

#Live to Breathe

UCAIR



2022-2023
FINAL WINTER CAMPAIGN REPORT

CONNECTING ACTIONS TO AIR QUALITY AND QUALITY OF LIFE

UCAIR is a statewide partnership for clean air. In addition to its grant and partnership programs, UCAIR urges individuals to improve air quality through its public education campaign, funded by the Utah Legislature. Continuing the momentum from the summer, our winter campaign encouraged Utahns to connect their actions to the quality-of-life outcomes associated with clean air.

TAKING ACTIONS TO LIVE TO BREATHE

This winter's campaign goal was to remind our "saveables" of the reasons why they should take action for all Utahns, even our furry friends. Our new video included dogs, as year after year including pets in our messaging increases views and engagement for our videos.

Impressions by Medium:

- **Broadcast TV:** 3,920,000
- **Outdoor (Billboards):** 25,348,738
- **Online:** 7,943,964

Total Campaign Impressions: 37,212,702

REACHING UTAHNS STATEWIDE

During the winter phase, the campaign measured over **37.2 million impressions** between **December 12, 2022 and March 5, 2023.**

CAMPAIGN RESULTS

The campaign reached 92% of UCAIR's target audience an average of 18 times between December 12, 2022 and March 5, 2023.

Glossary for Media Terms

Impressions: The number of possible exposures of an ad by the target audience, including repeated views by the same person.

Reach: The percentage of the target audience members exposed to an ad at least once.

Frequency: The average number of times a target audience is exposed to an ad.

Click-thru rate (CTR): The ratio of users who clicked on an ad to the total number of users who saw the ad (impressions).

Paid Search: The process of gaining website traffic by purchasing ads on search engines.

Native: A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed. The ad blends into the site's provided content links. Ads used for native advertising are best for blog content promotion.

Display: The advertising on websites or apps through banners or other ad formats made of text and images.

Session: A group of user interactions with your website that take place within a given time frame. For example, a single session can contain multiple page views, events, social interactions and e-commerce transactions.

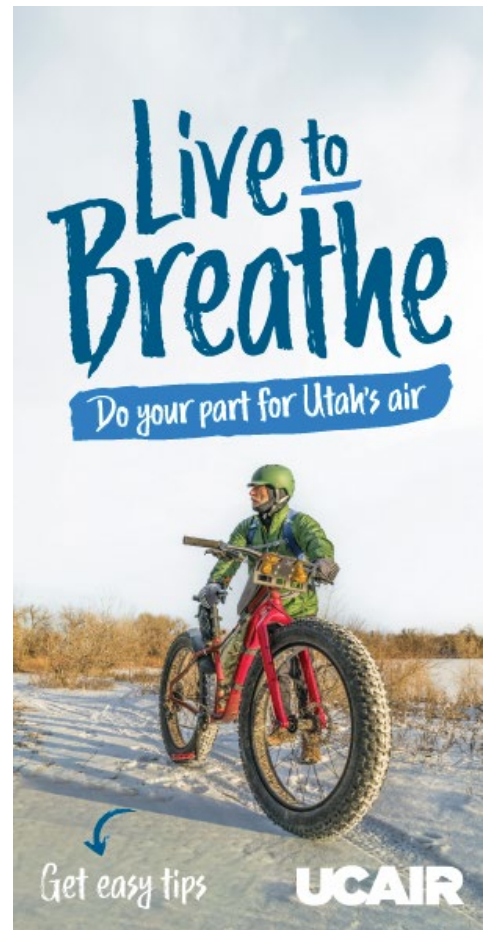
Site Engagement: The information about how engaged a user is within the website. For example, the amount of time a user spends on the site.

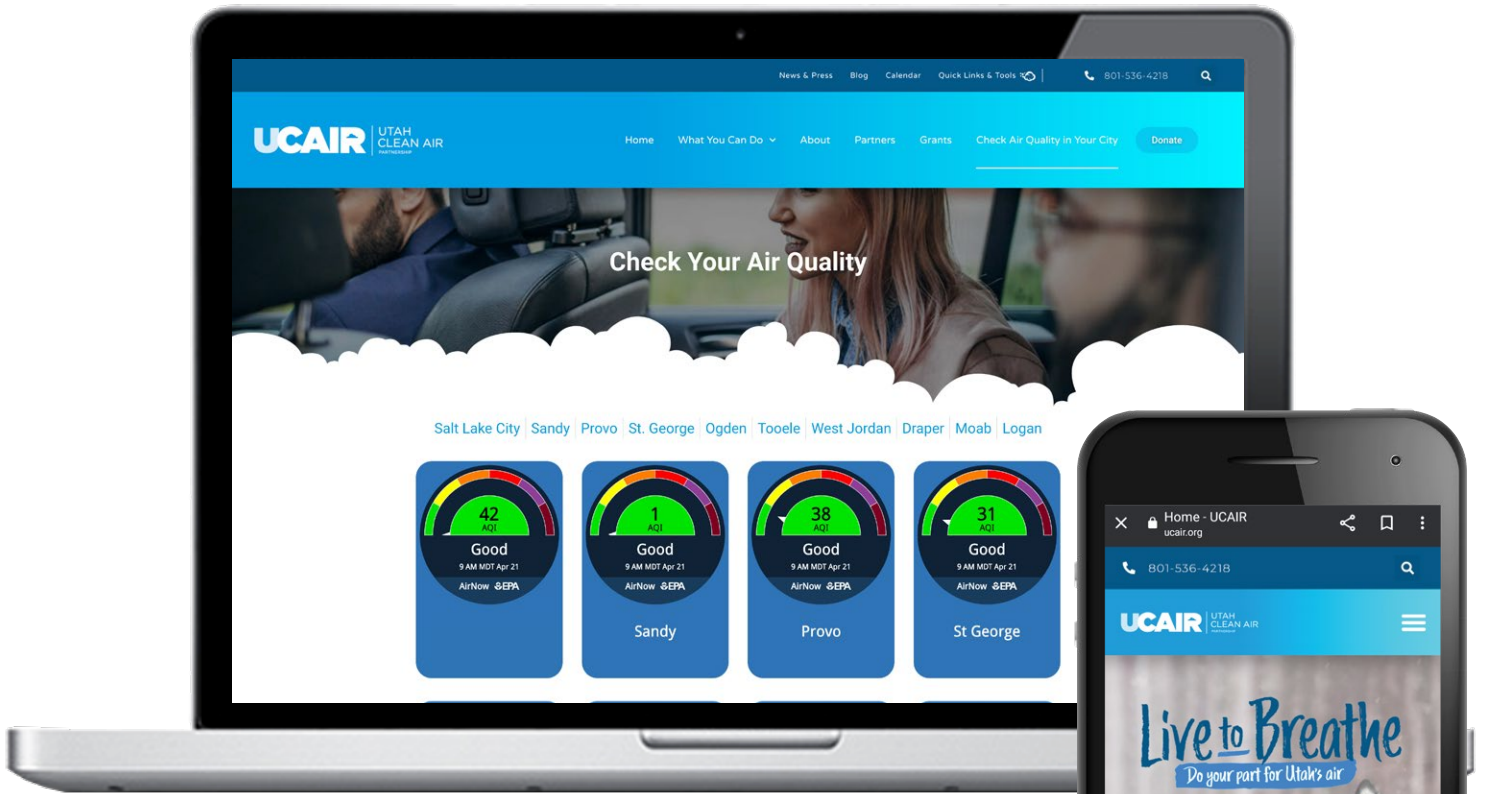
CTV: Includes smart TVs, set-top boxes, TV sticks, etc. (e.g. Samsung, Amazon Fire, Roku, Xbox, etc).

CAMPAIGN ELEMENTS CHANGING BEHAVIOR

ONLINE ADVERTISING

PAID SOCIAL	2,273,768 impressions <ul style="list-style-type: none"> • Clicks increased 289% from the last year
YOUTUBE	1,067,599 impressions <ul style="list-style-type: none"> • Completion rate - 82.60% • Average completion rate = 75% for media type
DIGITAL VIDEO	1,187,448 impressions
CTV (e.g. Amazon Fire, Roku, Xbox, etc)	490,669 impressions <ul style="list-style-type: none"> • Completion rate - 97.29% • Average completion rate = 90%
SEARCH	17,221 impressions <ul style="list-style-type: none"> • CTR increased from 18% to 24% • 33% increase over last year
DISPLAY	2,907,259 impressions
TOTAL IMPRESSIONS	7,943,964

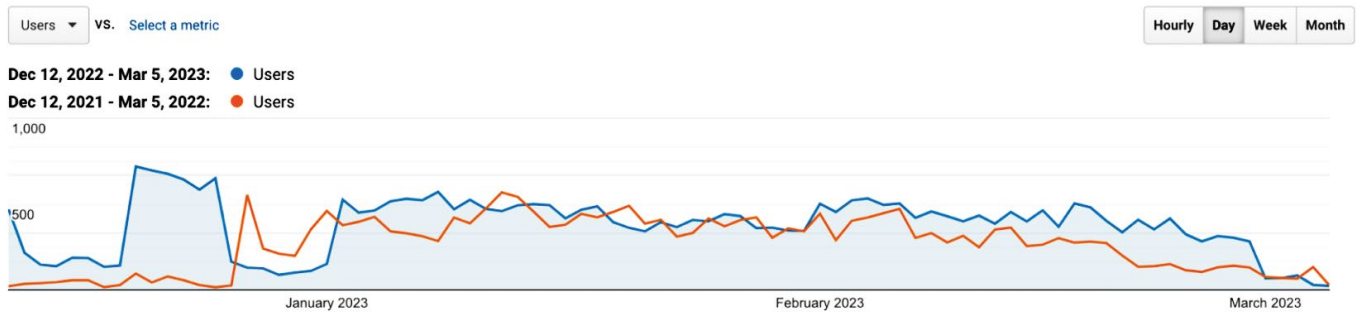




WEBSITE

UCAIR's website serves as an educational anchor for air quality by providing even more resources and insight beyond campaign messages on other channels. Winter campaign results included:

- A 49% increase in overall users to the website
- An increase of 624% in users from Facebook/Instagram
- Users visiting the site earlier in the season, as well as viewing the site later in the season compared to last year
- Web viewers spending the highest average time on the new "Check Air Quality in Your City" page, launched for the campaign.



ORGANIC SOCIAL MEDIA

FACEBOOK

- Impressions: 16,192
- Engagements: 637 (128.3% increase from last year)

INSTAGRAM

- Impressions: 14,207
- Engagements: 836 (128.4% increase)

TWITTER

- Impressions: 14,600
- Engagements: 434

TOP PERFORMING POSTS

UCAIR Utah Clean Air Partnership - UCAIR is in Utah
December 14, 2022

For National Energy Conservation Day, we're highlighting an easy way that you can #ShowUCAIR, because we all #LiveToBreathe for the 🌱.

Turn your thermostat down, especially when no one's home. Turning the thermostat down as little as two degrees can reduce your household emissions!

Visit the link in bio to learn more about how you can conserve energy and improve air quality.

UCAIR Utah Clean Air Partnership - UCAIR
Published by Josie Wilkinson • February 15, 2022

Cold starts - they happen, but they're also avoidable!

PSA: a cold start is when you start your car and the engine is colder than normal. A cold vehicle produces 60% - 90% of its emissions within the first 50 seconds of starting. Learn more about cold starts and why you should avoid them on our website 🌱

👉 <https://www.ucair.org/>... See more

UCAIR Utah Clean Air Partnership - UCAIR
Published by eclincher • January 20, 2022

Yellow air quality day?

If you're able, do your part to reduce pollution by teleworking.

#LiveToBreathe #ShowUCAIR

showUCAIR wuki - Mr Sandman (Wukieek)

showUCAIR Cold starts - they happen, but they're also avoidable!

PSA: a cold start is when you start your car and the engine is colder than normal. A cold vehicle produces 60% - 90% of its emissions within the first 50 seconds of starting. Learn more about cold starts and why you should avoid them on our website (link in bio).

#LiveToBreathe #ShowUCAIR

showUCAIR Tina Mc • Christmas Hip Hop

showUCAIR Scared to turn off your car and brave the cold weather? 🥶

Resist the urge to idle! Keep warm clothes in your car, bundle up, and turn off your engine.

#LiveToBreathe #ShowUCAIR

fedupwithbadair Many big rigs have APUs on them which provide HVAC with little or no emissions... perhaps something similar could be done with general automobiles.

Keep warm clothes in your car so you can bundle up while you wait

showUCAIR Ivan

showUCAIR December 2nd is World Pollution Prevention Day... need we say more?

You can visit the link in bio for tips that we can use to help reduce pollution in your community.

#LiveToBreathe #ShowUCAIR

WAKING UP AND SEEING

IT'S A RED AIR DAY

showUCAIR Ivan

showUCAIR For National Energy Conservation Day, we're highlighting an easy way that you can #ShowUCAIR, because we all #LiveToBreathe for the 🌱.

Turn your thermostat down, especially when no one's home. Turning the thermostat down as little as two degrees can reduce your household emissions!

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T AS IN TROY?

NO GABRIELLA, T AS IN TURN YOUR THERMOSTAT DOWN

UCAIR @UCAIR_UT

Cold starts - they happen, but they're also avoidable!

Learn more about cold starts and why you should avoid them on our website 🌱

ucair.org

#LiveToBreathe #ShowUCAIR

UCAIR @UCAIR_UT

Kim Shelley, Executive Director of @utahdeq, shares with us why she takes action to improve Utah's air quality.

#LiveToBreathe #ShowUCAIR

UCAIR @UCAIR_UT

Tell us your guess down below or find the answer in our Facebook or Instagram stories 🌱

#LiveToBreathe #ShowUCAIR

True or False

Ten seconds of idling CAN USE MORE FUEL than turning off the engine and restarting it.

TV PARTNERSHIPS

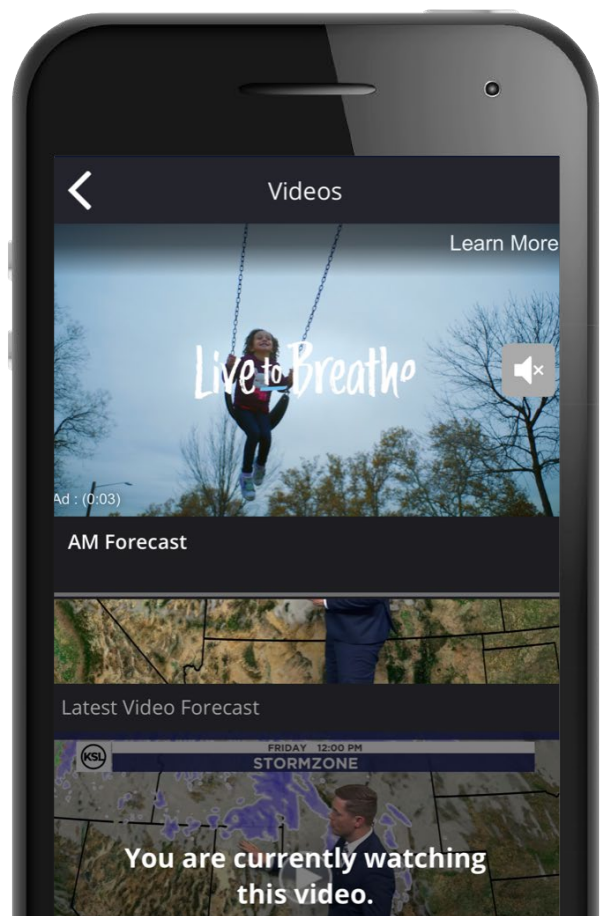
TV Partnerships were the anchor to our mass-media outreach. KSL participated in the campaign through news stories, co-branded public service announcements (PSAs), online and social engagement and lifestyle shows.

KSL Television proactively brandedUCAIR as the unifying source for air quality information and resources. These efforts included:

- Station talent PSAs tagged withUCAIR logo and messaging
- :07 second news billboards on Yellow and Red Air Days
- Two segments on Studio 5, 1/24 and 2/28
- UCAIR Air Day (1/26)
 - Twenty five :30 and :60 second talent-fronted spots ran 5a - 7p
 - Weather tips and mentions in local news throughout the day
 - Kim Frost in-studio interview during the Noon News
 - KSLTV.com page takeover ran for 24 hours on 1/26, 2/1, 2/9
 - Individual Air Quality Monitors giveaway on KSLTV.com's social media platforms
- UCAIR logo on current conditions and air quality network page
- UCAIR logo on the *Today Show* cut-in for local weather
- Facebook page posts
- KSL Quality Air Calculator
 - Promoted during various weather segments
 - Housed on KSL.com and KSLTV.com weather pages
- KSL Weather App
 - Customized air quality video withUCAIR tips
 - Push alerts to notify of bad air quality and to take action
 - :15 secondUCAIR pre-roll



A blue banner with white text and graphics. The main text reads "WIN A PERSONAL AIR QUALITY SENSOR". Below that, it says "VISIT KSLTV.COM TO ENTER". At the bottom, it says "FIND OUT WAYS TO SHOWUCAIR ATUCAIR.ORG". There are icons for clouds, a sun, and a city skyline. Logos for KSL andUCAIR are also present. A small KSL logo and "12:20 PM" are in the bottom right corner.



PUBLIC RELATIONS

Public relations efforts for the 2023 Winter campaign included news stories produced by KSL reporters and in-person interviews withUCAIR representatives and partners.

Kim Frost,UCAIR executive director, joined KSL anchors in studio in January to talk about the inversion season and what community members can do to clear the air. She highlighted health impacts and the benefits of working from home, not idling and switching out gas-powered snow blowers for electric ones.

Brandy Smith, communications director for Utah Clean Energy (UCE), appeared on Studio 5 to discuss Utah's current air quality, UCE's partnership withUCAIR and the impact that indoor and outdoor actions can have on our air. She also highlighted Dominion Energy's ThermWise program and energy audit.



Cumulative Stories:

- Noon News with Kim Frost, 1/26, Local viewership: 12,922
- Studio 5 with Brandy Smith, 1/25, Local viewership: 5,593
- Studio 5 with Tammie Bostick, 3/1, Local Viewership: 4,377

Throughout the campaign, KSL made efforts to produce stories on the topics of air quality, inversion, health impacts and more.

- Airdate: 2/2 - Your Life Your Health
- Airdate: 2/4 - Utah's Air Quality
- Airdate: 2/8 - Utah's Air Quality
- Airdate: 2/9 - Utah's Air Quality

These media relations efforts allowedUCAIR and partners to discuss important topics of air quality throughout the campaign and in a timely manner. It was also a way to increase visibility in a variety of channels and times.

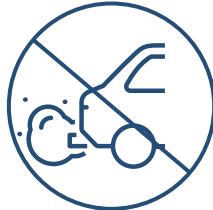


MEASUREMENT

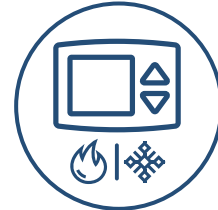
According to a post-campaign survey conducted in March 2023:

94% of respondents said they are familiar with personal actions they can take to improve Utah's air. (5% increase over last year)

In the last 12 months, respondents reported making the following changes to their behavior during winter inversion periods to reduce harmful emissions.



77% reported being idle free
(2% increase over last year)



86% reported lowering their thermostat by two degrees
(2% increase over last year)

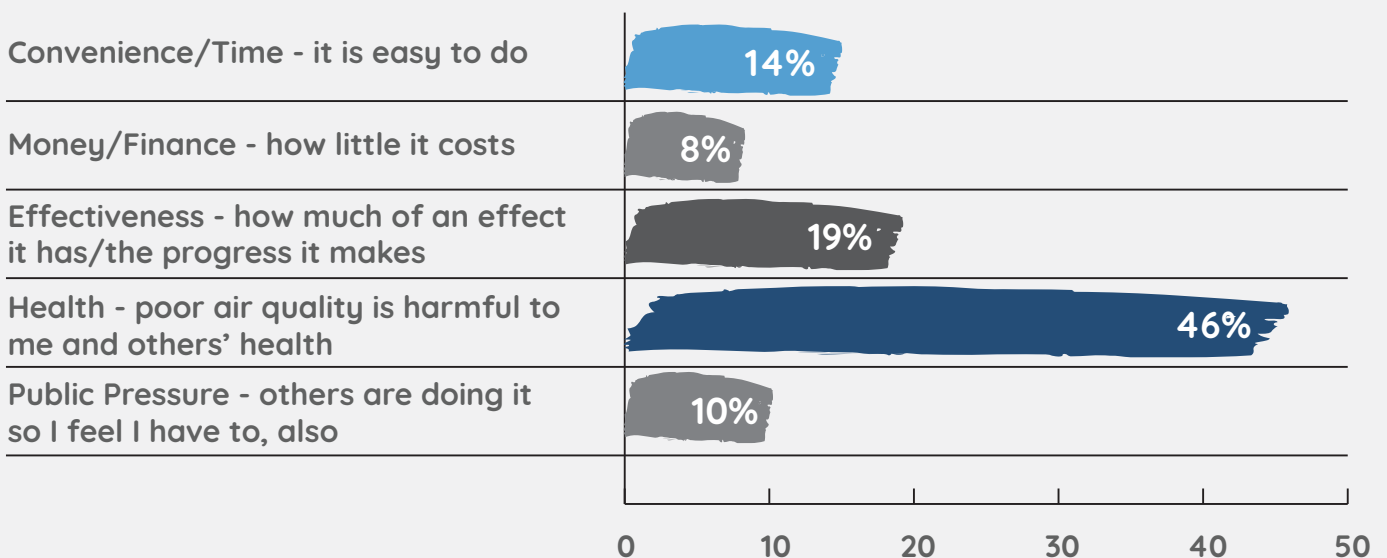


57% reported teleworking
(13% increase from last year)



94% reported trip chaining
(new question)

Which of the following do you believe is the **biggest factor contributing to your behaviors** to improve air quality and reduce emissions?



LESSONS LEARNED

UCAIR continued to see success during this year's winter phase of the campaign. That said, there are adjustments that will make future efforts even more successful. We recommend the following modifications for future campaigns:

1. This winter campaign used programmatic display (digital ads) to trigger when the AQI reached a specific parameter. This was a more efficient way to serve the display, however, it wouldn't show until later in the day. We want to help people make better air quality decisions before the middle of the day so for future campaigns we will set creative placements to trigger based on the forecast.
2. UCAIR's new "Check Air Quality in Your City" page has the lowest bounce rate of the site and the highest average time spent on a page. Users are enjoying this page but referencing it independently from other UCAIR content. We recommend including direct links to the page in our post copy and other ads and adding additional educational links to this page to direct the users to other pages on the website.



UCAIR.org