

Be Floridian

Flamingos, Fun and Being Floridian

Anatomy of the Tampa Bay Fertilizer
Education Campaign

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Tampa Bay Fertilizer Ordinances

- Restrict Use and Sale of Nitrogen Fertilizers
June-September (Pinellas County, Tampa)
- Restrict Use of Nitrogen Fertilizers June-September
(Manatee, Sarasota, 80+ other Florida communities)

*Applies to Homeowners, Lawn Care Professionals and
Retail Outlets (including Big Box stores)*



Be Floridian

Be Floridian is a Social Marketing Campaign

- Emphasizes behavior change (*knowledge versus action*)
- Draws on research in social psychology and science
- Community level
- Follows a Methodical Process



Social Psychology at Work



The Process

Determine behavior/audience to target

Identify barriers and benefits
(assume at your peril!)

Develop/test strategy

Implement

Evaluate

Adjust



Development of Campaign

- Focus Groups (traditional and online, 2009)
- Secret Shopper Surveys of Retail Outlets (2009)
- Review of Existing Research on Fertilizer Use/Attitudes (SWFWMD, UCF, UF, etc., 2010)*
- Audience Characterization (2010)*
- Test Messages (early 2011) *
- Evaluation and Adjustment (2012-2015)*

**Work conducted by marketing consultant Salter>Mitchell*



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What do people in Tampa Bay want?



Fun on
the
water!

Result: Be Floridian

Goal 1. Link compliance with summer fertilizer ban to protecting water recreation
("Protect Our Fun" and "Less Lawn, More Fun")

Goal 2: Create a new norm for protecting water health: *We are all Floridians*

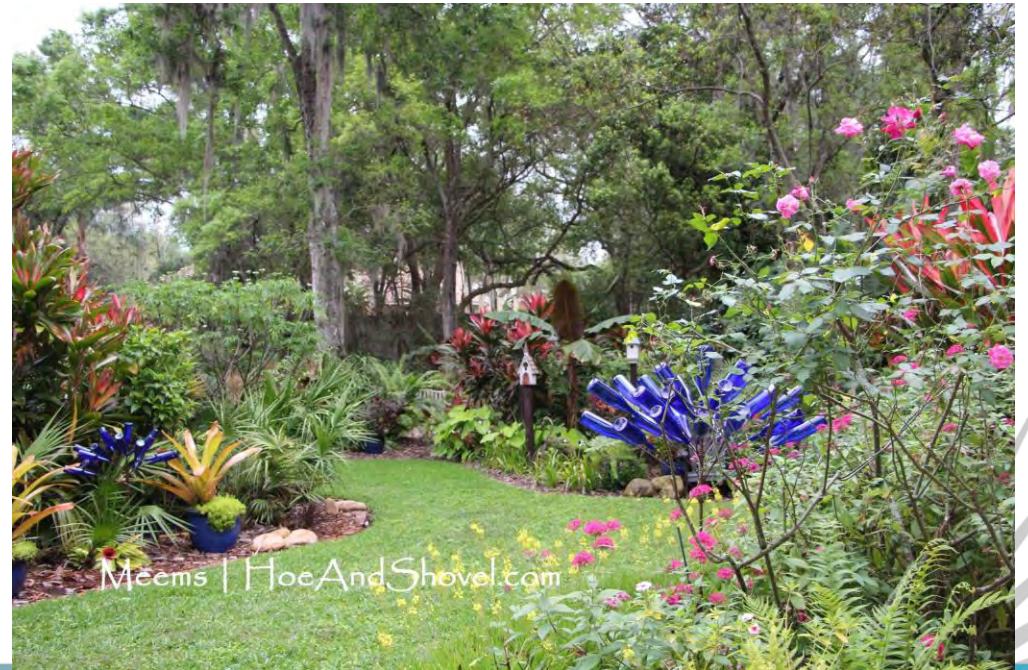
What could possibly be more Floridian than me?





Less of this....

...and more of this!



Be Floridian Funding

Media Buy:

- *Billboards/Wraps*
- *Print*
- *Digital*
- *Radio (NPR)*

Materials for Retail Outlets

Community Outreach

Years 1 & 2: \$225,000

Year 3 : \$65,000

Year 4: \$65,000

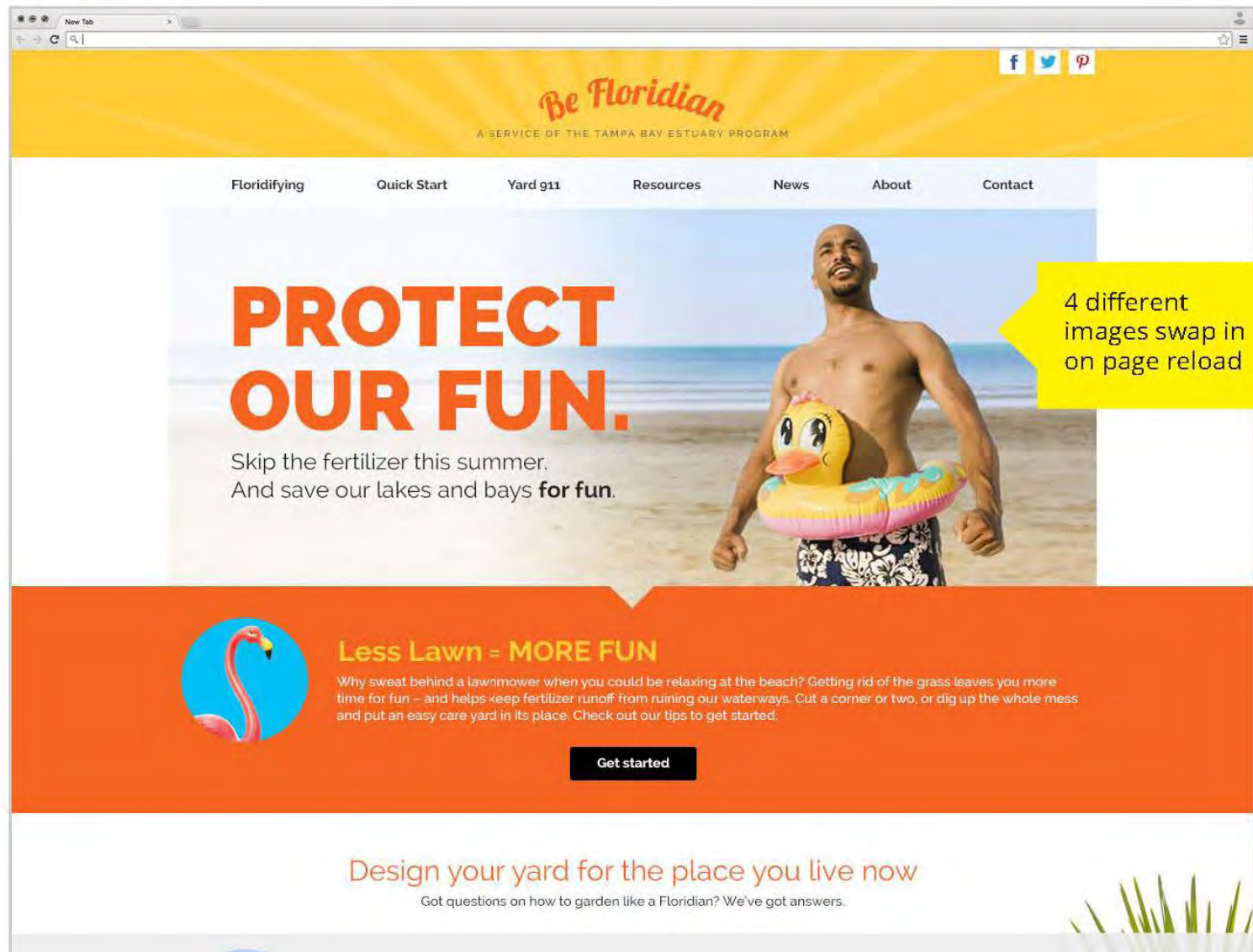
Year 5: \$50,000

TOTAL: \$405,000/ 5 years



Be Floridian

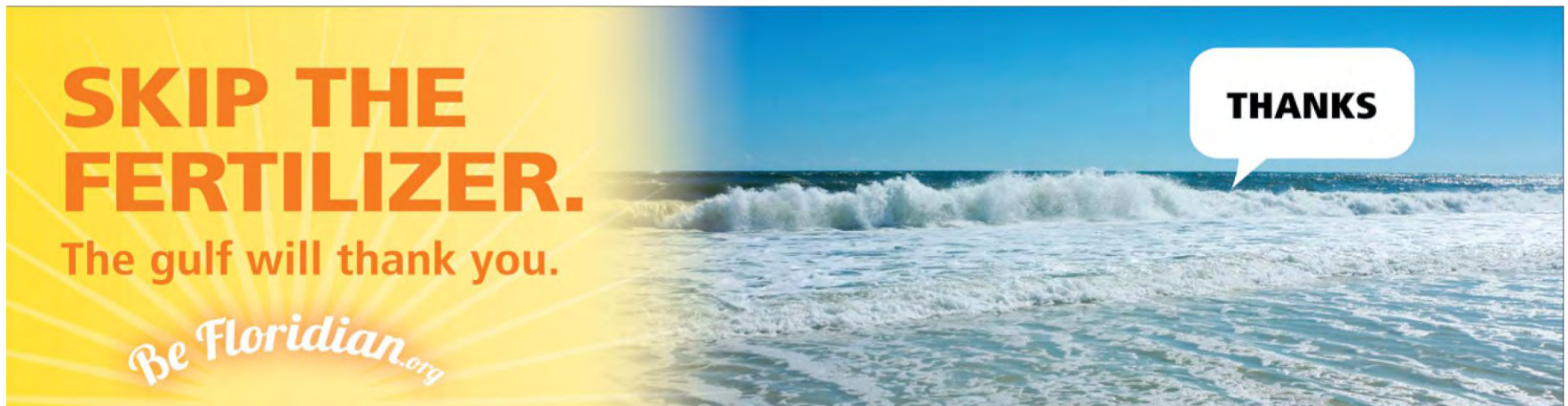
What We Did: BeFloridian.org



What We Did: Outdoor Advertising

- 10 billboards on key roadways (4 in Pinellas, 4 Manatee, 2 Tampa) for 60 days for a total of 2 million potential views by motorists weekly. (2012).
- One large LED billboard on I-275 in St. Petersburg with 2.1 million potential views over 4-week run (2013).
- Custom wraps on two Hillsborough Area Regional Transit buses traveling express routes from Tampa to Pinellas for two months, seen by 6,500 people per day, per bus (2012).
- Custom wraps on 2 Largo trash trucks (2013). Custom wrap on Largo stormwater inspection vehicle (2014).

Billboards



Bus Wraps



... and Vehicles



Pinellas County
Truck

Be Floridian

Even Garbage Trucks!



Be Floridian

What We Did: Retail Stores

- Provided 7,000 rack cards, 325 notepads with 50 tear-off sheets/pad to 40+ stores in Pinellas, 12 in Tampa (2011-2014)
- Provided laminated quick-reference tip cards for store employees
- Provided banners, buttons

Retail Stores



What We Did: Digital Ads

Search Engine Marketing, Website & Facebook

Banner or sidebar ads on Tampa Bay Times, Bay News 9, Dave's Garden, Patch News websites, and Facebook, for a total of nearly 2.75M impressions. (2012)

SEM ads on Google, Bing, Yahoo, Facebook for > 40M impressions, 40,000 click-throughs. (2013) SEM ads on Google for 2M impressions, 12,000 clicks (2014).

841,000 impressions on Facebook, for 14,600 new Facebook fans. (2014 and 2015). Average page engagement rate of 8% ("good" industry average is .52%)

Search Engine Marketing

www.wikhow.com/Read-a-Fertilizer-Label

what to look for on a fert Search Local News Amazon

- When reading a fertilizer label you may notice items like: Magnesium, Calcium, Sulfur, Iron, Manganese, Zinc, Boron and Molybdenum in addition to Nitrogen, Phosphorus and Potassium in chemical compounds. These *trace* elements are essential to the plant's growth. Many of these elements are available in the soil naturally. Plants take in elements (chemicals) through their roots and leaves. Plants convert these raw elements into fruit and foliage, rich in vitamins. Avoid the purchase of additives such as *Vitamin B* or any so-called fertilizer which contains proteins or fats. Plants can not absorb vitamins, pet food, milk or any processed foods.
- As a general rule liquid fertilizers cost much more for the product you receive than their dry equivalent, but they may impact the plant quickly as they are already in a form that is water borne in solution.
- Well composted vegetation is beneficial to your plant's health because it has been *broken down* and returned to basic elements for the plant to absorb. Compost also loosens the soil and allows the roots to receive oxygen.
- Fertilizers do not produce instant results. In many cases, it takes two or three weeks for any physical changes to be seen.
- One may use a combination of
 - liquid fertilizer for quick uptake and
 - dry kinds that kicks in a little later, and
 - even time-released fertilizers that prolong the benefit to the plants.
- Remember! Plants take in elements and convert them into vitamins. Humans take in vitamins and convert them into elements.
- Components of dry fertilizers may have to break down, and certainly at the very least must dissolve and be kept well enough watered for several weeks to be made continuously available to the roots.

Which Fertilizer is Best? www.Scotts.com
Lawn Food or Commodity Fertilizer? Learn More at Scotts.com!

Pennington® Fertilizer www.penningtonfertilizer.com
Simple & Efficient Fertilizer. Feed Your Garden Smart Feed™ Today!

Make Your Yard Floridian BeFloridian.org
Learn how Floridians are creating easy-care yards and having more fun

AdChoices

Facebook Ads

The screenshot displays a Facebook interface with the following elements:

- Header:** Search bar with the text "Search for people, places and things". User profile "Nanette" and navigation icons.
- Left Sidebar:**
 - Profile:** Nanette Holland O'Hara, Edit Profile.
 - News Feed:** Messages (22), Events (11).
 - PAGES:** Be Floridian (12), Friends of the Semin... (1), Tampa Bay Fly Fishi... (3), Tampa Bay Estuary ... (5), The Secret Gardens of... (5), Suncoast Cooperative ... (5), Bruce Livingston for D... (5), Pages Feed (20+), Like Pages (14), Create Page, Create Ad.
 - GROUPS:** South Seminole Height... (2), Seminole Heights Bi... (2), Pinellas Chapter FN... (15), You Know You're F... (20+), Nature Photograph... (20+), Hawthorn Hill Wildflow... (20+), Social Media Mana... (20+), Book Lovers.
- Main Feed:**
 - Buttons: Update Status, Add Photos/Video.
 - Text: "What's on your mind?"
 - Post by **Lu La Fontaine**: "shared Growing Bolder's photo." (1 min).
 - Image: A black and white photo of a woman on a rotary phone. Text overlay: "DON'T WORRY. THE FIRST FIVE DAYS AFTER THE WEEKEND ARE ALWAYS THE HARDEST." A large red arrow points to the image.
 - Interactions: Like · Comment · Share.
 - Post by **Michael Higbee**: "likes this."
 - Comment box: "Write a comment..."
- Right Sidebar:**
 - 6 upcoming birthdays:** Master Gardener & He... at 6:30pm.
 - TRENDING:**
 - Venice, Los Angeles: Rare lightning storm at Venice Beach kills 1, injures 13.
 - Israel: Deadly blasts hit Gaza and Israel.
 - Zillow: Zillow to Acquire Trulia for \$3.5 Billion in Stock.
 - See More
 - SPONSORED:** Create Ad.
 - Make Your Yard Floridian** (befloridian.org): "Tried of resodding? Learn about easy-care plants that thrive in Florida." Michelle Calonge Haskins likes this.
 - Three images of women in various outfits.

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Facebook Ads

Post Details

Reported stats may be delayed from what appears on posts



Be Floridian with Sue Blagman Green and 4 others

Published by Meisha Thigpen [?] · August 31 · Edited ·

Click the links below for step-by-step tips:

1. Plant a butterfly garden! http://www.gardeningsolutions.ifas.ufl.edu/.../butterfly_gard...
2. Make a pond! <http://waddleeahchaa.com/.../10-easy-steps-to-create-a-simpl.../...> See More



22,903 people reached

Boost Post

22,903 People Reached

6,724 Likes, Comments & Shares

4,718 Likes	147 On Post	4,571 On Shares
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319 Comments	21 On Post	298 On Shares
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1,687 Shares	1,659 On Post	28 On Shares
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1,190 Post Clicks

703 Photo Views	95 Link Clicks	392 Other Clicks
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NEGATIVE FEEDBACK

257 Hide Post	11 Hide All Posts
0 Report as Spam	0 Unlike Page

lian/photos/a.869809996388363.1073741844.192347474134622/869810003055029/?type=3

Be Floridian

What We Did: Community Outreach



facebook Search for people, places and things Home

Take the *Be Floridian* SUMMER PLEDGE TO HAVE FUN



SOMETIMES YOU NEED TO SACRIFICE
 Sure, you'd like to sweat your butt off putting fertilizer on your lawn only to watch rain wash it away to our lakes and oceans. But you know that triggers algae blooms that kill fish and ruin a day at the beach. So you're going to do what's right: You're going to pledge to have fun instead.

START

About Create an Ad Create a Page Developers Careers Privacy Cookies Terms Help
 Facebook © 2013 · English (US)

facebook Search for people, places and things Home

FLORIDA IS IN DANGER OF LOSING ITS FUN

Without my support, lazy days at the beach and drinks with little umbrellas could become a thing of the past.
 This summer, I will skip fertilizing my lawn and do the responsible thing instead: I will relax and have fun.

I Pledge to:

- GO TO THE BEACH
- GO FISHING
- GO BOATING
- DINE BY THE WATER

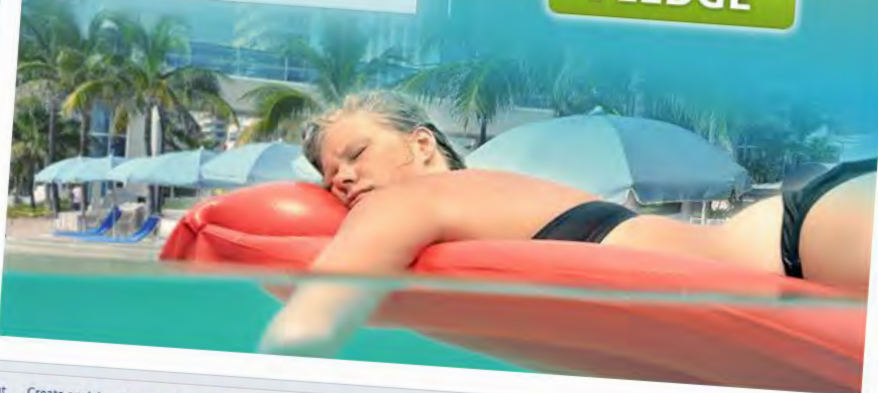
Name

Email

☐ Sign up for our newsletter
 Keep up to date and get great tips from our Protect Fun eNewsletter.

☐ Enter our drawing
 Enter for your chance to win one of our Florida gardening giveaways.

PLEDGE



About Create an Ad Create a Page Developers Careers Privacy Cookies Terms Help
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Be Floridian Pledge

“The Art of Being Floridian” Traveling Exhibit

300,000+
people

MOSI

Sunken Gardens

Tampa Bay History Ctr

Sara.-Brad. Int’l Airport

Art Center Manatee

Dunedin Fine Art Center

Oldsmar, Safety Harbor,
New Tampa libraries



Be Floridian

What Worked: SEM and Facebook

- Search Engine Marketing drove 93% of visits to website in 2013 (*Google*)
- 70% of the traffic to our website in 2014 from online ads came from our Facebook ads.
- Facebook usage increased from about 2,000 “likes” in March 2014 to 16,500 in September 2015.
- Average FB “organic post reach” of 1,500 people; paid reach of 13,000-70,000 (2015)



How Did We Do?



Be Floridian

Evaluation: Pop-Up Web Survey 2012

- 47% of 1,490 respondents said they would fertilize their lawn less often this year
- 52% said they would plant more vegetation native to Florida this year
- 29% said they would reduce the amount of grass in their landscape this year

Evaluation: 2015 Online Survey

Intent, Action, Norms

KNOWLEDGE OF FERTILIZER USE:

Respondents know summer is not the best time to apply fertilizer.

In fact, over half (52%) said they don't fertilize their lawn at all. Less than 5% identified the months of June, July, or August as the best times to fertilize and most selected spring and fall.

Intent to Act

63% of respondents said they would be less likely **to fertilize in the summer** based on what they had seen, read or listened to about “Be Floridian” or Protect our Fun.” (47% in 2012)

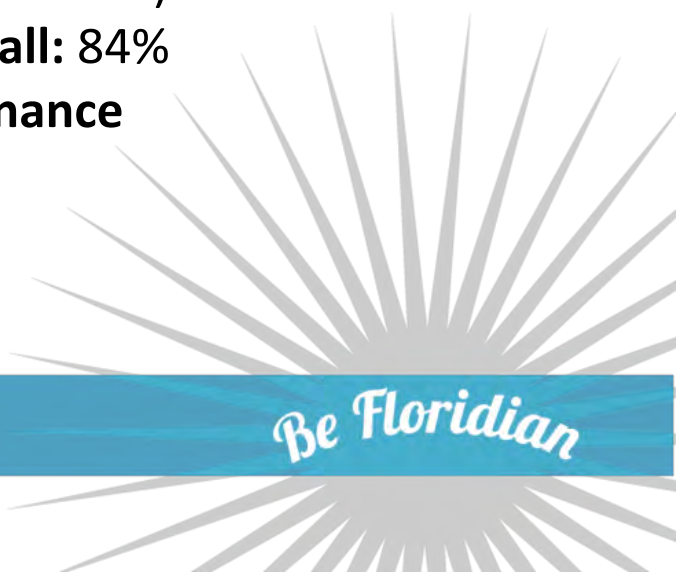
Most respondents with brand recall said they would be more likely to:

Plant native or Florida-friendly plants: 86% (52% in 2012)

Use non-toxic yard chemicals, or no chemicals at all: 84%

Replace all or part of their lawn with low-maintenance landscaping: 70% (29% in 2012)

Install a rain barrel to conserve water: 56%



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Current & Planned Behavior

An overwhelming majority of survey respondents reported engaging in the campaign's target behaviors. And likely because they are already “doers”, slightly fewer respondents said they plan to do the behaviors in the future.

	Have done in last 5 years (current behavior)	Plan to do in next 5 years (future behavior)
Skip fertilizer in the summer	97%	80%
Plant native or Florida-friendly plants	94%	85%
Use non-toxic yard chemicals or no chemicals at all	87%	80%
Replace all or part of the lawn with low-maintenance landscaping	73%	60%
Install a rain barrel	49%	48%

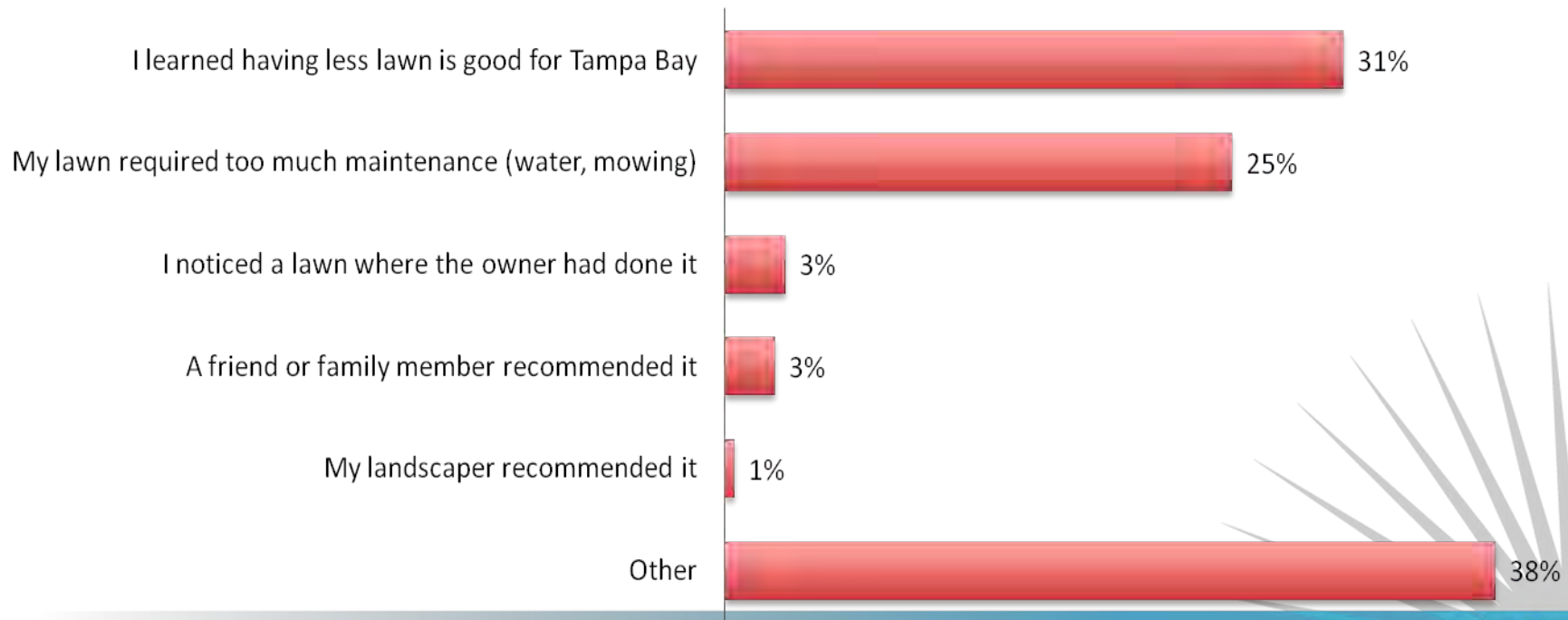
n (total) = 272

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Lawn Replacement

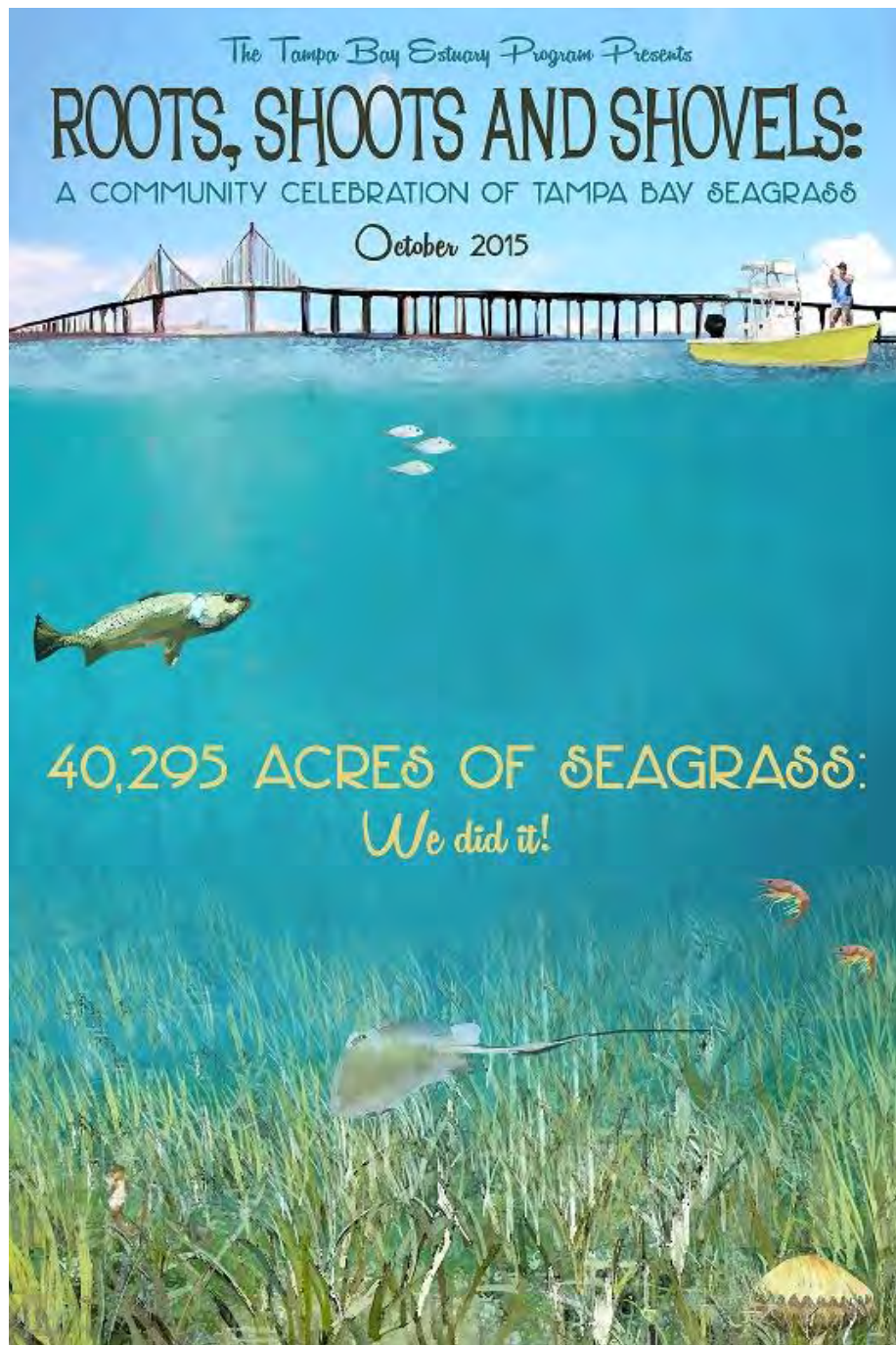
- **73% of respondents also said they had replaced all or part of their lawn with low maintenance landscaping.** “Other” responses included a commitment to environmental sustainability, the desire for a more “natural look”, or to make room for something else like a vegetable garden.

Which of the follow, if any, **MOST** factored into your decision to replace all or part of your lawn with low-maintenance landscaping?



n (replaced lawn) = 199

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Seagrass Success!

40,295 acres is
most in 60 years!



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What did we learn?



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Lessons From The Flock

Do Your Homework

Know Your Audience, Focus Your Message

Engage People Where They Are (mobile devices, social media)



Fun is better than Fear!

HOAs remain major barrier to landscape change
(Strongest determinant of fertilizer use)

Landscape Professionals also a major barrier
(apply most fertilizer)

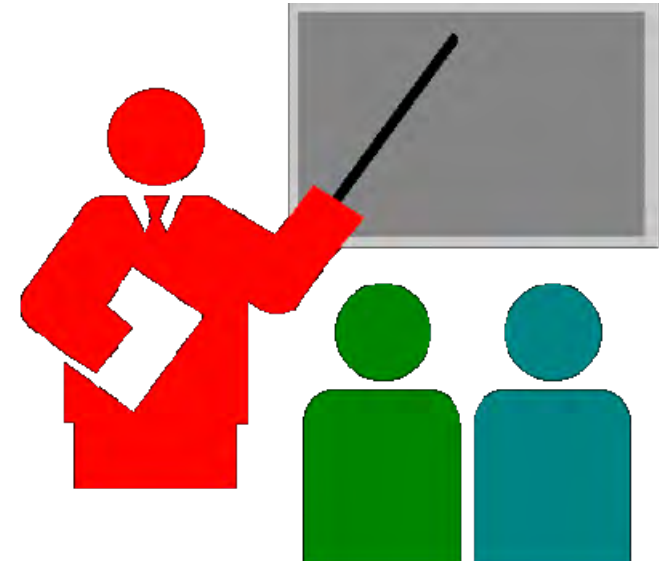


Be Floridian

Lessons From The Flock

Go Beyond Your Comfort Zone:
Don't Be Afraid to Fail

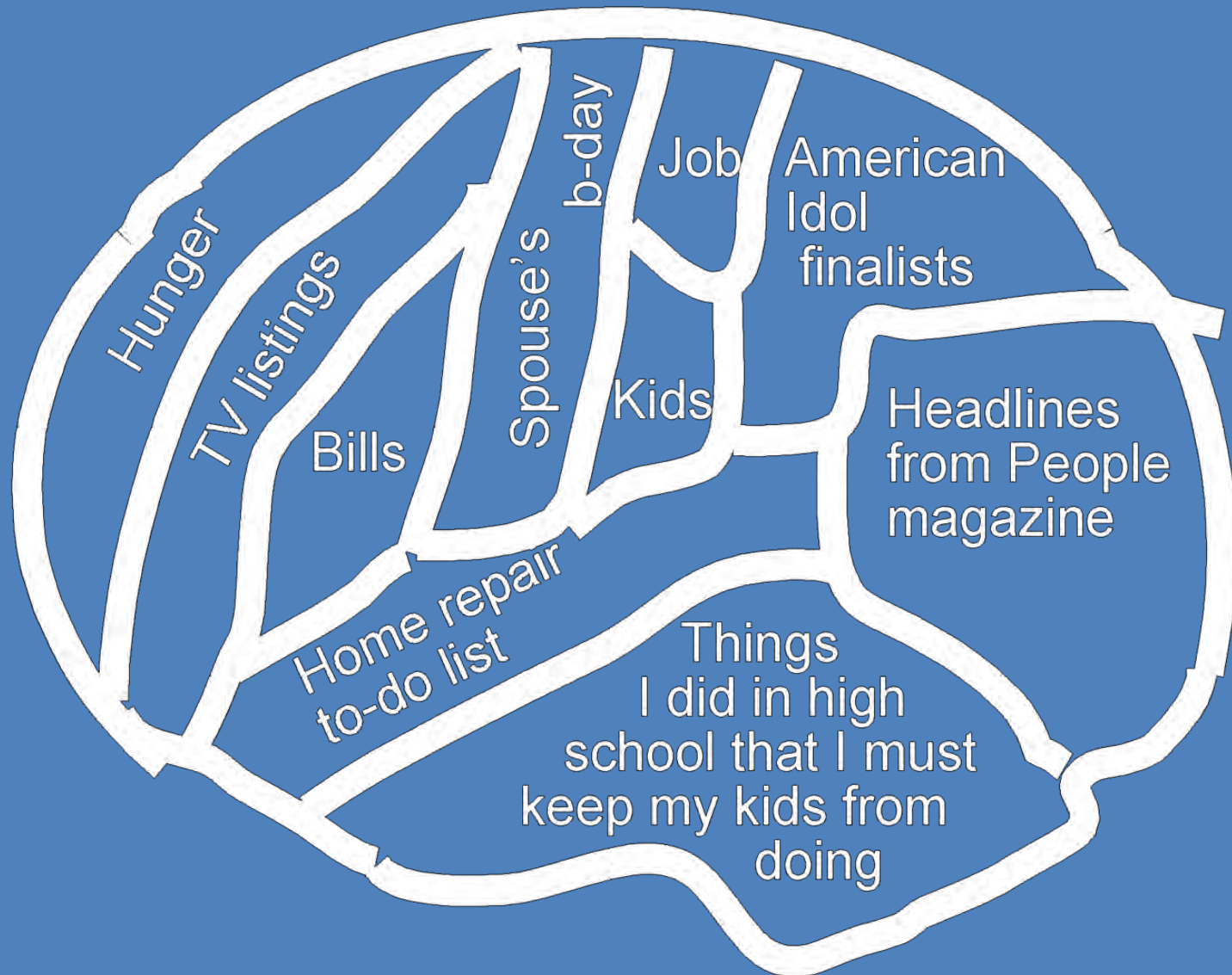
*You can't learn from your mistakes
if you never make any*



Don't Assume You Know What's Best

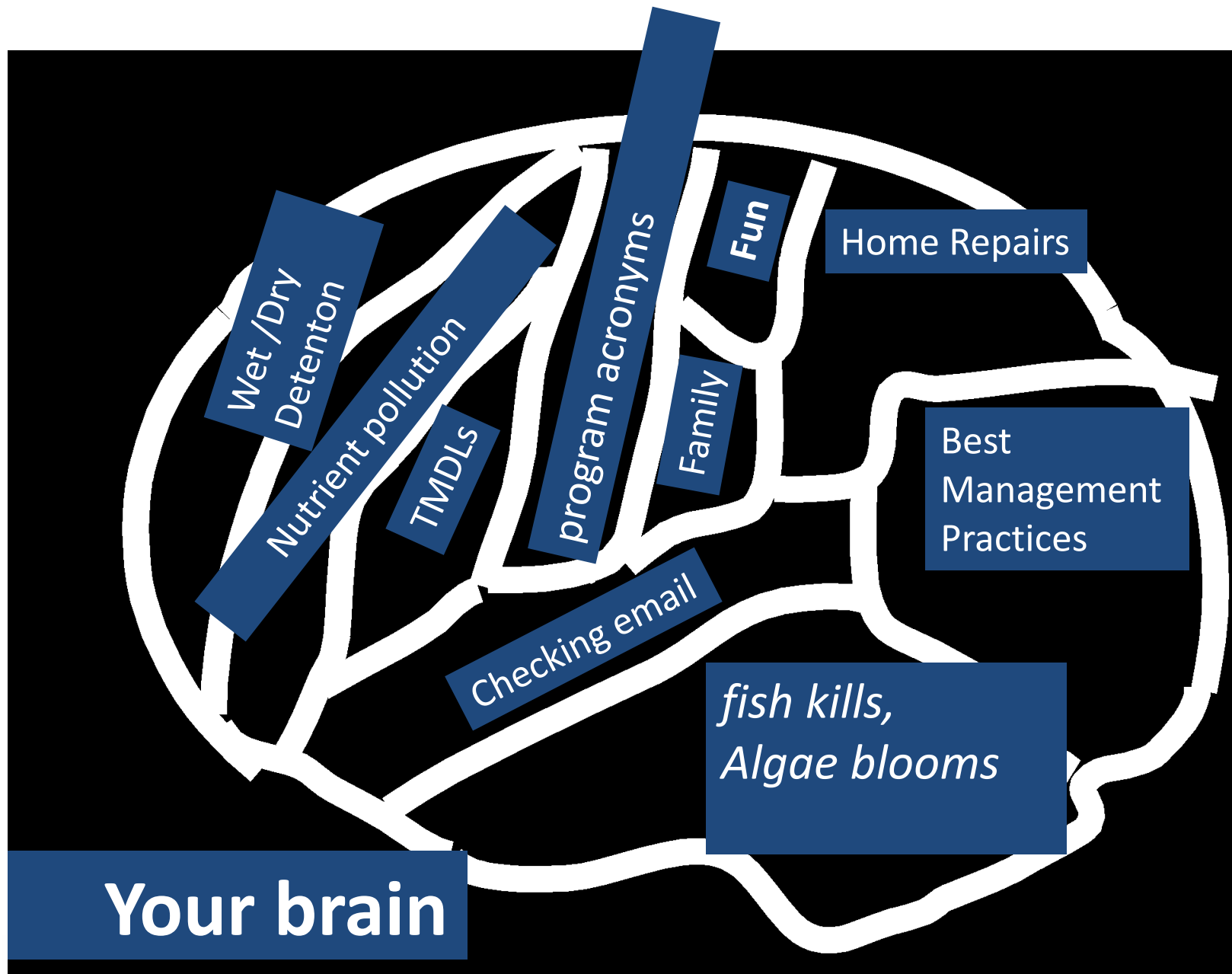
Be Floridian

A look inside the brain...



General Public

Remember: You are weird



Thanks from the Be Floridian Partners



Be Floridian