



# ALLIANCE TO END PLASTIC WASTE

**DIGITAL COMMUNICATIONS PLAYBOOK**

**JANUARY 2020 DRAFT**

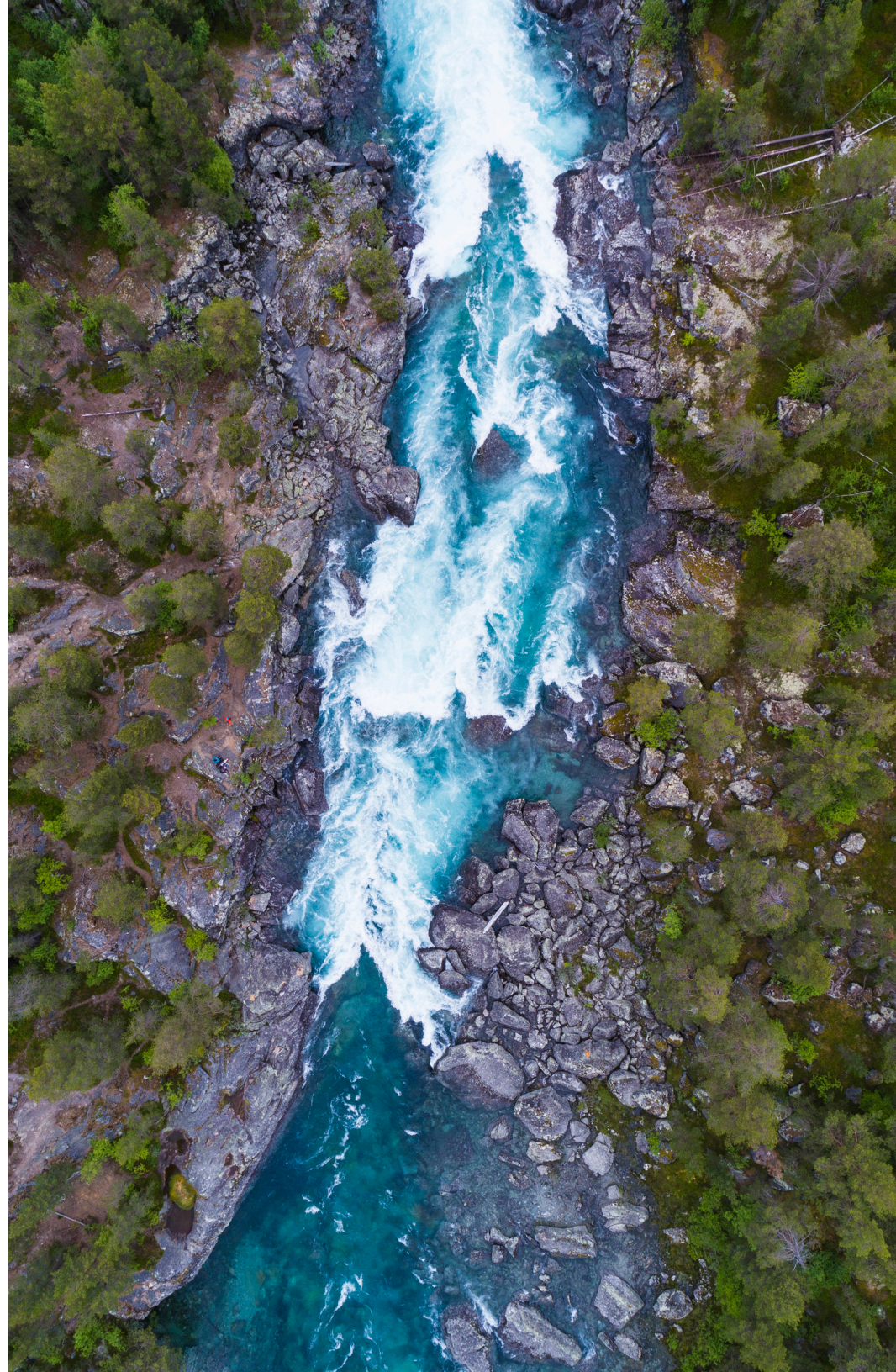
NOT FOR DISTRIBUTION





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## WELCOME TO THE PLAYBOOK

This is a living, evolving document that **defines the Alliance's digital strategy across social media, website and email**. It is intended to be the guiding principle for digital strategy and is **expected to shift** as the Alliance matures.

- Importantly, we take into account the unique positioning of the Alliance as the connector of over 40 member companies, stretching across the world, and across the entire plastics value chain.
- We anticipate **ongoing dialogue with member companies** about best practices and tactics, eventually **incorporating these learnings where they will have a positive impact** on our efforts.

At this time, the playbook accounts for English-speaking audiences in the U.S., U.K., some E.U. countries and in Asia. We anticipate planning conversations for in-language, localized content for non-English-speaking countries to begin in 2020.



# GOALS & OBJECTIVES

Organization and communication goals will be further enhanced by digital and social media tactics.

## ORGANIZATION GOAL

Help eliminate plastic waste in our environment.

## COMMUNICATION GOALS

- Build international public support**  
for long-term solutions, especially Alliance-sponsored projects, to reduce plastic waste in the environment.
- Position the Alliance as a global leader** in addressing the problem of plastic waste in the environment.
- Change the global conversation** around the problem of and solutions to ocean plastic waste.
- Offer hope** that people can help solve this environmental problem and create a circular economy that includes plastic.
- Support recruitment** efforts for the Alliance.

## DIGITAL COMMUNICATION GOALS

- Increase positive awareness** of the Alliance and its mission with target audiences.
- Showcase the current efforts** by the Alliance and member companies to help eliminate plastic waste.
- Gain digital endorsements** from prospective member companies, media and influencers.
- Develop a network** of Alliance supporters across digital channels.



# AUDIENCE STRATEGY





## IN THIS SECTION

- **Audiences Overview**
- **Audience Personas**

## KEY TAKEAWAYS

- **There are 5 key audience segments:**
  1. Policy Makers
  2. Opinion Leaders
  3. Business Leaders
  4. Consumers
  5. Employees



## AUDIENCE OVERVIEW

### Policy Makers



Minister of Tourism

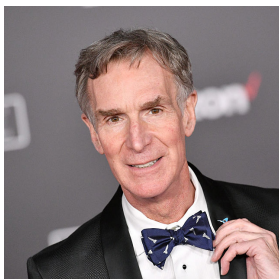
Ex: Senior Officials,  
Government Leaders

**Skepticism:** “Is this new organization actually going to help my community?”

**Priorities:** Boosting tourism, creating jobs, staying in office.

**Strategy:** Show evidence of private-public partnerships, spotlight local and federal leaders.

### Opinion Leaders



Scientist

Ex: Academics,  
Journalists, Nonprofits

**Skepticism:** “I doubt industry will make a dent in this problem. They seem to be using more plastic every day.”

**Priorities:** Championing new research and data-driven solutions, public support.

**Strategy:** Share metrics, new technologies and innovation solutions.

### Business Leaders



Sustainability Officer

Ex: Executives, Investors

**Skepticism:** “I don’t know if it’s worth joining the Alliance and getting into the limelight, especially without evidence of success.”

**Priorities:** Profitability and share-holder/employee satisfaction.

**Strategy:** Demonstrate member employee engagement and project success metrics.

### Consumers



Millennial, Gen Z

**Skepticism:** “Older generations created this problem. That’s why it’s up to my generation to solve it.”

**Priorities:** Being seen as informed and environmentally conscious.

**Strategy:** Bring to life the situations on the ground; help them become part of the solution with everyday actions.

### Employees



New hires at member company

**Skepticism:** “My CEO is part of lots of groups and good causes. I don’t know why this is something special.”

**Priorities:** Show pride for the company they work for.

**Strategy:** Share stories of employees getting involved to drive project success (ex. clean-ups, project technical support).

Collaboration

S/SE Asia

Vocal Support

US, UK, EU

Recruitment

Global

Awareness

US, UK, EU

Social Engagement

US, UK, EU, S/SE Asia

## PRAGMATIC POLICY MAKERS (SOUTH/SOUTH EAST ASIA)

### Rationale:

Collaboration

### Digital Touchpoints:

Online News Outlets,  
Facebook, Twitter

### News

TIME

The  
Economist

### Entertainment

afc  
asian food channel

P I X A R  
A N I M A T I O N   S T U D I O S

### Key Opinion Statements:



“I just don’t understand computers and new technology.” (+73)

“I worry about how my personal data is being used by companies.” (+57)

Whether they were born into politics or clawed their way to the top, these Policy Makers found success by working tirelessly. This work ethic taught them to be hopeful and optimistic – anything can be achieved with enough effort.

They find comfort in habits – they watch CNN International every morning and have bought the same pair of New Balance sneakers for years.

Highly risk-averse, they favor level-headedness over fashionable trends, and often distrust young, flashy entrepreneurs.

### Key Messaging:

“There is hope.” • “Let’s be realistic.” • “Our solutions can promote job creation.” •  
“Our solutions can improve tourism.”



## OPINION LEADER ORIGINALS (US, UK, EU)

### Rationale:

Vocal Support

### Digital Touchpoints:

Twitter

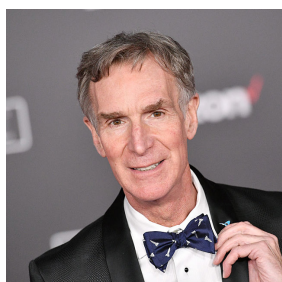
### News



### Entertainment



### Key Opinion Statements:



“It’s important to be well-informed about things.” (+134)

“I like to challenge and push myself to be the best I can be in life.” (+165)

Every day this person wakes up to hundreds of notifications.

Whether from students anxious to work for his company or academic peers looking to get his opinion on the latest current affairs – his/her perspective is highly valued by all.

Despite having multiple degrees and/or being at the top of his field, he has a sense of humor that resembles a well-liked professor – relatable and casual, despite the highest of credentials.

He’s not known for being the most stylish, but rather for often thinking of those less fortunate than himself. Because of this, he’s skeptical of the current sustainability movement because it disregards the cultural and financial component of “going green.”

### Key Messaging:

“We care about the welfare of others.” • “We value other cultures and beliefs.” •  
“Our solutions are based on unbiased data.”

## BEST-INTENTIONED BUSINESS LEADERS (Global)

**Rationale:**  
Recruitment

**Digital Touchpoints:**  
Facebook, LinkedIn,  
Twitter

### News

**Bloomberg**

THE WALL STREET JOURNAL  
**WSJ**

### Entertainment

**EUROSPORT**

**Discovery**  
CHANNEL™

### Key Opinion Statements:



“I am indifferent to what’s in right now.” (+185)

“I would consider myself a creative person.” (+814)

These CEOs and corporate leaders consider themselves to be a black sheep – creative and different from their colleagues. They see themselves as visionary leaders and enjoy seizing new ideas.

As type-A doers, they don’t care as much about what’s cool as opposed to what’s next. They go to bed thinking “What will my legacy be?” and most admire the rebellious success of brands like Virgin Airlines and BMW.

These business leaders are drawn towards fast-moving investment opportunities and any other way to set their organization apart from the crowd.

### **Key Messaging:**

“This is the first of its kind.” • “This is history-making.” •  
“Alliance solutions are profitable & sustainable.”



## CULTURE CRITIC CONSUMERS (US, UK, EU)

### Rationale:

Awareness

### Digital Touchpoints:

Instagram, YouTube

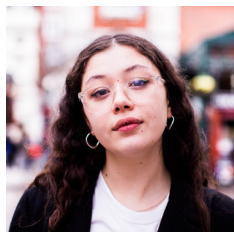
### News



### Entertainment



### Key Opinion Statements:



Natalie, the  
Nonchalant  
Nerd



Andy, the  
Adventure  
Junkie

"I'm good at convincing others to try new things." (+33)

"I worry about how my personal data is being used by companies." (+57)

These consumers view themselves as unpretentious and approachable – or in their words, “awkward.”

Natalie is a proud individualist. She is headstrong and consistently plugged into pop culture. Andy lives for new experiences. He enjoys being the first to know about new controversy or cultural developments.

They both love winning arguments with their friends using their (often cynical) beliefs. They enjoy shedding light for others on mainstream issues and distrust most advertising.

### Key Messaging:

“Alliance solutions aren’t following the crowd, and for good reason.” •

“Facts & Figures that counter common beliefs.”

## EAGER EMPLOYEES (US, UK, EU, S/SE ASIA)

### Rationale:

Social Engagement

### Digital Touchpoints:

LinkedIn, Twitter

### News

**Forbes**  
**The Guardian**

### Entertainment

**EUROSPORT**

**COMEDY CENTRAL**

### Key Opinion Statements:



"I use social media to network for work." (+47) / "I use social media to share my opinion." (+98)

"I regularly inform friends and family on new products." (+45)

Young. Ambitious. Always-on. These employees are the type to update their LinkedIn profile page on a weekly, if not daily, basis.

They can often be caught reading GMAT prep-guides while eating dinner. They believe social media is the perfect place to multitask – you can meet new people and “build a personal brand.” They enjoy sharing eye-catching content on their LinkedIn page in hopes of being seen as an up-and-coming conversation starter.

Despite being a junior employee, they enjoy purchasing luxury brands like Chanel to treat themselves and help sustain their image as a flourishing and successful young professional.

### Key Messaging:

“Alliance member companies are leading a sustainable movement.” •  
“This industry-wide collaboration is powerful and impactful.”



# AUDIENCE POSITIONING & KEY MESSAGES



## IN THIS SECTION

- **Positioning Overview**
- **Audience Perception**
- **Message Architecture**

## KEY TAKEAWAYS

- **The Alliance's point of view on the issue is comprehensive of all plastic waste elimination tactics that are pursued in a spirit of collaboration.**
- **There are 4 key takeaways we want our target audiences to understand:**
  1. **Clarity** on the organizational pillars: Clean Up, Education, Innovation and Infrastructure.
  2. **Accountability** for using the \$1.5B commitment to fund meaningful and tangible work across all aspects of the plastics value chain over the next five years.
  3. **Quality** of membership and leadership – that we have the best minds from across the plastics value chain comprising the organization.
  4. **Optimism** that the solution to plastic waste is tangible, but will take a dedicated global team to solve.



## POSITIONING OVERVIEW

The statements below comprise the internal positioning for the Alliance, based on approved organizational talking points (vz. 9/23/19).

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### THE ALLIANCE IS:

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The first and largest industry-driven non-profit developed to help solve the global plastic waste problem.

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### WE DO THIS BY:

---

Deploying \$1.5 billion dollars over five years towards developing, accelerating and bringing to scale solutions to minimize and manage plastic waste, catalyze investment and engage communities.

---

### RELATIVE TO OTHERS:

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We address the breadth of the challenge, not a singular aspect of the problem.

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### WE BELIEVE:

- 
1. Plastic litter and mismanaged waste do not belong in the environment.
  2. Plastic waste in the environment is a solvable problem.
  3. Everyone has a role to play in helping end plastic waste in the environment.
  4. Used plastic is a valuable resource that should not be discarded, but put to better use.
  5. Ending plastic waste in the environment can enable economic opportunity.
  6. Collaboration is essential to success.

## ALLIANCE ATTRIBUTES & AUDIENCE PERCEPTION

There are four attributes of the Alliance that we want to convey to our target audiences with the intent to cultivate a specific perception of what the organization is and stands for.

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### CLARITY

On the organizational pillars: Clean Up, Education, Innovation and Infrastructure.



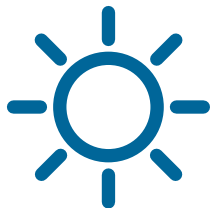
### ACCOUNTABILITY

For using the \$1.5B commitment to fund meaningful, tangible work across all aspects of the plastics value chain over the next five years.



### QUALITY

Of membership and leadership – that we have the best minds from across the plastics value chain comprising the organization.

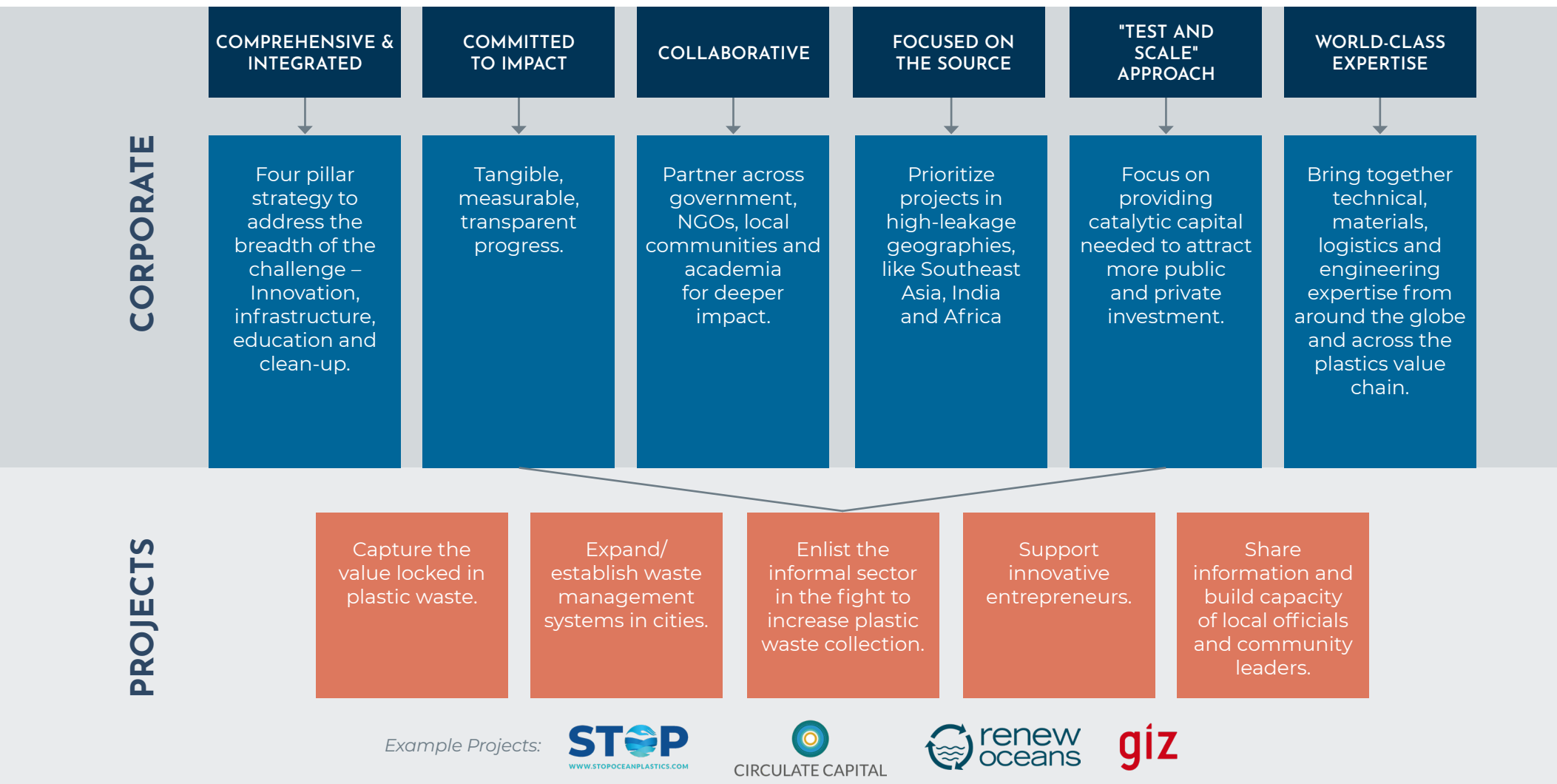


### OPTIMISM

That the solution to plastic waste is tangible, but will take a dedicated global team to solve.

# ALLIANCE MESSAGE ARCHITECTURE

The grid below provides a benefits-driven overview of the Alliance and its areas of focus. This can be used as a reference guide for talking points on the organization and the types of projects it supports.





# TONE & VOICE



## IN THIS SECTION

- **Defining Tone & Voice**
- **The Importance of Tone & Voice**
- **How We Sound**
- **To Keep in Mind**

## KEY TAKEAWAYS

- **The Alliance's tone is:**
  - Qualified
  - Courageous
  - Optimistic
  - Knowledgeable
  - Organized
- **Importance of tone and voice:**
  - It's an expression of the real people behind the Alliance.
  - It sets the Alliance apart from others.
  - It humanizes the brand.

## DEFINING TONE & VOICE

The words we choose and the order in which we write them matter – they're the drivers behind the Alliance's digital identity.

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### **TONE IS DYNAMIC.**

It's the capability to understand audiences and decide the best way to use the Alliance's voice in order to communicate.

### **VOICE IS CONSTANT.**

It's the distinctive way that you speak about your ideas, opinions and passions. It's what makes the Alliance unique.

### **THE BOTTOM LINE?**

Voice is the mission statement.  
Tone is the application of that mission.



# THE IMPORTANCE OF TONE & VOICE

## 1 It's an expression of the real people behind the Alliance.

It's not just what the Alliance does that's important, it's the values behind the organization that come through via our choice of language.

## 2 It sets the Alliance apart from others.

The Alliance's tone and voice is recognizable and distinct from other organizations.

## 3 It humanizes the brand.

It provides a "speaker" behind the Alliance and allows for the organization to take part in conversations naturally.



## HOW WE SOUND

Brand voice is the consistency of words, actions and values. That consistency provides audiences with a common entry point into the Alliance's content regardless of the topic being discussed.

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### THE ALLIANCE IS...

**QUALIFIED**

**COURAGEOUS**

**OPTIMISTIC**

**KNOWLEDGEABLE**

**ORGANIZED**

### THE ALLIANCE IS NOT...

**PRIVILEGED**

**AUDACIOUS**

**NAÏVE**

**INSTRUCTIONAL**

**INCORPORATED**

## HOW WE SOUND

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### **QUALIFIED** NOT PRIVILEGED

- We don't get a free pass just because our members are some of the world's most recognized companies.
- We have great minds, great scientists and awesome people that make us qualified to know what we're talking about.
- We don't assume our space, we earn it.

---

### **COURAGEOUS** NOT AUDACIOUS

- We take risks and we're bold, but we're not reckless.
- We don't overpromise or give inflated statements or goals.
- We take a stand, but we don't gloat.

---

### **OPTIMISTIC** NOT NAÏVE

- We stand firm on what we believe, but we're not confrontational.
- We don't seek to tear down other's objectives, rather to build ours up.
- We don't insult, nor are we passive aggressive. We say what we mean.

---

### **KNOWLEDGEABLE** NOT INSTRUCTIONAL

- We have a lot of information that we want to share with the world.
- We're not a group that has all the answers.
- We're not here to give assignments or homework, but to give you the knowledge to act for yourselves.

---

### **ORGANIZED** NOT INCORPORATED

- We're unified and we're one. But we're not soulless.
- We may be made up of many corporations, but we're not doing this to reach a bottom line or to fill an agenda.



## THE ALLIANCE IS... QUALIFIED

Authoritative • Global • Powerful • Thought Leaders

### Why?

We're building international public support for long-term solutions, especially Alliance-sponsored projects, to reduce plastic waste in the environment. We're able to recognize the ideas, big or small, that have the most merit to becoming true solutions in helping to end plastic waste.

### Write like this:

Today, we officially announce our partnership with @endoceanplastic. 🏆 Their efforts in Jembrana building water management and recycling programs will influence the health of their community and help to #EndPlasticWaste.

## THE ALLIANCE IS NOT... PRIVILEGED

Assuming • Entitled • Excused • Condescending

### Not like this:

We're the only organization who is recognizing @endoceanplastic for their efforts. We're awarding them with \$1M to further affect their community.



## THE ALLIANCE IS... **COURAGEOUS**

Brave • Innovative • Actionable • Bold

### Why?

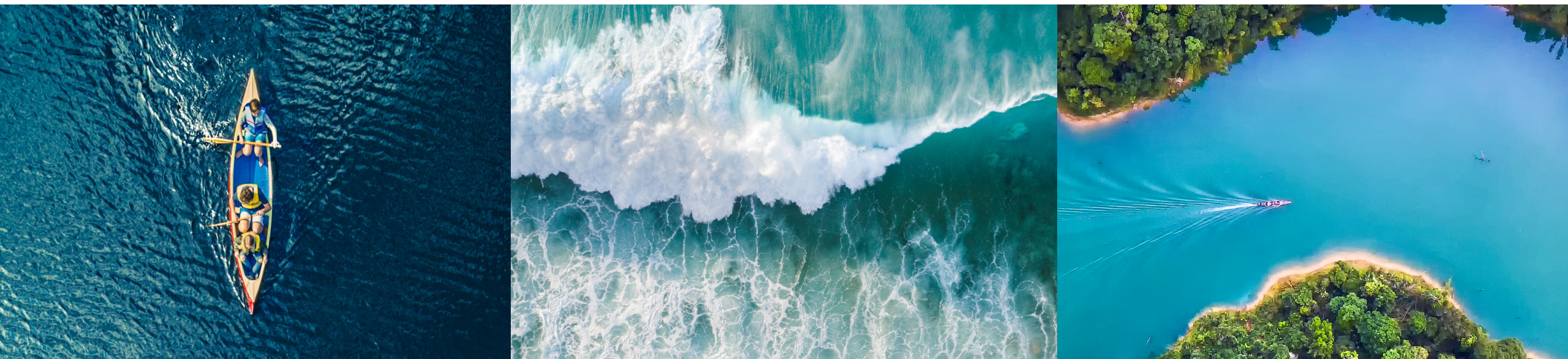
What we're doing is like nothing before, and we're joining forces with both global and local partners. Some ideas may seem logical, while others will seem astronomical. We'll find partners that bring the biggest impact, amplify their ideas and stand behind our efforts until we reach our goal.

### Write like this:

Until we #EndPlasticWaste, we have not achieved our goal. That's why in 2020 we're announcing a new Alliance initiative to pair chemical industries with non-profits to find better ways to make our plastic waste more reusable, more recyclable and safer for the environment.

### Not like this:

We promise by 2025 to reduce the island of plastic in the ocean by half.  
#EndPlasticWaste





## THE ALLIANCE IS... **OPTIMISTIC**

Engaging • Devoted • Enthusiastic • Passionate

### Why?

We believe in our cause. And we act with a conviction that we can truly end the waste entering our world in harmful ways. We offer hope to the world that, together, we can solve this environmental problem and create a circular economy that includes plastics.

### Write like this:

#EndPlasticWaste isn't just a goal, it's a necessity. Because the world we see right now does not reflect the resilience and hope of the world we know. Let's be the ones that come together to change the world. 🌍

### Not like this:

If everyone took the time to recycle just one bottle, the plastic waste crisis could end. #EndPlasticWaste



## THE ALLIANCE IS... **KNOWLEDGEABLE**

Informed • Trustworthy • Honest • Grounded • Relatable

### Why?

We're made of some of the most brilliant minds across the plastics value chain. If we're to help end plastic waste, we must show that we have the science and capability behind the passion and drive.

### Write like this:

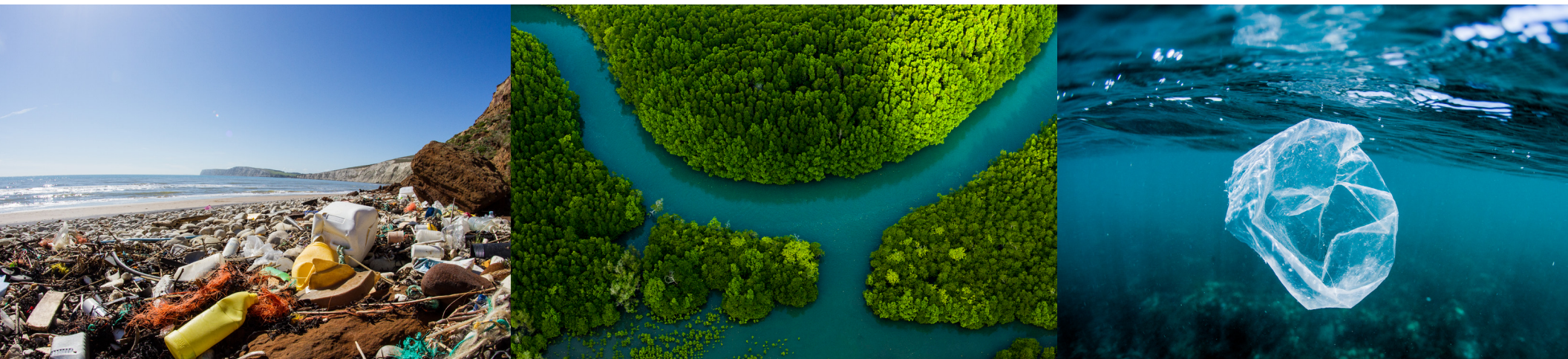
Plastic waste in a river doesn't only do harm locally, it spreads and pollutes other waterways along its ultimate path to the ocean. Help us stop plastic waste from ever reaching the ocean. Help us #EndPlasticWaste.

### Not like this:

Catalytic and thermal decomposition of low density polyethylene can result in energy sources which can be obtained by natural modernite. #EndPlasticWaste

## THE ALLIANCE IS NOT... **INSTRUCTIONAL**

All-knowing • Task-masters • Overeducated





## THE ALLIANCE IS... **ORGANIZED**

Allied • Undivided • Human • Coordinated

### Why?

This is an alliance. Not a corporation. We're not led by corporate agendas – we're partners that come together with the goals to solve world problems. The goal is to help end plastic waste, not find new revenue streams. The plan is to help end plastic waste, not establish a brand.

### Write like this:

Everyone makes a difference when you recycle. On America Recycles Day, take some time to act — whether it's sorting your recyclable products at home or cleaning up your local community. Show your support further by taking the #BeRecycled pledge. 🇺🇸♻️

### Not like this:

November 15th is America Recycles Day. Show your support by taking the #BeRecycled pledge at [endplasticwaste.org](https://endplasticwaste.org)





## TO KEEP IN MIND

Outlined below are a few specifics to keep in mind when developing content for Alliance channels.

---

### DON'T OVERPROMISE

Ex: "We will **help** #EndPlasticWaste" not  
"We will #EndPlasticWaste."

---

### DO USE EMOJIS

When the subject matter is light.

---

### DO BE CONCISE

Don't use the oxford comma or unnecessary fluffy language.

# BRAND GUIDELINES



## IN THIS SECTION

- Logo
- Logo Spacing and Sizing
- Logo Use
- Logo Placement
- Co-Branding
- Color
- Iconography
- Typography
- Photography
- Social Examples

## KEY TAKEAWAYS

- To maintain brand integrity, don't alter, adjust or change the Alliance logo artwork.
- The Alliance logo should be displayed only in its approved format and should be clearly visible in all documents authored by the Alliance.
- In co-branding situations, the Alliance logo should be featured to the right of the partner logo.
- Primary typefaces used by the Alliance are: Josefin Sans, Montserrat and Arial.
- Photography should focus on images that capture:
  - *Aspirations* — what this initiative is aspiring to achieve throughout the world.
  - *Innovations* — shots that capture the innovations being made to solve the problem.
  - *Challenges* — challenges that we face with plastic waste in the environment.

## LOGO

Positive and reverse.

This logo represents a joint partnership that includes both sea (water drop) and land (leaf).



# LOGO SPACING AND SIZING

## Logo Spacing

To protect the legibility of the logo and tagline, a clear area should be left around it. This area establishes the minimum space to be left between the logo and the border of the document surrounding it, and no other text or image should be placed within this area. The area is the same height as the capital letter 'A' in the Alliance to End Plastic Waste logo.

In resizing the logo, the same proportions should be maintained. Ensure legibility of the logo and tagline and avoid scaling it smaller than the designated minimum sizes shown here.



Minimum size of logo when  
used in print:



Minimum size of logo when  
used in digital:



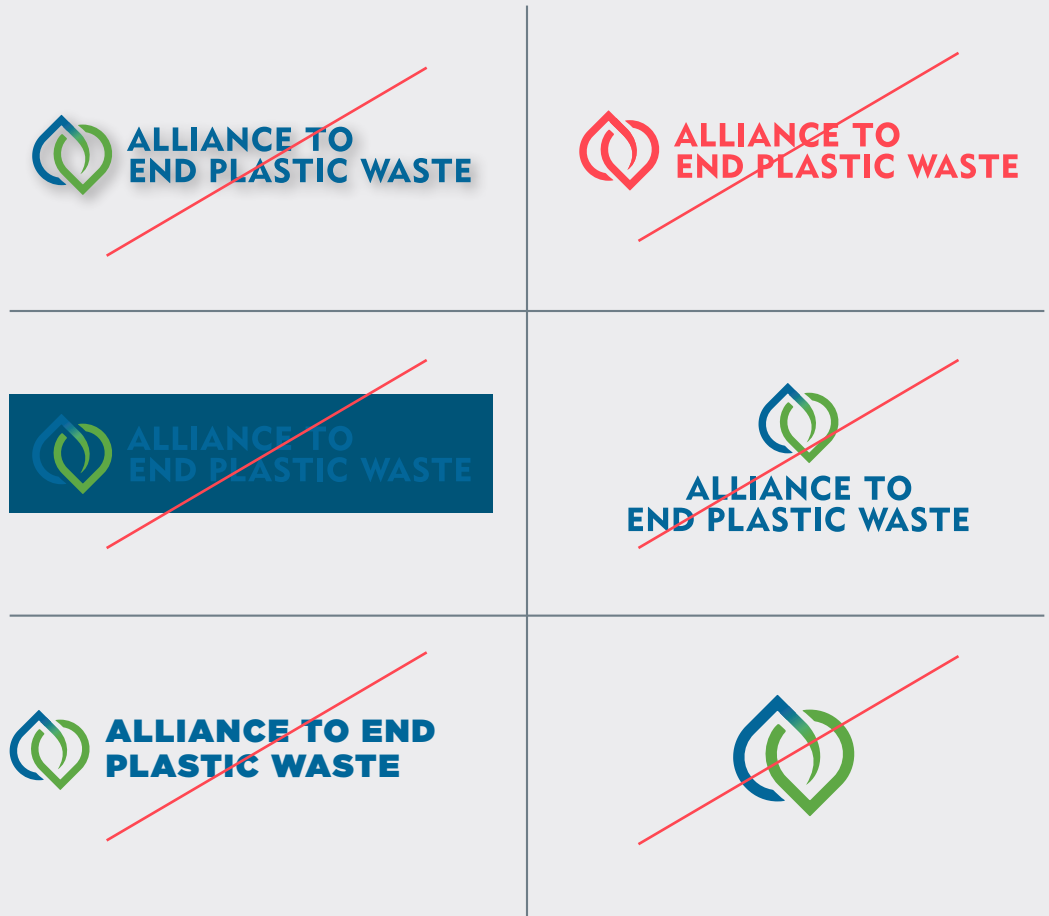


# LOGO USE

## Incorrect Use

To maintain brand integrity, don't alter, adjust or change the Alliance logo artwork in any way.

- ✗ Styling the logo or using harsh drop shadowing
- ✗ Creating unauthorized versions using new colors
- ✗ Showing the logo with poor legibility
- ✗ Altering or disassembling the logo in any way
- ✗ Using different fonts or images
- ✗ Breaking up the main logo components and attempting to use them individually



## LOGO PLACEMENT

### Print and Digital Media

The Alliance logo should be displayed only in its approved format and should be clearly visible in all documents authored by the Alliance.

For most uses, the Alliance logo should be placed at the bottom left or right corner. Common use examples include branded factsheets, social graphics, web banners and on-screen graphics.

Social graphic

Factsheet

**10 RIVERS**  
transport more than **90%**  
of river-based plastics to  
the ocean.

**2 AFRICA**  
NIGER  
NILE

**8 ASIA**  
INDUS  
GANGES  
MEKONG  
YELLOW  
HAI HE  
AMUR  
YANGTZE  
PEARL

**ALLIANCE TO  
END PLASTIC WASTE**

Plastic Waste is kicking off immediately with several diverse initial projects.

**WHY:** To end plastic waste in the environment.

**WHERE:** Throughout the world, with a particular emphasis on where the need is greatest, such as Southeast Asia.

...easier and create value from all post-use plastics.

**EDUCATION & ENGAGEMENT**  
Education and Engagement of governments, businesses, and communities to mobilize action.

**CLEAN UP**  
Clean Up to help stop plastic waste at its source, focusing on cities and major rivers that carry significant amounts of plastic waste to the ocean.

The Alliance to End Plastic Waste is made up of nearly 30 companies that have committed more than \$1 billion, with the goal of investing \$1.5 billion over the next 5 years to help end plastic waste in the environment. The Alliance will develop, deploy and bring to scale solutions that will minimize and manage plastic waste and promote solutions for used plastics, including reuse, recovery, and recycling plastic to keep it out of the environment.

**ALLIANCE TO  
END PLASTIC WASTE**

[www.endplasticwaste.org](http://www.endplasticwaste.org)

Position logo in the bottom left  
or right corner of the area.

# CO-BRANDING

## Partner Logo Placement

In co-branding situations, the Alliance logo should, whenever possible, be featured to the right of the partner logo. The logo's size should always be visually balanced with the partner logo.

Note: it's important to maintain the partner organization's logo guidelines when using/placing their logo.



Single Partnership Co-Branding Example:



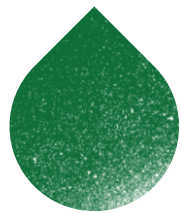
Multi-Partnership Co-Branding Example:



# COLOR

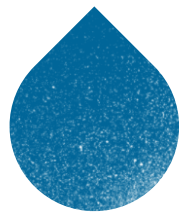
## Primary Palette

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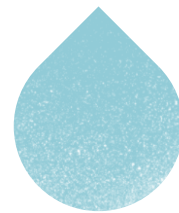
### Land Green

R8  
G109  
B56  
086d37



### Mid Blue

R0  
G102  
B153  
006699



### Shallow Blue

R145  
G203  
B215  
91CBD7

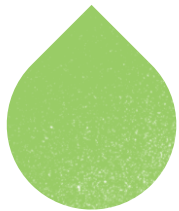


### Orange

R221  
G120  
B94  
XDD785E

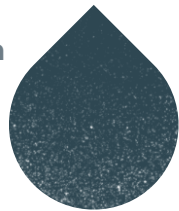
## Secondary Palette

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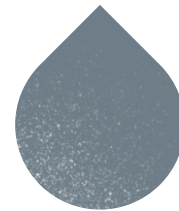
### Accent Green

R153  
G204  
B102  
99cc66



### Dark Grey

R46  
G71  
B82  
2d4751



### Light Grey

R110  
G125  
B135  
6d7c87

## ICONOGRAPHY



INFRASTRUCTURE



EDUCATION



INNOVATION



CLEAN UP



# TYPOGRAPHY

## Primary Typeface

---

### JOSEFIN SANS

**Uses:**

- + Headlines
- + Feature
- + Subhead

**JOSEFIN SANS BOLD**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**JOSEFIN SANS LIGHT**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Secondary Typefaces

---

### Montserrat

**Uses:**

- + Body Copy
- + Subhead

**Montserrat Bold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Montserrat Light**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## System Font (for use when branded fonts are unavailable)

---

### Arial

**Uses:**

- + Headlines
- + Feature
- + Subhead

**Arial Bold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Arial Regular**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## TYPOGRAPHY

# VELENTI ISINCITATUR

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Headlines should be set using Josefin all caps. Bold or light versions are acceptable, depending on application. Josefin should ONLY be used as all caps — never in upper and lower case.

Can substitute with Arial Bold when Josefin is unavailable.

Large intro type should be set using Montserrat light upper and lower case.

Can substitute with Arial Regular when Montserrat is unavailable.

Subheads should be set in Josefin semi bold all caps.

Body copy should be set in Montserrat upper and lower case.

Arial Bold and Regular can be used when branded fonts are unavailable.



# PHOTOGRAPHY

## Aspirations

Photos should feature beautiful seascapes and shorelines that show what this initiative is aspiring to achieve throughout the world. Where possible, people should be used. Include images of both land and water.





# PHOTOGRAPHY

## Innovations

Photos should be a mix of close up and pulled back shots that capture the innovations being made to solve the issue. Where appropriate, people should be included to bring the human component of the solution to the fore.





# PHOTOGRAPHY

## Challenges

When using photography that is addressing the plastic waste issue, imagery of both land and water is acceptable. Avoid using imagery featuring landfills and air pollution, animals affected by plastic waste or recognizable brands (either based on logo or package design).





# PHOTOGRAPHY

## Imagery to Avoid

Imagery to avoid includes photography featuring impoverished children, heavily stylized or composited imagery, landfills and air pollution, animals affected by plastic waste or recognizable brands (either based on logo or package design).



# SOCIAL EXAMPLES





## LAUNCH PLEDGE OF \$1.5B

**Alliance To End Plastic Waste**

10,415 followers  
1yr • 

+ Follow

...

Over the next five years, we've pledged \$1.5 billion to develop and scale solutions to minimize and manage plastic waste in our environment. Visit [www.endplasticwaste.org](http://www.endplasticwaste.org) today to learn more and help us [#EndPlasticWaste](#).



ALLIANCE  
END PLASTIC WASTE

 182 • 4 Comments

LinkedIn

Twitter

**Alliance To End Plastic Waste**

@EndPlasticWaste

Follow

▼

Over the next five years, we've pledged \$1.5 billion to develop and scale solutions to minimize and manage plastic waste in our environment. Visit [endplasticwaste.org](http://endplasticwaste.org) today to learn more and help us [#EndPlasticWaste](#).



ALLIANCE TO  
END PLASTIC WASTE

6:56 AM - 18 Jan 2019

139 Retweets 480 Likes



 13  139  480

## QUOTE GRAPHIC

**Alliance to End Plastic Waste**  
January 22, 2019 · 🌐

Nearly 30 global companies from across industries are committed to helping end plastic waste in our environment. Are you? Visit [www.endplasticwaste.org](http://www.endplasticwaste.org) and join us.



“Everyone agrees that plastic waste does not belong in our oceans or anywhere in the environment...  
**I urge all companies, big and small and from all regions and sectors, to join us.”**

DAVID TAYLOR, CHAIRMAN OF THE BOARD,  
PRESIDENT AND CEO OF PROCTER & GAMBLE

 **ALLIANCE TO END PLASTIC WASTE**

 58

7 Comments 18

Facebook

5:29   

**Alliance To End Plastic Waste**  
@EndPlasticWaste [Follow](#) 

Nearly 30 global companies from across industries are committed to helping [#EndPlasticWaste](#) in our environment. Are you? Visit [endplasticwaste.org](http://endplasticwaste.org) and join us.



“Everyone agrees that plastic waste does not belong in our oceans or anywhere in the environment...  
**I urge all companies, big and small and from all regions and sectors, to join us.”**

DAVID TAYLOR, CHAIRMAN OF THE BOARD,  
PRESIDENT AND CEO OF PROCTER & GAMBLE

 **ALLIANCE TO END PLASTIC WASTE**

10:12 AM - 22 Jan 2019


454 Retweets 1,955 Likes 

 41  454  2.0K

Twitter




# STAT GRAPHIC

**Alliance To End Plastic Waste**  
10,415 followers  
1mo

[+ Follow](#) ⋮


The denser the population, the greater the potential plastic waste leakage into the environment. Tackling this global issue requires research, education and innovative solutions. [#EndPlasticWaste](#)



[Learn More](#)  
[endplasticwaste.org](https://endplasticwaste.org)


[👍](#) 16 · [1 Comment](#)

LinkedIn

**Alliance To End Plastic Waste**  
10,415 followers  
1mo

[+ Follow](#) ⋮

The denser the population, the greater the potential plastic waste leakage into the environment. Tackling this global issue requires research, education and innovative solutions. [#EndPlasticWaste](#)



[Learn More](#)  
[endplasticwaste.org](https://endplasticwaste.org)

[👍](#) [❤️](#) [🗨️](#) 462 · [19 Comments](#)

LinkedIn

Twitter

5:29 📶 🔋

**Alliance To End Plastic Waste**  
@EndPlasticWaste

[Follow](#) ⌵

The denser the population, the greater the potential plastic waste leakage into the environment. Tackling this global issue requires research, education and innovative solutions. [#EndPlasticWaste](#)



[Learn More](#)  
[endplasticwaste.org](https://endplasticwaste.org)

9:32 AM - 3 Dec 2019

9 Retweets 31 Likes 

[🗨️](#) 9 [👍](#) 31

Twitter

5:29 📶 🔋

**Alliance To End Plastic Waste**  
@EndPlasticWaste

[Follow](#) ⌵

The denser the population, the greater the potential plastic waste leakage into the environment. Tackling this global issue requires research, education and innovative solutions. [#EndPlasticWaste](#)



[Learn More](#)  
[endplasticwaste.org](https://endplasticwaste.org)

9:32 AM - 3 Dec 2019

8 Retweets 46 Likes 

[🗨️](#) 3 [👍](#) 8 [❤️](#) 46

EVENT



**Alliance to End Plastic Waste**  
July 24, 2019 · 🌐

At the Japan International Forum, Virginie Helias of Procter and Gamble celebrated the leadership of Mitsubishi Chemical Holdings, Mitsui Chemicals and Sumitomo Chemical in our worldwide mission to help end plastic waste.  
<https://endplasticwaste.org/.../alliance-members-discuss-pla.../>



 69

15 Comments 11

Facebook

5:29



**Alliance To End Plastic Waste**  
@EndPlasticWaste

Follow

“While Alliance member companies operate across different sectors of the plastic waste value chain, we are united in one mission: plastic waste does not belong in our ocean.”  
- @virginiehelias of @ProcterGamble at yesterday’s Japan International Forum.



7:04 AM - 24 Jul 2019

12 Retweets 37 Likes



 1  12  37

Twitter



## ANNOUNCEMENT

**Alliance To End Plastic Waste**

10,406 followers  
4mo • 

+ Follow

...

We're pleased to announce that **Jacob Duer** will serve as our inaugural President and CEO, effective October 1. Duer will advance our mission to develop, deploy and bring to scale solutions that will minimize and manage plastic waste and promote solutions for used plastics. <https://lnkd.in/eSxGspq>



 246 · 19 Comments

LinkedIn

Twitter

5:29



**Alliance To End Plastic Waste**

@EndPlasticWaste

Follow

▼

We're pleased to announce our inaugural President and CEO! [@jacobduer](#) will join the Alliance effective October 1.

[endplasticwaste.org/latest/alliance](https://endplasticwaste.org/latest/alliance) ...



2:12 PM - 22 Aug 2019

35 Retweets 106 Likes



 7  35  106

## PROJECT ANNOUNCEMENT



Alliance to End Plastic Waste

October 23, 2019 · 🌐

Today, we're excited to announce our partnership with [Plug and Play Tech Center](#), an innovation platform with a new accelerator program focused specifically on the plastics value chain. With their help, we are identifying startups developing innovations to address plastic waste in the environment.  
<https://bit.ly/33VZvfG>

### Announcing The End Plastic Waste Innovation Platform

A new partnership  
with Plug and Play



2 Comments 9

Facebook

Twitter

5:29



Alliance To End Plastic Waste

@EndPlasticWaste

Follow

Today, we're announcing our partnership with [@PlugandPlayTC](#), an innovation platform with a new accelerator program focused on the plastics value chain. Together, we're identifying startups with innovations to [#EndPlasticWaste](#) in the environment.  
[bit.ly/33VZvfG](https://bit.ly/33VZvfG)

Announcing  
The End Plastic Waste  
Innovation Platform  
A new partnership  
with Plug and Play



7:23 AM - 23 Oct 2019

19 Retweets 66 Likes



2 19 66



# CHANNEL STRATEGY



## IN THIS SECTION

- **Digital Ecosystem**
- **Twitter**
- **LinkedIn**
- **Facebook**
- **Instagram**
- **Newsletter**
- **Website**
- **YouTube**

## KEY TAKEAWAYS

- The strengths of each channel vary and appeal to different primary and secondary audiences.
- Twitter and LinkedIn are used to primarily engage business leaders, opinion leaders and policy makers.
- Facebook and Instagram are used to primarily engage employees and consumers.
- The Newsletter is used to primarily engage opinion leaders, consumers and employees.
- The Alliance website is where we update blog posts based on earned media outreach, share project updates, highlight events and discuss breaking news.
- YouTube is used to share long-form storytelling and leverage the platform's tagging structure to improve SEO and page rank.

## ALLIANCE DIGITAL ECOSYSTEM

While the Alliance spans across digital channels, Twitter and LinkedIn are the two primary.

CHANNEL	Twitter	LinkedIn	Facebook	Instagram	Newsletter	Website	YouTube
PURPOSE	News & Real-Time Updates	Thought Leadership	Community	Storytelling	Alliance Updates & Media	Media & Awareness	Alliance Updates & Community
PRIMARY AUDIENCE	Policy Makers Opinion Leaders Business Leaders Consumers Employees	Policy Makers Opinion Leaders Business Leaders	Business Leaders Consumers Employees	Consumers Employees	Opinion Leaders Consumers Employees	Policy Makers Opinion Leaders Business Leaders Consumers	Business Leaders Consumers
SECONDARY AUDIENCE	N/A	Consumers Employees	N/A	Business Leaders	Policy Makers Business Leaders	Employees	Employees Policy Makers Opinion Leaders



# TWITTER CHANNEL STRATEGY



---

## PRIMARY AUDIENCE

- Policy Makers
- Opinion Leaders
- Business Leaders
- Consumers
- Employees

---

## CHANNEL GOAL

Use the platform's real-time engagement capabilities to converse directly with target audiences and drive awareness about the Alliance.

---

## USES

- Drive meaningful interactions.
- Engage audience with relevant content.
- Share videos to develop impactful storytelling.
- Reach new audiences through targeted paid content.

---

## CONTENT CADENCE

5-8 posts per week.

## LINKEDIN CHANNEL STRATEGY



---

### PRIMARY AUDIENCE

- Policy Makers
- Opinion Leaders
- Business Leaders

---

### SECONDARY AUDIENCE

- Consumers
- Employees

---

### CHANNEL GOAL

Use the platform's career focus and professional and educational targeting capabilities to reach specific audiences.

---

### USES

- Appeal to audiences' professional aspirations, interests and skills through informative content.
- Reach a highly targeted audience based on professional and educational targeting only available on this platform.
- Showcase thought leadership in the area of plastic waste elimination.

---

### CONTENT CADENCE

3-5 posts per week.

## FACEBOOK CHANNEL STRATEGY



---

### PRIMARY AUDIENCE

- Opinion Leaders
- Consumers
- Employees

---

### CHANNEL GOAL

Use the platform's mass awareness and deep targeting capabilities to reach target audiences.

---

### USES

- Engage with audiences that express interest in the Alliance's efforts.
- Share impactful storytelling that can be easily shared.
- Use polls to educate audiences about plastic waste and what the Alliance is doing to tackle the problem.

---

### CONTENT CADENCE

2-4 posts per week.



# INSTAGRAM CHANNEL STRATEGY



---

## PRIMARY AUDIENCE

- Opinion Leaders
- Consumers
- Employees

---

## SECONDARY AUDIENCE

- Business Leaders

---

## CHANNEL GOAL

Use the platform's visual strengths to promote the energy and commitment of the Alliance towards its mission.

---

## USES

- Use powerful images and copy to evoke the Alliance's determination.
- Share inspirational and motivational content from ongoing projects.
- Develop impactful storytelling by influencers and thought leaders.
- Encourage prospective members to join the Alliance.

---

## CONTENT CADENCE

1-2 posts per week.

# NEWSLETTER CHANNEL STRATEGY



---

## PRIMARY AUDIENCE

- Opinion Leaders
- Consumers
- Employees

---

## SECONDARY AUDIENCE

- Policy Makers
- Business Leaders

---

## CHANNEL GOAL

Provide a regular cadence of communication via email to those who are invested in the Alliance – either because they are passionate about the issue or because it's related to their job. Foster engaged audiences that, if needed, can be mobilized on behalf of the Alliance.

---

## USES

- Connect with target audiences on a regular basis.
- Provide bi-monthly, quarterly and real-time updates on Alliance activities.
- Reach new audiences by sharing interesting and engaging content.

---

## CONTENT CADENCE

- Real-time news updates
- Bi-monthly Alliance updates
- Quarterly CEO updates

## WEBSITE CHANNEL STRATEGY



---

### PRIMARY AUDIENCE

- Policy Makers
- Opinion Leaders
- Business Leaders
- Consumers
- Employees

---

### CHANNEL GOAL

Use the platform as the central hub to tell the comprehensive story of the Alliance.

---

### USES

- Share information about the Alliance's mission and goals.
- Share up-to-date-news on Alliance milestones and earned media coverage.
- Call-to-action to sign-up for newsletter mailing list.

---

### CONTENT CADENCE

Update as needed.

## YOUTUBE CHANNEL STRATEGY



---

### PRIMARY AUDIENCE

- Business Leaders
- Consumers

---

### SECONDARY AUDIENCE

- Policy Makers
- Opinion Leaders
- Employees

---

### CHANNEL GOAL

Use the platform's ability to leverage long-form content and drive mass awareness to reach specific audiences.

---

### USES

- Leverage platform to share compelling videos that draw on the Alliance's audiences and narrates a picture of the dedicated efforts to help eliminate plastic waste.
- Foster emotion to humanize the brand and its mission.
- Leverage proper tagging structure to improve SEO and page rank.

---

### CONTENT CADENCE

1-3 posts per month.



# CONTENT STRATEGY



## IN THIS SECTION

- **Content Strategy**
- **Content Themes**
- **Content Approach**
- **Planned Content**
- **Opportunistic Content**
- **Content Mix**

## KEY TAKEAWAYS

- **The content strategy ladders back to our 4 key business objectives, while taking into account the nuances of our audiences and channels.**
- **The content strategy is made up of 4 key themes – infrastructure, innovation, education and clean up.**
- **The content approach is two-fold – planned and opportunistic.**
  - *Planned* — content that is developed in advance and is scheduled according to editorial calendar or specific moment in time.
  - *Opportunistic* — content that is proactive, not planned, and is only relevant for a finite amount of time.

## CONTENT STRATEGY

OBJECTIVES	Build international public support for long-term solutions, especially Alliance-sponsored projects, to help reduce plastic waste in the environment.	Position the Alliance as a global leader in addressing the problem of plastic waste in the environment.	Change the global conversation around the problem of and solutions to ocean plastic waste.	Offer hope that people can help solve this environmental problem and create a circular economy that includes plastic.	Support recruitment efforts for the Alliance.
KEY CHANNELS	Twitter				
	LinkedIn		LinkedIn		
		Instagram			
	Facebook				
			Newsletter		
		Website			Website
TARGET AUDIENCES	Policy Makers		Policy Makers		
	Opinion Leaders				
	Business Leaders				
	Consumers				
	Employees				
CONTENT THEMES	Infrastructure				
	Innovation				
	Education				
	Clean Up				
CONTENT APPROACH	Planned				
	Opportunistic				

## CONTENT THEMES

This framework serves as a strategic guide for the development of digital content. The five main content buckets take into account the current online plastic waste conversation and the Alliance's brand positioning, attributes and proof points.

---



### **Infrastructure**

To collect and manage waste and increase recycling, especially in developing countries.



### **Education**

Of governments at all levels, businesses and communities to mobilize action.



### **Innovation**

To advance and scale new technologies that minimize waste, to make recycling and recovering plastics easier and to create value from all post-use plastics.



### **Clean Up**

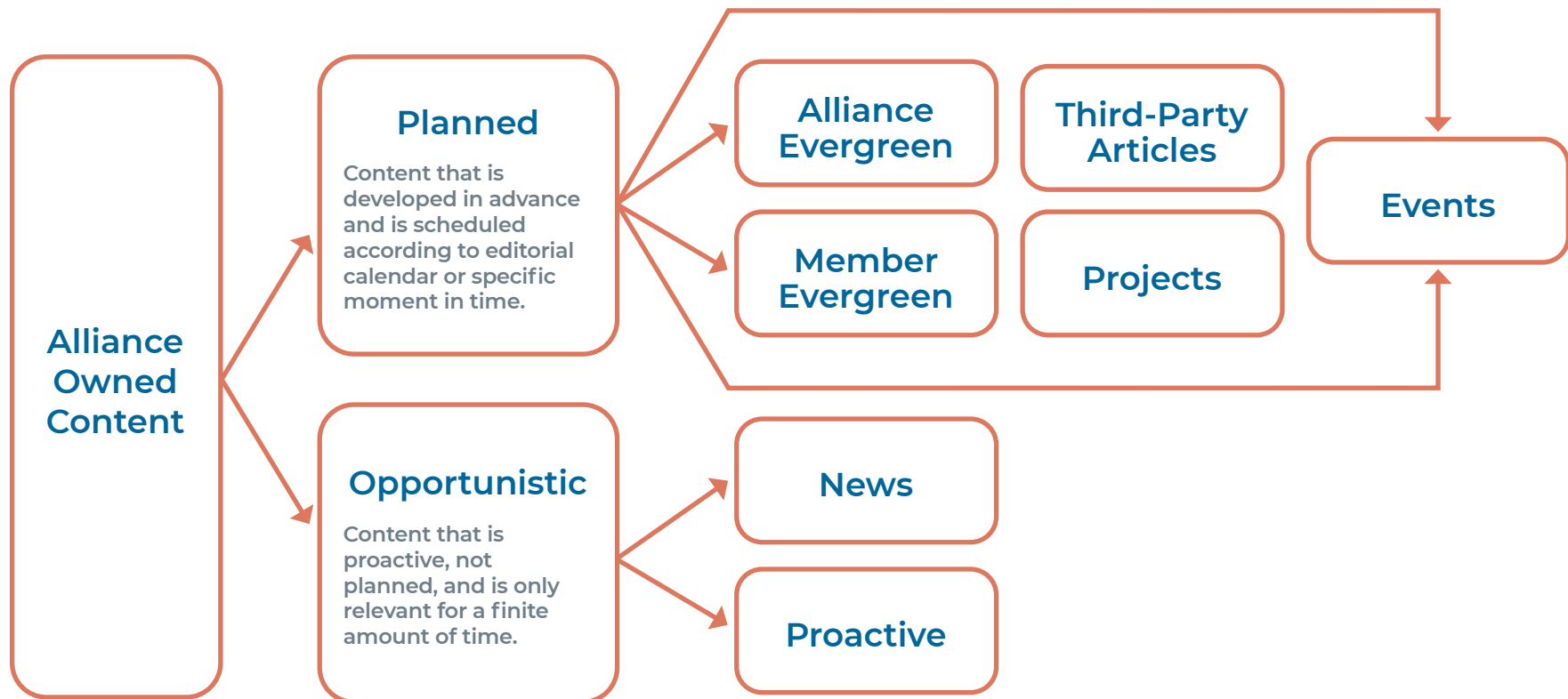
Of concentrated areas of plastic waste already in the environment, particularly the major conduits of waste, like rivers, that carry land-based plastic waste to the sea.



## CONTENT APPROACH

The Alliance "owns" all content distributed on its channels. However, there are two main types of content – planned and opportunistic. Additional content types fall under each timely category and are further defined on the following pages.

---



## PLANNED CONTENT

Content that is developed in advance and is scheduled according to editorial calendar or specific moment in time.

---

### ALLIANCE EVERGREEN

Content tied to Alliance content franchises, as outlined on a quarterly basis in the editorial calendar.

---

### MEMBER EVERGREEN

Content highlighting relevant member company initiatives or involvement with the Alliance.

---

### PROJECTS

Five-day suite of launch content promoting new Alliance projects and ongoing amplification of projects will be unique to each specific project.

---

### EVENTS

Event content tied to a specific moment in time, as outlined in the editorial calendar.

---

### THIRD-PARTY ARTICLES

Industry and/or partner articles that can be shared as evergreen content (within reasonable time frame from publication date).

## EXAMPLES OF PLANNED CONTENT



### EVENTS



### PROJECTS



### THIRD-PARTY ARTICLES

## OPPORTUNISTIC CONTENT

Content that is proactive, not planned, and is only relevant for a finite amount of time.

### BREAKING NEWS

News/content that is being discussed and shared broadly in the previous 24 hours that the Alliance should share and weigh in on to quickly help shape the conversation.

### ENGAGEMENT

Amplification of or response to influencer content sourced from social media monitoring.

## EXAMPLES OF OPPORTUNISTIC CONTENT

### BREAKING NEWS



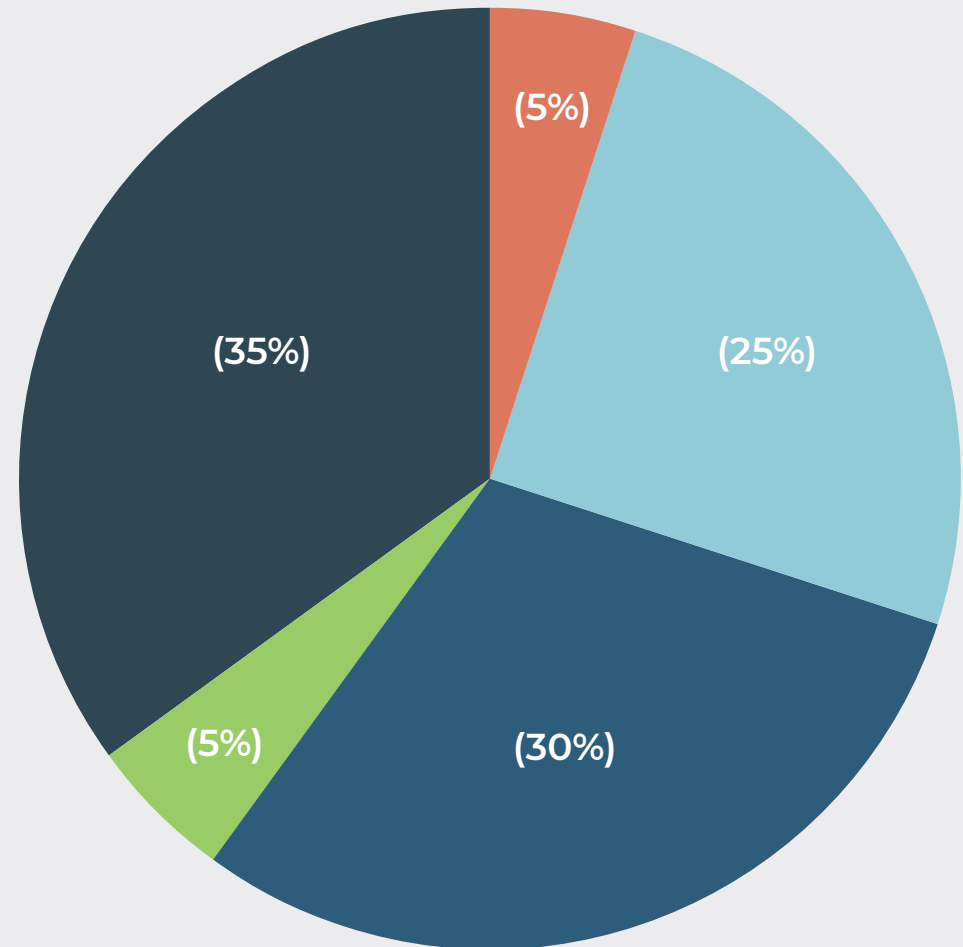
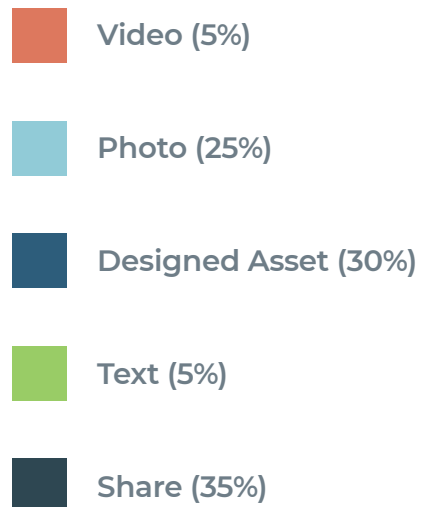
### ENGAGEMENT





## CONTENT MIX

A healthy mix of asset types will ensure channel reputability and keep audiences engaged with Alliance content. Outlined below is a recommended overall content type across channels. While the percentage breakdown of content types will remain consistent across channels, the total number of content pieces will vary.



# CONTENT PROCESS



## IN THIS SECTION

- **Our Landscape**
- **Editorial Process**

## KEY TAKEAWAYS

- **A content strategy requires a healthy content mix of video, photo and text.**
- **Our editorial process is constantly evolving, but will always take 4 key categories into account:**
  - *Inputs* — source of content.
  - *Content Development* — owner of content and copy creation.
  - *Approvals* — entities that must sign-off on content before published.
  - *Publication* — who will post or schedule content to go live on channels.

## OUR LANDSCAPE

The Alliance is unique by having an ever-evolving community of content contributors – from member companies to partners to projects. The global footprint of the organization and the nuances of content topics make for a complex content and editorial process.

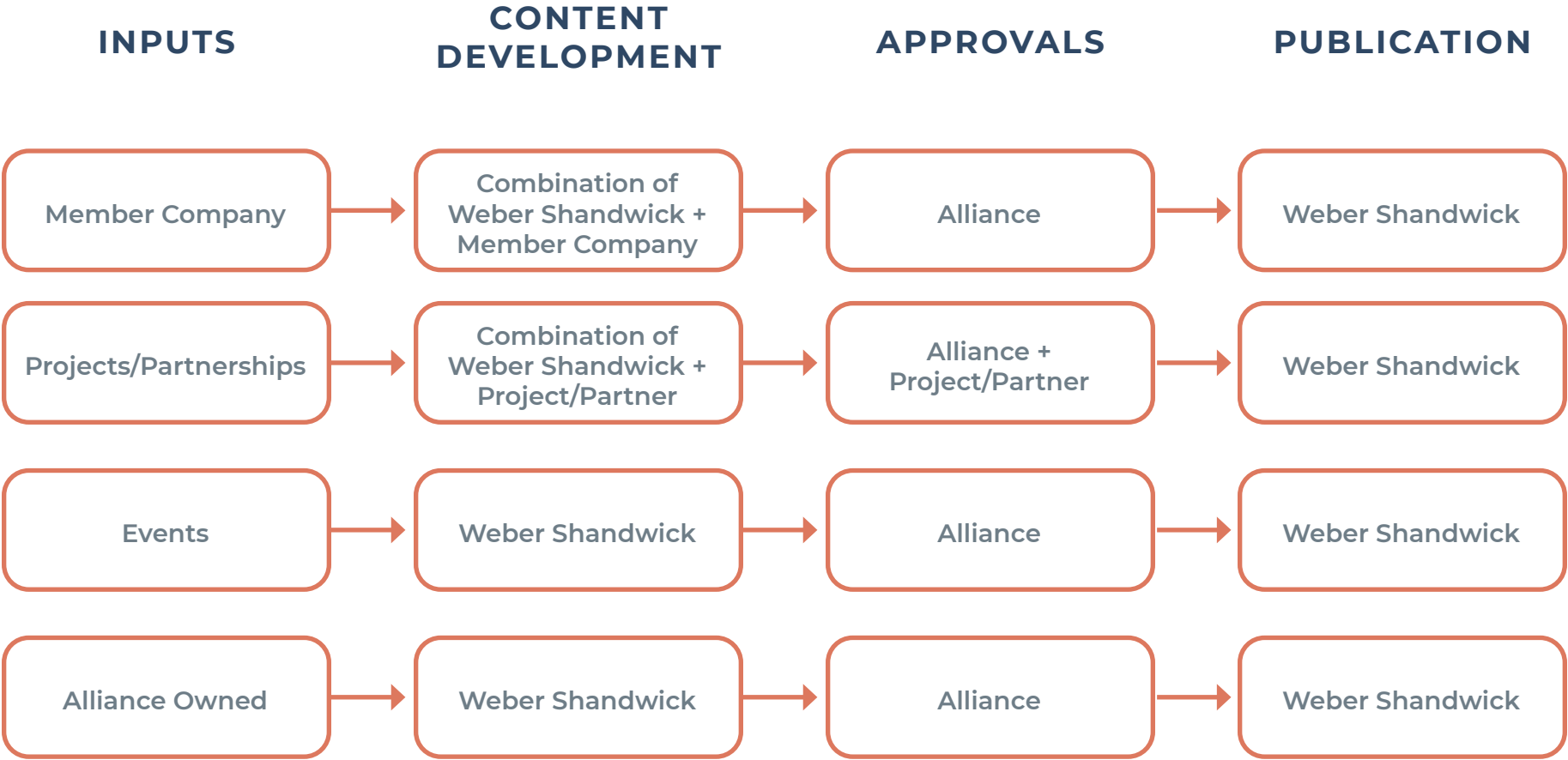
As such, the development of an integrated editorial process will be refined in Q1 2020.





# EDITORIAL PROCESS

Because of the different inputs for content (ex: partners, projects, member companies, etc.), the editorial process will differ based on the specific content in development. However, the high-level, general flow from editorial identification to publication is outlined below.



# PAID SOCIAL & SEARCH ENGINE MARKETING



## IN THIS SECTION

- **Paid Social Approach**
- **Paid Social Objectives**
- **Paid Social Reach**
- **Paid Social Engagement**
- **Paid Social Community Growth**
- **Paid Social Measurement**
- **Paid Search Overview**
- **Paid Search Targeting**

## KEY TAKEAWAYS

- **There are 3 paid objectives:**
  1. Expand content reach
  2. Increase content engagement
  3. Increase social community growth
- **Our paid strategy will leverage the strengths of each channel to target specific audiences:**
  - Facebook and Instagram will target the Moveable Middle.
  - Twitter will target Opinion Leaders, Policy Makers and Business Leaders.
  - LinkedIn will target Business Leaders and Policy Makers.
- **As a complement to the paid social media strategy, we recommend continuing to leverage paid search to drive information-seeking users to the Alliance website.**

# PAID SOCIAL APPROACH

Social media is an important channel for driving user engagement and brand awareness for the Alliance. Our strategy takes a data-first approach to ensure efficiency and effectiveness.

Consumption and performance data are used to determine the right time, platform and creative format to reach the right audience mix at the right time.





## PAID SOCIAL OBJECTIVES

Paid social amplification is an essential tactic for ensuring Alliance content reaches target audiences beyond a shrinking percentage of organic followers. The primary objectives that paid social promotion will deliver are:

---

### REACH

Facebook, Instagram, Twitter and LinkedIn all offer large scale reach across the U.S., E.U., and S.E. Asia, and have targeting capabilities to precisely reach Policy Makers, Opinion Leaders, Business Leaders and the Moveable Middle. **These platforms have been used in previous Alliance campaigns, such as the January 2019 launch where \$200k in paid social drove nearly 56M impressions.**

### ENGAGEMENT & AWARENESS

Leveraging paid social on top of organic search will drive stronger brand engagement and awareness as we actively reach users engaged in environmental conversations. Previous paid social campaigns have proven strong user engagement. **In 2019, a small paid media campaign drove over 32k social engagements, inclusive of 27k clicks, for an engagement rate of 1.55%.**

### SOCIAL COMMUNITY GROWTH

Generate understanding and interest in the Alliance, and in turn, grow Alliance social communities to fuel organic social media efforts. **In 2019, a combination of paid and organic content helped grow our social communities by thousands of followers across Twitter, Facebook and LinkedIn.**

# PAID SOCIAL REACH

The Alliance’s four key audiences (exclusive of Member Company Employees) each consume social content on different platforms. Leveraging a mix of Facebook, Instagram, Twitter and LinkedIn is essential to reaching all of our key audiences.

Facebook and Instagram both see the largest share of consumption across all audiences, however are best served reaching the Moveable Middle due to their leisure and entertainment nature.

Twitter is best served to reach our Opinion Leader, Business Leaders and Policy Maker audiences due to its world news and business influencer environment.

LinkedIn is best used to reach Business Leaders and Policy Makers, as the platform is primarily used to share career news, company news, policy news and information.

## GLOBAL AUDIENCE REACH BY PLATFORM

Platform	Business Leaders	Moveable Middle	Opinion Leaders	Policy Makers
Facebook	6,082,103	104,014,201	102,754,953	11,946,175
Instagram	6,668,344	97,549,061	84,263,811	7,505,921
Twitter	6,783,322	76,979,764	78,402,073	6,419,111
LinkedIn	7,053,989	59,624,650	64,831,735	5,376,468

Source: Global Web Index

## PAID SOCIAL ENGAGEMENT

There are several types of engagements users can make on social media platforms, which can be driven at high volumes from paid promotion. These engagements and interactions can include:

**Link Click:** Users looking to consume created or shared content on the Alliance website or partner pages. This metric directly aligns with driving additional on-site actions, such as subscribing to the Alliance newsletter.

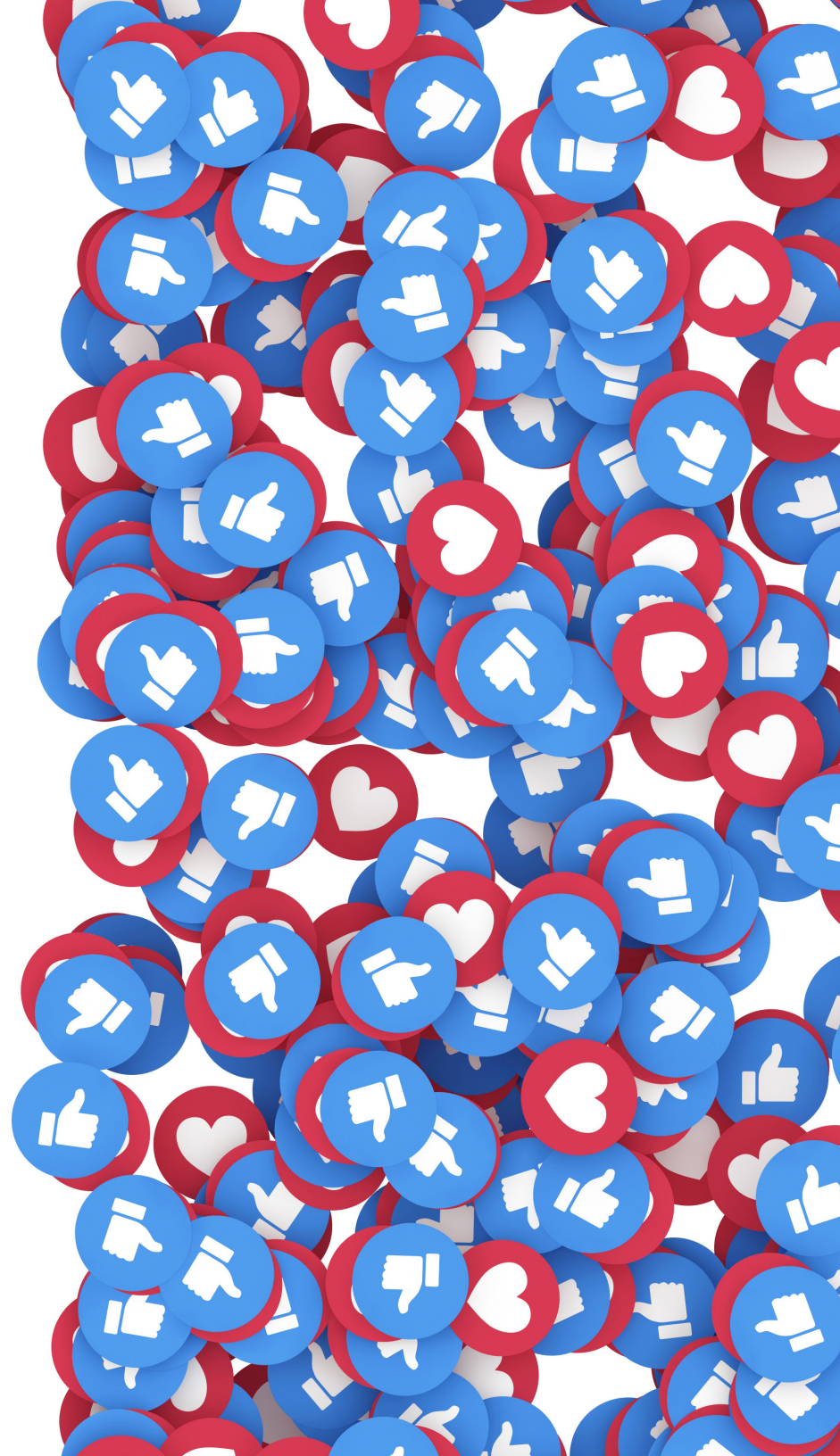
**Video View:** Consumption of posted video content which provides a sight and sound experience for the user.

**Post Like:** Shows user sentiment towards the promoted messaging.

**Comments:** Opens a dialogue where users can voice their thoughts. The Alliance can choose to respond to these and start a conversation.

**Shares:** Users spreading the Alliance's message and extending its reach to new audiences.

**Page Follow:** Users showing they're interested in staying up-to-date with the Alliance.



## PAID SOCIAL COMMUNITY GROWTH

Growing the Alliance's social communities is an important component to deliver increased organic communication. Promoting content across social platforms will generate new followers and engagements.

While we recommend focusing budget on promoting content, there are tactics and ad units that can be used with the specific goal of driving community growth.

Follower and Like ads can help build an engaged audience to amplify messages on and off the social platforms. They feature a prominent "follow/like" call to action button on the post, allowing users to follow or like the Alliance seamlessly with one click.





## PAID SOCIAL MEASUREMENT

In 2019, our primary goal for paid social media was to drive awareness for the Alliance and its initiatives, and to drive engagement with its created content. These will continue to be the primary goals for paid social media in 2020, as we look to increase the Alliance's digital footprint and drive awareness, interest and advocacy.

---

**To measure the campaign's success against these goals, we monitor and optimize media around the following metrics:**

### AWARENESS

- Impressions Delivery
- Reach/Frequency
- Video Views

### ENGAGEMENT

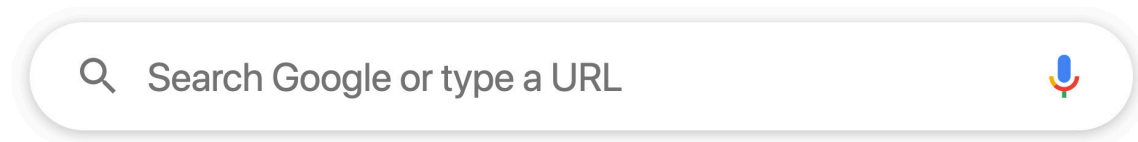
- Social Engagements (Likes, Comments, Shares)
- Social Page Follows
- Clicks to Website
- Website Conversions

## PAID SEARCH OVERVIEW

As a complement to paid social media, we also employ a paid search campaign to drive information-seekers to the Alliance website. Because search is an intent-based platform, other media sources like social media have the ability to establish interest and drive users to look for more information.

Paid search allows for Alliance messaging to appear in the first results of a user's search page.

Media consumption research shows that Google owns roughly 90% of browser usage in our key markets.



## PAID SEARCH TARGETING

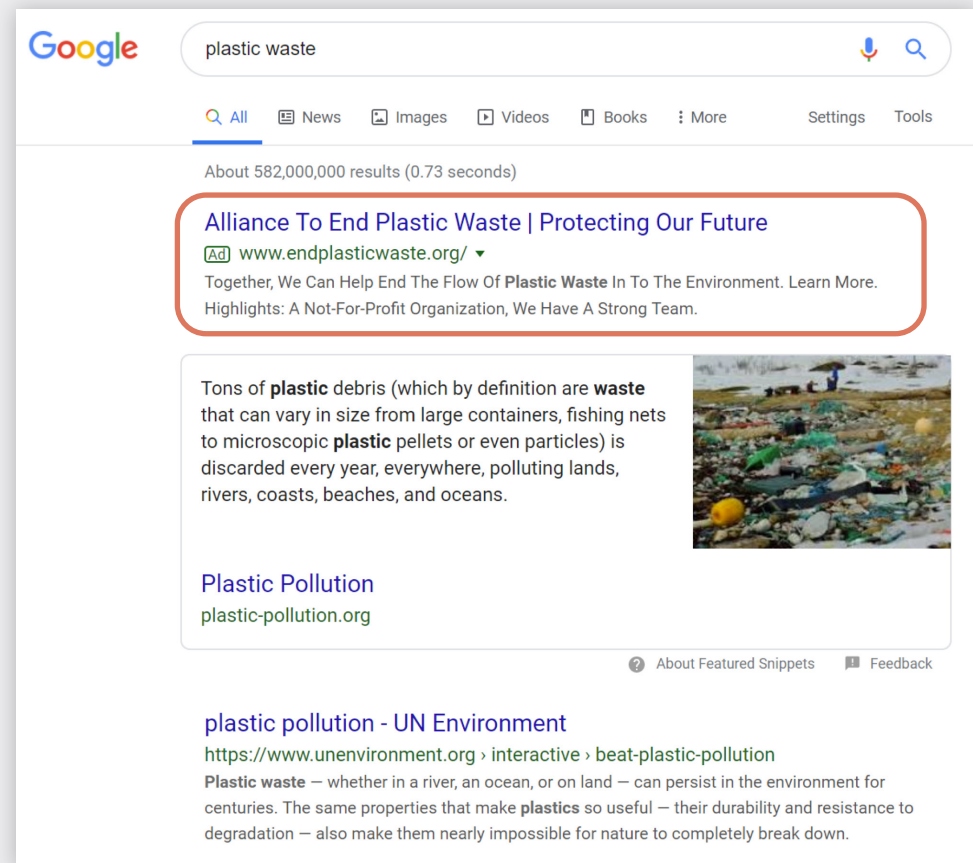
The primary targeting capabilities of paid search lie within keywords. To reach users seeking information about ocean pollution and plastic waste, we bid on a list of issue-related terms with high search volume. To ensure we're reaching interested users, we utilize the following keyword features:

**Branded Keywords:** Terms such as "Alliance to End Plastic Waste," to reach users directly searching for the brand.

**Non-Brand Keywords:** Terms such as "plastic waste" or "ocean pollution" to reach users looking for relevant topics.

**Broad Match Targeting:** The Alliance's ads will serve on search queries that include a variation of the keywords (ex: ad could search on search terms "ocean plastic problem" if we are using "ocean plastic" keyword).

**Exact Match Targeting:** Ads will serve when the Alliance's keywords are exactly searched for (ex: users searching for "plastic waste" will receive an ad if we use "Plastic Waste" as a keyword).



# SOCIAL LISTENING & COMMUNITY MANAGEMENT





## IN THIS SECTION

- **Daily Monitoring Process**
- **Types of Engagement**
- **Community Engagement**
- **Community Engagement Examples**

## KEY TAKEAWAYS

- **Daily monitoring consists of one sweep a day on all owned social channels, as well as the following:**
  - Clean and flag content that needs to be assessed for violation of Alliance commenting policies.
  - Respond to relevant user questions.
  - Identify top content for engagement.
- **Community engagement will be two-fold:**
  - *Proactive* – opportunistic moments flagged to engage the community.
  - *Reactive* – responding to community mentions where the Alliance is tagged.

# DAILY MONITORING PROCESS

Outlined below is the process used to monitor Alliance social channels. Designated monitors complete one sweep daily to review community activity and flag relevant topics for review and action. The following is a list of tags that monitors complete during each sweep.

ACTION	ACTIVITY
Clean and Flag	Identify comments that violate campaign commenting policy. Review direct messages, perform page quality assurance (typos, etc.) and flag relevant trending topics on social channels for possible engagement.
Respond	Respond to or have responses approved for relevant user questions.
Delete	If needed, we reserve the right to delete all comments that violate the community commenting policy, outlined in the Community Guidelines section. All deleted comments will be saved in a deletion log for future reference.
ID Top Content	Share member company and user-generated content regularly across our channels. When great content appears, flag for possible engagement with content and user.

## TYPES OF ENGAGEMENT

There are two main types of engagement – proactive and reactive.

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### PROACTIVE

These are opportunistic engagements by the Alliance which are identified through social listening. Opportunities for engagement arise when media, policy makers, influencers or member companies talk about something relevant to our content pillars, but we are not tagged directly.

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### REACTIVE

These are responses to both negative and positive posts that originated from another social user who mentions or tags the Alliance. Our responses include likes/reactions, comments, shares/retweets or quote tweets.

# COMMUNITY ENGAGEMENT

Tending to high-quality conversations will help build support for the Alliance's efforts – online engagement will become an important source for feedback (and potentially content) for our channels.

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**Top engagement opportunity topics include:**

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## SKEPTICISM

Negative comments questioning the viability of the Alliance and/or large corporations in solving a global issue.

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## ADVOCACY

Supportive comments related to sharing and expanding upon the Alliance and the overall mission.

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## PRAISE

Positive comments related to the Alliance and its mission.

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## SOLUTIONS + IDEAS

Proactive suggestions for endeavors the Alliance could adopt to further its mission.

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## MORE INFORMATION

Inquiries about specific organizational details or how to contact the Alliance.

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## PARTNERSHIPS

Requests to join or partner with the Alliance.

## COMMUNITY ENGAGEMENT EXAMPLES

Below are response examples the Alliance can reply with to users commenting on our content. This list will continue to expand as we collect the most frequently asked questions.

TOPIC	RESPONSE EXAMPLE
<b>Skepticism</b>	Indeed, there isn't a singular solution to this problem – it requires a collective effort on behalf of everyone. You can learn more about our initiatives here: [insert link to specific website page]
<b>Praise</b>	We appreciate your support – we're all in this together!
<b>Advocacy</b>	We're thankful for advocates like you who spread our mission to help end plastic waste.
<b>Solutions &amp; Idea</b>	Thank you for your suggestion! We're continuously innovating and improving our process to meet the shared vision of a world without plastic waste. We've made note and will incorporate as appropriate for future planning.
<b>More Information</b>	Thanks for your interest in the organization! You can learn more about our efforts and how to get involved here: [insert link to website homepage]
<b>Partnerships</b>	To learn more about membership opportunities, please contact us at <a href="mailto:membership@endplasticwaste.org">membership@endplasticwaste.org</a> .



# MEASUREMENT & REPORTING



## IN THIS SECTION

- **Measurement Framework**
- **Measurement Reporting**

## KEY TAKEAWAYS

- **Our measurement framework takes into account 3 goals:**
  - Awareness
  - Support
  - Action
- **The Alliance will have 3 levels of social reporting:**
  - Monthly
  - Quarterly
  - Custom campaign reporting

## MEASUREMENT FRAMEWORK

**To measure the campaign's success against these goals, we'll monitor and optimize media to the following metrics:**

### AWARENESS

- Increase awareness of the Alliance and its mission with target audiences through an updated channel and paid media strategy.
- Position the Alliance as a global leader in addressing the problem of plastic waste in the environment.

### SUPPORT

- Build international public support for long-term solutions, especially Alliance sponsored projects, to reduce plastic waste in the environment.
- Change the global conversation around the problem of and solutions to ocean plastic waste.

### ACTION

- Build support for Alliance efforts through member engagement campaigns and recruitment initiatives.
- Develop a network of Alliance supporters across digital channels.

## MEASUREMENT FRAMEWORK

Below is a framework that allows us to align our metrics directly with our goals.

- Key Performance Indicator (KPI) – Direct measures against communications and digital media goals.
- Diagnostic Metrics – Important metrics that serve as proxies for success when direct measurement is not feasible.

Measurement reporting will track progress, but will also be built to deliver ongoing insights that inform communications strategy and execution.

Based on our previous launch measurement analysis, we've developed custom metrics for tracking success among key audiences such as a custom sentiment model and custom target audience lists.

	AWARENESS	SUPPORT	ACTION
KPI	Awareness of the Alliance as a global leader in the space.	Increase perception that waste and recycling infrastructure, rather than bans, is the most effective way to help eliminate plastic waste.	Advocacy and recruitment for the Alliance.
DIAGNOSTIC (EARNED)	<ul style="list-style-type: none"> <li>• Positive conversation by target audiences</li> <li>• Competitive share of voice</li> </ul>	Conversational balance within global conversation	Social sharing
DIAGNOSTIC (OWNED/PAID)	Targeted reach: <ul style="list-style-type: none"> <li>• Opinion Leaders</li> <li>• Moveable Middle Consumers</li> </ul>	Engagement metrics	<ul style="list-style-type: none"> <li>• Website visits</li> <li>• Newsletter sign-ups</li> <li>• Event attendance</li> </ul>

## MEASUREMENT REPORTING

- **Ongoing reporting for the Alliance will incorporate custom sentiment and audience tagging within the analysis to determine how attitudes have shifted among key audiences.**
- **Quarterly measurement reporting**
  - Determines rising trends and emerging topics in the global plastic waste conversation.
  - Key conversation insights to shape the Alliance's communications strategy for how to adapt in the changing environment of the conversation:
    - Analyze owned media performance
    - Analyze paid media performance
    - Analyze earned media performance
- **Monthly ad hoc reporting**
  - Analyze key events or pulling updated figures on an ad hoc basis throughout the month to support Alliance initiatives and strategic meetings.



