

## **CASH IN THE CAN OUTREACH PROGRAM**

DISCLAIMER NOTICE: The following is an accessible outline of the Cash in the Can Outreach presentation provided at the BAR Advisory Group meeting on January 28, 2021. A webcast recording of the presentation is also available on the [BAR Advisory Group](http://www.bar.ca.gov) page at [www.bar.ca.gov](http://www.bar.ca.gov).

### Slide 1: Cash in the Can

Presentation to the Bureau of Automotive Repair Advisory Group by the Car Care Council

(Image of a Cash in the Can billboard)

### Slide 2: Presentation Outline

- Why Cash in the Can Exists
- The Brand
- Website
- Social Media
- Events Recap
- Consumer Retail Program
- Standing Recycling Program
- Measuring Results

### Slide 3: Campaign Background

May 2018 Car Care Council contracted by manufacturers of r134a small can refrigerants in cooperation with CARB to create and conduct consumer education campaign.

#### Campaign Mission

Increase number of containers returned by consumers to retailers to collect \$10 deposit, promote proper vehicle AC recharging, recycling by DIYers to minimize emissions. Campaign funded by unclaimed deposits returned by retailers to Car Care Council.

### Slide 4: Research – Surveys & Focus Groups

#### Key Takeaways

1. Some were not aware of core charge or time limit
2. Majority said getting money back motivated them
3. All were proud to be “Do-It-Yourselfers”
4. Simpler and more direct message was preferred
5. Majority said no requirements is motivating

### Slide 5: Strategy – Our Audience & Delivery System

Based on the testing, “Cash in the Can” was created, aimed at Automotive DIY’ers, and used a polar bear mascot named “Artie” to deliver the messaging.

- Simple & Direct
- DIY Focused
- Mascot Centric

### Slide 6: Branding

(Section header slide)

### Slide 7: Branding – Logo Development

We created a custom animated bear mascot, to help the message connect in a memorable way for our audience.

(Image of “Artie” - derived from the word arctic - the AC Polar Bear)

### Slide 8: Branding – Character Development

Not Your Average Bear!

By taking inspiration from popular bear cartoon characters like *Yogi Bear* and *Baloo* from The Jungle Book we created a new character that is instantly fun and memorable.

(Image of Artie the Bear from the front and back)

### Slide 9: Consumer Website

(Section header slide)

### Slide 10: Online – Consumer Website

(Image of the cashinthecan.com website on a laptop)

We created a website that was simple and direct in both user experience and content. There are three main pages populated with content and videos that speak to each of the different messages as well as pages to explain the program and communicate events. cashinthecan.com.

### Slide 11: Content – Video Messaging

Three instructional style videos were produced and aimed at appealing to the Auto DIY'er mindset

- Recharge Right
- Get Paid
- Help Planet

### Slide 12: Paid Media

(Section header slide)

### Slide 13: Paid Media: Billboard Creative

(Image of a billboard featuring Artie with the text, “Return Can. Get \$10 Back. Help Planet. CASHINTHECAN.COM.”)

### Slide 14: Paid Media – Audio Creative

Produced THREE Original Jingles

- “Soul Band”
- “Country Band”
- “Garage Band”

### Slide 15: Paid Media – Network/Cable/Streaming

We Made a Cartoon!

Using the “Garage Band” Audio creative to tell the story, we combined animation and live action to create a fun visual narrative to bring Artie to life and make a memorable connection to our message.

### Slide 16: Paid Media – Summary

With a diverse mix of media and expert planning we were able to deliver:

- 53,229,267 TV/Cable Impressions
- 92,509,914 Radio Impressions
- 310,506,754 Freeway Billboard Impressions
- 31 Social Media Influencers
- 138 Radio Stations
- 39 Network TV Stations
- 11 Cable TV Systems
- 84 Digital & Static Billboards

### Slide 17: Digital Outreach

(Section header slide)

### Slide 18: Digital – Direct Email & Display Creative

(Image of a laptop with the Cash in the Can website)

We wanted to focus direct outreach to our audience with digital

We used a combination of Direct Email campaigns, along with traditional Display Advertising, to build awareness and actively engage with Auto DIY'ers by using targeted databases provided by our media partners.

### Slide 19: Digital – Promotional Survey

(Image of a \$100 Visa gift card)

- 921 Surveys Completed
- We worked on building our direct database by asking for feedback
- We instituted an incentivized survey promotion with a chance to be entered to win a \$100 Visa gift card. The campaign ran for two months in the off season and allowed us to, not only extend the awareness of the program, but gain valuable insights for next year.

### Slide 20: Digital – Digital & Social Media Advertising

We pushed social media and digital advertising focusing on engagement

We instituted a paid social and digital campaign targeted at the Automotive DIY'er audience as well as Environmental Justice Communities statewide.

- Steady Engagement
- 100.04% Increase in new website visitors (from 2019)
- 30,930,701 Impressions to date
- 118K Website Page Views
- 1.75m Digital Video Completed Views
- 75.9k YouTube Total Views
- .47% Click Thru Rate on Video Ads

### Slide 21: Check-Up Events

(Section header slide)

Slide 22: Events - Free Check-Up (Sept-Nov 2019)

(Image of a billboard promoting a free inspection event on August 24<sup>th</sup>, 10 AM to 2 PM in Sacramento at Florin Rd and Stockton Blvd)

Slide 23: Events – Free Check-Up (Sept-Nov 2019)

(Image of a photo collage from the check-up event)

Slide 24: Events – Free Check-Up (Sept-Nov 2019)

In 2019 Car Care Council executed free events featuring Cash in the Can in Sacramento, Los Angeles, and Manteca over a three-month period.

- Drove Awareness
- Gained Direct Insights
- Helped the Community
- Awesome Media Support
- 3 Events
- 300 Total Vehicles
- 324 Cans Returned

Slide 25: Cash-In Events

(Section header slide)

Slide 26: Events – Drive-Thru & Cash-In (Aug-Oct 2020)

(Image of a photo collage from the drive-thru event)

Slide 27: Events – Drive-Thru & Cash-In (Aug-Oct 2020)

In 2020 we executed a series of events in Northern and Central California that eliminated restrictions on cans to help the environment & educate the public

- Doubled Awareness
- Helped Communities
- Helped the Environment
- Created Buss thru Influencers
- 11 Events
- 604 Total Vehicles
- 15,021 Cans Returned

Slide 28: Events – Drive-Thru & Cash-In (Aug-Oct 2020)

\$150,210 Into consumer hands and ultimately back into the California economy

Slide 29: Partnership

(Section header slide)

Slide 30: Partnership – Napa Auto Racing

(Image of “Artie the Bear” and Napa Auto Parts logo with message, “We look forward to additional opportunities to partner with NAPA and other retailers to promote CITC.”)

CCC partnered with NAPA Auto Parts Racing Division, Bill McAnally Racing, to promote the Cash in the Can program during their ARCA Menard Series West race Oct 23 at All American Speedway in Roseville.

The event was live streamed to Track Pass on NBS Sports Gold. NAPA offered to make Cash in the Can a sponsor of the race and held a corresponding Drive-Thru and Cash-In Event at Bill McAnally Racing on October 31.

Slide 31: Partnership – Napa Auto Racing

(Image of partnership logo on a laptop and a life-size image of an Artie cutout in front of two race cars.)

Slide 32: Partnership – Napa Auto Racing

(Images of a laptop with live-stream racing announcements and the Cash in the Can team at the event.)

Slide 33: Retail Program

(Section header slide)

Slide 34: Retail – Program Elements

We built tools to help retailers educate both the public and their employees about the program

- Take Away Counter Cards
- Register Screen Prompt
- Signage at Checkout
- Website
- Employee Training Video

Slide 35: Retail – Training Website

(Image of a laptop with an educational video and link to website link: [citcretailers.com](http://citcretailers.com).)

One critical element of campaign success can only happen through our retail stores – educating purchasers of r134a at the point of sale

Consumers trust their auto parts store to meet their vehicle maintenance repair needs. And because of that trust, retailers have an opportunity to be part of this success by helping educate motorists and ensuring used cans are returned for proper disposal and recycling.

The campaign developed a dedicated website for retailers as their one-stop-shop for ordering collateral materials – all available at no cost. The website includes everything retailers may need to engage in the consumer point of sale campaign.

Slide 36: Retail – In-store Signage & POP

(Images of shelf talkers, floor graphics, window signage, and counter rack cards)

Slide 37: Standing Recycling Program

(Section header slide)

Slide 38: Recycling – Background

(Image of laptop with Refrigerant Handling Inc. website)

Refrigerant Handling Inc.

- Located in Baldwin Park, CA
- Open 5 days a week
- Ongoing opportunities
- More can returns possible

- Removes existing barriers

Slide 39: Reporting & Metrics  
(Section header slide)

Slide 40: Reporting – Data Points & Metrics

We will be using Can Return Reporting from 2018, 2019, and 2020 broken down geographically by market and zip code, to establish ROI in the following areas:

- Paid media effectiveness
- Cans bought vs. cans returned
- Engagement in online and social spaces
- Zip code and media data from event and promo surveys
- ROI by market and media

Slide 41: Thank you

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