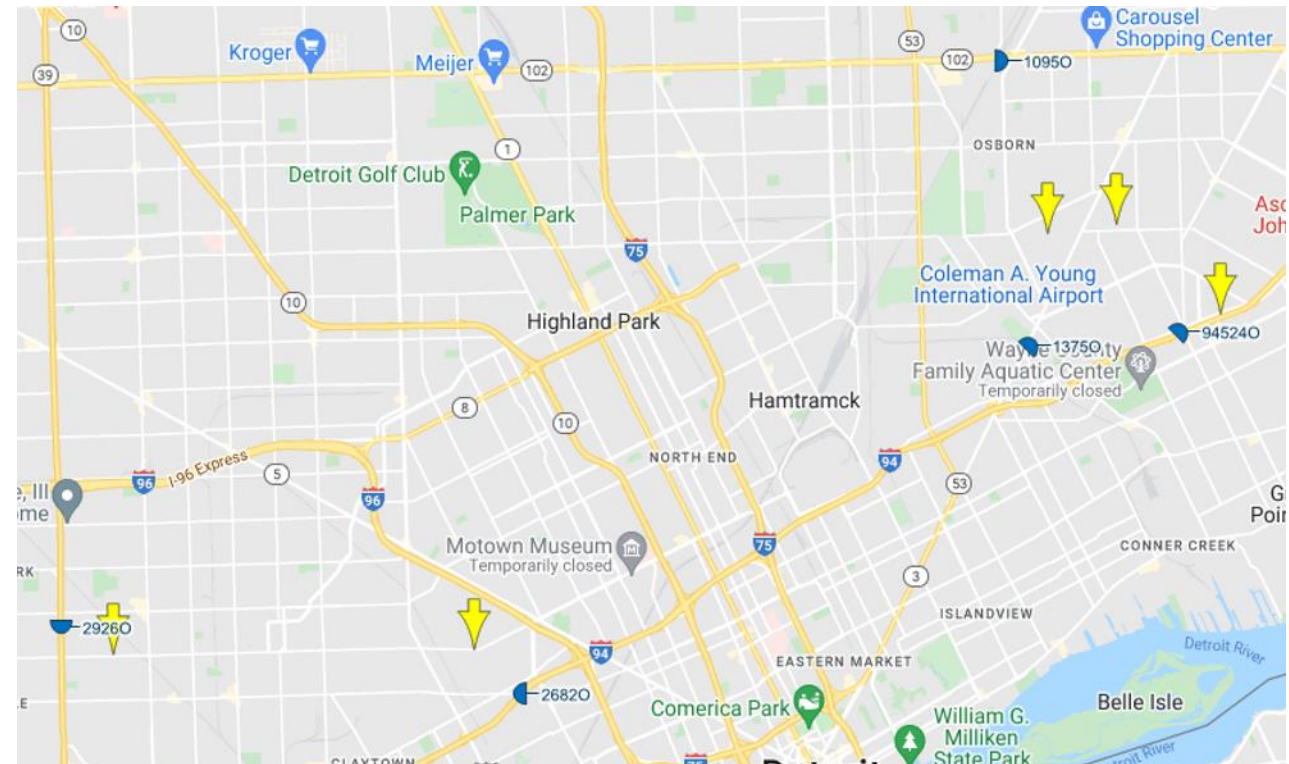
## First Four Weeks of Campaign – Static Bulletin Locations

Inventory #	Location Description	Media	Copy Size	IMP 18+ Weekly	Available Date	# weeks	Total IMPs
10950	E. Eight Mile Rd. W/O Hoover Rd. S/S F/W	Bulletins	14'x48'	195,590	5/30 to 6/26	4	782,360
13750	Gratiot Ave. S/O Conner St. E/S F/SW	Bulletins	14'x48'	134,252	5/30 to 6/26	4	537,008
26820	W. I-94 Fwy & Warren NS F/E	Bulletins	10'6"x36'	260,686	5/30 to 6/26	4	1,042,744
29260	Southfield Fwy S/O Van Buren Ave W/S F/N	Bulletins	10'6"x36'	464,965	5/30 to 6/26	4	1,859,860
945240	E. I-94 Fwy W/O Chalmers St. N/S F/SW	Bulletins	14'x48'	343,759	5/30 to 6/26	4	1,375,036
BONUS	14x48 Bulletin	Bulletins	14'x48'	250,000	5/30 to 6/26	4	1,000,000

Due to shortage in neighborhood posters available at the start of the campaign, the strategy is to start with digitals (slide included) as well as these standard sized bulletins in locations within proximity of targeted dumping site locations (yellow arrows) as suggested by DPD.

Blue half-circles are the bulletin locations. Flat surface is the board face.

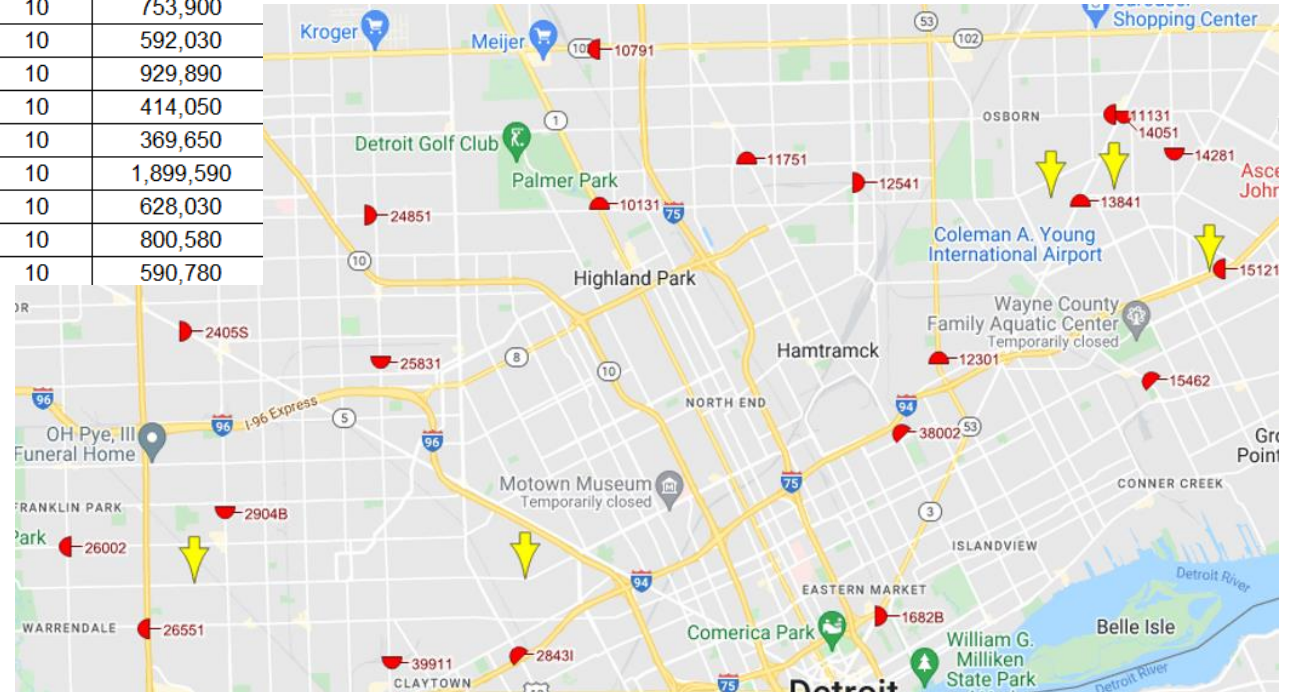
This is the first set of artwork we will need provided.



## First Flight, Neighborhood Posters 6.27-9.4

Inventory #	Location Description	IMP 18+ Weekly	Available Date	# weeks	Total IMPs
10131	Woodward Ave .10 mi N/O W. McNichols Rd E/S F/S	81,367	6/27 to 9/4	10	813,670
10791	E. Eight Mile Rd. W/O John R. Rd W/S F/E	133,576	6/27 to 9/4	10	1,335,760
11131	E. Seven Mile W/O Hoyt N/S F/E	51,872	6/27 to 9/4	10	518,720
11751	Conant N/O Berry W/S F/S	38,830	6/27 to 9/4	10	388,300
12301	Van Dyke Ave (M-53) N/O Maywood St W/S F/S	62,553	6/27 to 9/4	10	625,530
12541	E. Davison St. E/O Mound Rd. N/S F/W	124,878	6/27 to 9/4	10	1,248,780
13841	Gratiot Ave N/O Waltham W/S F/S	92,540	6/27 to 9/4	10	925,400
14051	Gratiot Ave S/O Seven Mile E/S F/N	145,280	6/27 to 9/4	10	1,452,800
14281	Hayes St. S/O Spring Garden St. E/S F/N	29,383	6/27 to 9/4	10	293,830
15121	Harper Ave. E/O Nottingham Rd. S/S F/E	6,760	6/27 to 9/4	10	67,600
15462	Conner N/O Canfield E/S F/SE	65,399	6/27 to 9/4	10	653,990
24851	W. McNichols E/O Ilene N/S F/W	47,106	6/27 to 9/4	10	471,060
25831	Wyoming Ave. N/O Schoolcraft Ave. W/S F/N	75,390	6/27 to 9/4	10	753,900
26002	Joy W/O Evergreen N/S F/E	59,203	6/27 to 9/4	10	592,030
26551	W. Warren W/O Southfield S/S F/E	92,989	6/27 to 9/4	10	929,890
38002	Mt Elliott St S/O Holborn St E/S F/SE	41,405	6/27 to 9/4	10	414,050
39911	Wyoming N/O McGraw E/S F/N	36,965	6/27 to 9/4	10	369,650
1682B	Gratiot N/O S. I-75 Fwy ES F/W	189,959	6/27 to 9/4	10	1,899,590
2405S	Grand River Ave E/O Mettetal N/S F/W	62,803	6/27 to 9/4	10	628,030
28431	Livernois N/O W. I-94 Fwy W/S F/SE	80,058	6/27 to 9/4	10	800,580
2904B	Greenfield N/O Westfield W/S F/N	59,078	6/27 to 9/4	10	590,780

## Map of First Flight Locations



## Location List

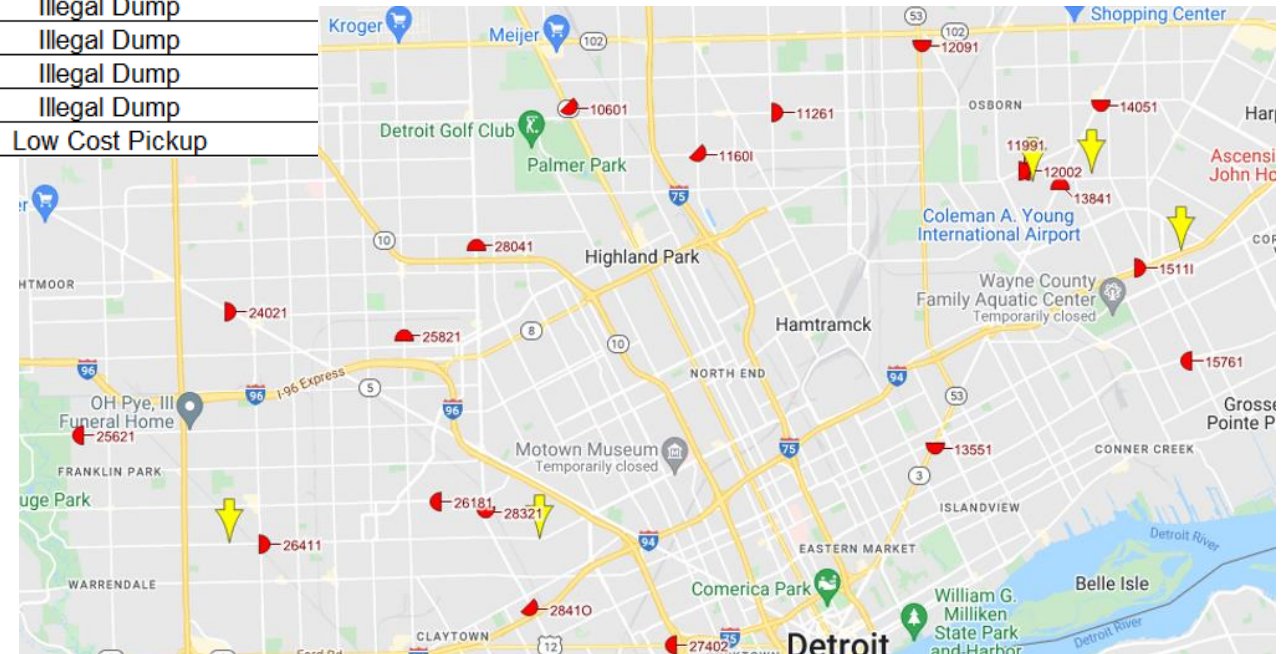
- Neighborhood posters are 10'5"x22'8"
- Red half-circles are the poster locations, flat surface is the board face



## Second Flight, Neighborhood Posters 9.5-11.13

Location Description	IMP 18+ Weekly	Available Date	Creative posted
Woodward Ave. N/O W. Seven Mile Rd. E/S F/NW	60,675	9/5 to 11/13	Low Cost Pickup
E. Seven Mile W/O Sunset N/S F/W	39,296	9/5 to 11/13	Two Piles
E. McNichols Rd. W/O Hamburg St. S/S F/E	26,197	9/5 to 11/13	Illegal Dump
E. McNichols Rd. W/O Hamburg St. S/S F/W	24,781	9/5 to 11/13	Low Cost Pickup
Van Dyke Ave (M-53) S/O Savage Ave E/S F/N	78,262	9/5 to 11/13	Two Piles
Gratiot Ave S/O Concord E/S F/N	70,643	9/5 to 11/13	Two Piles
Gratiot Ave N/O Waltham W/S F/S	92,540	9/5 to 11/13	Low Cost Pickup
Gratiot Ave S/O Seven Mile E/S F/N	145,280	9/5 to 11/13	Illegal Dump
Mack Ave & Newport SE/S F/E	45,955	9/5 to 11/13	Two Piles
Grand River Ave E/O Mansfield N/S F/W	67,442	9/5 to 11/13	Low Cost Pickup
Plymouth W/O Braile S/S F/E	29,939	9/5 to 11/13	Two Piles
Wyoming Ave N/O Schoolcraft Ave W/S F/S	77,302	9/5 to 11/13	Two Piles
Joy W/O Cloverlawn S/S F/E	29,493	9/5 to 11/13	Low Cost Pickup
Tireman & Prest NW/S F/W	102,870	9/5 to 11/13	Illegal Dump
Michigan W/O Tillman N/S F/E	45,904	9/5 to 11/13	Two Piles
Livernois N/O Pilgrim W/S F/S	68,385	9/5 to 11/13	Low Cost Pickup
Livernois S/O Carbondale E/S F/N	20,716	9/5 to 11/13	Illegal Dump
Dequindre s/o Nevada SE/S F/NW	37,210	9/5 to 11/13	Illegal Dump
Harper Ave E/O Eastlawn S/S F/W	24,588	9/5 to 11/13	Illegal Dump
W. Seven Mile E/O Harlow S/S F/W	40,973	9/5 to 11/13	Illegal Dump
Livernois N/O W. I-94 Fwy W/S F/NW	50,034	9/5 to 11/13	Low Cost Pickup

Map of Second Flight Locations



- Second flight neighborhood posters up through 11/13

Digital Bulletin Units, Full Flight Locations

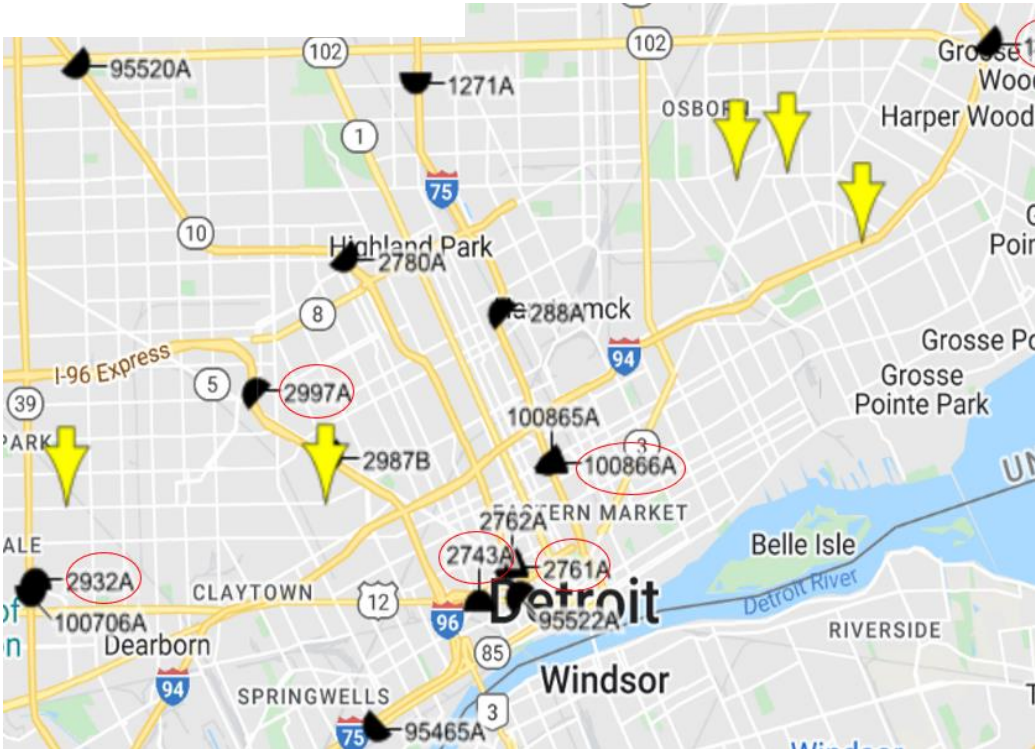
Inventory #	Location Description	Media	Copy Size	IMP 18+ Weekly	#weeks	Total IMPs	Week of 5/30	Week of 6/6	6/13 to 7/24	7/25 to 9/18	9/19 to 11/13
288A	N. I-75 Fwy .20 mi N/O Westminster St W/S F/SE	Digital Bulletins	14'x48'	225,262	8	1,802,096					x
1271A	N. I-75 Fwy S/O Eight Mile Rd W/S F/N	Digital Bulletins	14'x48'	340,786	8	2,726,288					x
1452A	E. I-94 Fwy N/O Vernier Rd E/S F/NW	Digital Bulletins	14'x48'	305,842	10	3,058,420	x	x			x
2743A	S. I-75 Fwy Service Dr E/O 14th St N/S F/S	Digital Bulletins	10'x30'	126,716	2	253,432	x	x			
2761A	Lodge Fwy S/O Grand River Ave E/S F/NW	Digital Bulletins	14'x48'	336,627	8	2,693,016	x	x	x		
2762A	Lodge Fwy S/O Grand River Ave E/S F/S	Digital Bulletins	14'x48'	171,349	8	1,370,792				x	
2780A	Lodge Fwy N/O Oakman Blvd E/S F/NW	Digital Bulletins	14'x48'	228,423	8	1,827,384					x
2932A	Southfield Fwy (M-39) S/O Paul Ave E/S F/S	Digital Bulletins	20'x60'	298,985	2	597,970	x	x		x	
2987B	I-96 Fwy N/O Quincy St (Maplewood Ave) E/S F/NW	Digital Bulletins	14'x48'	257,111	8	2,056,888					x
2997A	I-96 Fwy S/O Elmhurst St W/S F/SE	Digital Bulletins	14'x48'	187,403	16	2,998,448	x	x	x	x	
95465A	S. I-75 Fwy S/O Waterman St E/S F/NE	Digital Bulletins	14'x48'	186,494	8	1,491,952					x
95520A	Lodge Fwy (M-10) S/O Eight Mile Rd E/S F/NW	Digital Bulletins	14'x48'	188,689	8	1,509,512				x	
95522A	Lodge Fwy (M-10) S/O S. I-75 Fwy W/S F/SE	Digital Bulletins	14'x48'	125,595	14	1,758,330			x	x	
100706A	Southfield Fwy (M-39) N/O Ford Rd (M-153) W/S F/N	Digital Bulletins	14'x48'	278,993	6	1,673,958			x		
100865A	N. I-75 Fwy S/O Warren Ave E/S F/S	Digital Bulletins	14'x48'	345,263	6	2,071,578			x		
100866A	N. I-75 Fwy S/O Warren Ave. E/S F/NW	Digital Bulletins	14'x48'	321,287	16	5,140,592	x	x	x	x	

33,030,656

SAB- yellow

Digital bulletins – these boards are located on main highways. Rotation is provided in weeks above. The yellow highlighted boards are added-value (no charge).

Black half-circles are the board locations. Flat side is the board face. These locations can host multiple designs, or just one (as preferred) and can change at anytime.





## Outdoor Board Sample Artwork



**Report  
Illegal Dumping**

Use Improve Detroit app

**keepdetroitclean.com**



**Separate  
Bulk Items  
and Yard Waste**

**keepdetroitclean.com**



**See illegal dumping  
in progress, call 911**

**keepdetroitclean.com**

**Bulk & Yard Waste  
Reminders!**

**Text address to (313) 800-7905**



**Put yard waste  
in paper bags,  
not plastic**

**keepdetroitclean.com**



**Put items out one day  
before pickup**

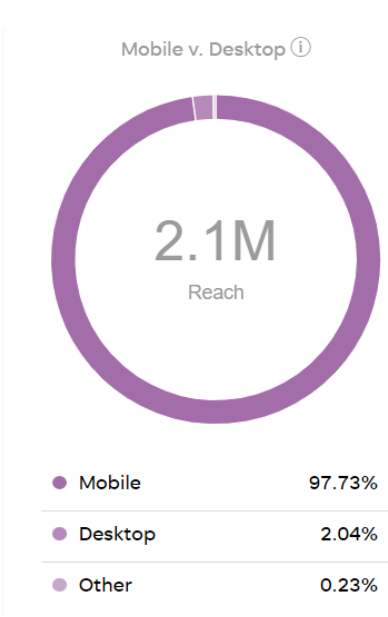
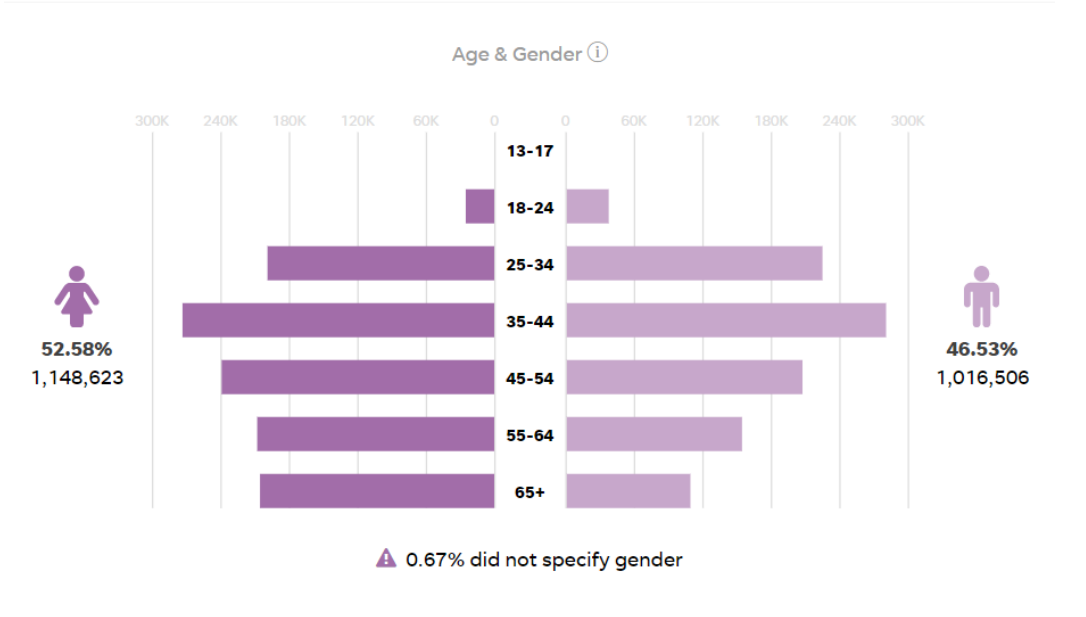
**keepdetroitclean.com**



City of Detroit Keep Detroit Clean Paid Digital through 12.31.22

Paid Social - Facebook and Instagram

2,420,1150	33,429	1.38%	.73
IMPRESSION	CLICKS	CTR	CPC



Paid social campaign had strong results throughout the campaign. Benchmark on CTR for a campaign of this nature is 0.9%. The bar chart shows the engagement by age and gender. Pie chart shows mobile vs. desktop views.

Post engagement – 97,832  
Post reactions – 2,107  
Post shares – 1,227  
Post comments - 465

YouTube

1,291,926
VIDEO VIEWS
759,111
AVERAGE VIDEO 100% COMPLETES
58.76%

Strong viewership of YouTube pre-roll. Benchmark viewership is 30-40%.

Paid Search (SEM)

- Campaign results to date: 30,340 impressions delivered. 8,369 clicks, 27.58% CTR (4.62% benchmark)
- Top performing keywords – Report Illegal Dumping Detroit (47.80% CTR), Keep Detroit Clean (55.65% CTR), bulk waste drop off (46.70% CTR)
- 95% of clicks are from mobile devices
- Top performing keywords suggest that additional external marketing messages are being seen and heard

# TV CAMPAIGN ANALYSIS

City of Detroit | Detroit, Dearborn, Livonia, St Clair Shores, Taylor Zones | 6/28/2022 – 11/20/2022

## Adults 18+ Households Audience Insights

### Campaign

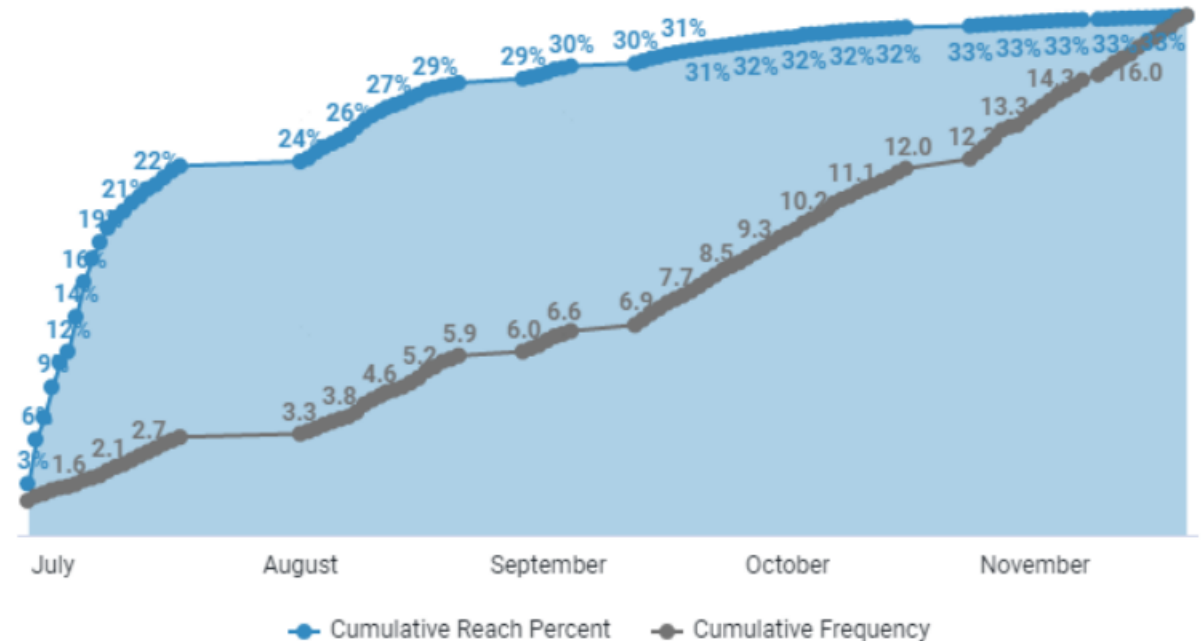
- 40 Networks
- 69% of IMPS Outside Prime
- 8% of IMPS in Sports or HVP

### Performance

- 33% Target Reach
- 17.0 Target Frequency
- 102 Target Index

## Adults 18+ Households Cumulative Reach & Frequency

*Reach builds over time*



- 69% of impressions outside of prime programming means that the majority of our audience is watching daytime, prime fringe. late evening television – giving us the ability to put more inventory in those hours and spend less on delivered spots. More spots within the budget = increased frequency of message.

# Streaming RECAP

6/28/22 – 11/20/23

City of Detroit delivered a total of **1,457,779 impressions** across Effectv Streaming TV targeting Adults 18+ in the Detroit DMA and under half (652,159) impressions delivered in the Detroit Zone.



**97%**

Average video ad impressions were viewed in full – **beating the industry average of 85% completion rate!**



**11,832**

Hours were spent interacting with your videos

## IMPRESSIONS DELIVERED BY DEVICE



**45.85%**  
CONNECTED TV



**38.56%**  
SET-TOP BOX



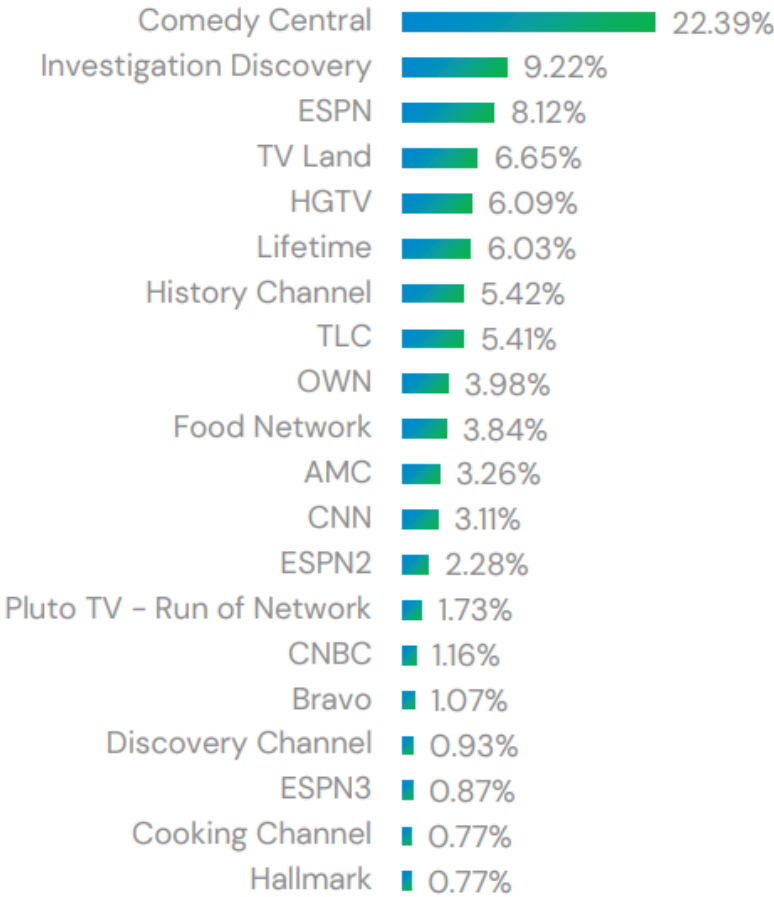
**1.65%**  
DESKTOP



**13.82%**  
MOBILE

**84.4% of impressions were viewed on the big screen!**

## IMPRESSIONS DELIVERED BY CONTENT



Connected TV – this is a regular TV that has been connected to a streaming device – whether a fire stick, game platform, roku, streaming services, etc. – this percentage suggests that a majority of viewers are cordcutters/cordnevers . However, we still see nearly 39% served via set top box– video on demand, other providers that come through a “cable” type box.