



CASE STUDY

ONE FRESNO'S BEAUTIFY FRESNO

CLEAN LIVING

Timing: Jan - Apr 2022

Industry: City, Government

BACKGROUND

The City of Fresno sits at the foothills of the Sierra Nevada Mountain range. The city is well-known for its robust agricultural production and quick access to three major National Parks. Therefore, several of the most important elements of the local economy rely on nature and

protecting the environment. When Mayor Jerry Dyer took office in January 2021, his team launched Beautify Fresno, an initiative under their One Fresno plan. Beautify Fresno included opportunities for individuals to volunteer at clean up events, as well as a partnership with the Department of Public Utilities Solid Waste Division to “improve

the City of Fresno’s ‘curb appeal.’” While these efforts began to shift the look and feel of the city, they only scratched the surface of changing the behavior of residents across the city. To invest in the long-term beautification of Fresno, Mayor Dyer’s team came to HYPHEN (formerly JP Marketing) with one goal: get residents to stop littering.



WORK PERFORMED

Strategy

You Are What You Litter

The HYPHEN (formerly JP Marketing) creative team brought several concepts to the table, which were then thoroughly vetted by the mayor's staff. Ultimately, the campaign that resonated most was called, "Don't Be A Litterhead." This concept tackled the litter problem head-on. By using a humorous approach, the campaign created a clear and memorable message that was able to easily translate into three threshold languages for residents: English, Spanish, and Hmong. Our creative team produced a video, billboards, bus wraps, digital and social ads, and contributed ideas for public outreach events, like the Million Pound Challenge.

We got to work bringing this concept to life in the form of a television commercial. We enlisted Windsong Productions to help us translate our

SUCCESS



Over **one million pounds** of litter removed from Fresno

storyboard onto screen. Using imagery of things that were identified as the 'most littered' items in Fresno along with the help of Mayor Jerry Dyer, we had the opportunity to create a spot that was colorful, entertaining, and showed we're all in this journey of a litter-free city together.

The video spot was the foundation for all of the remaining deliverables in the campaign. Our creative team produced a series of out-of-home advertisements, including billboards and bus wraps, and digital and social media ads, taking the anti-litter messaging on the road.

Click here to view the video

<https://youtu.be/hb0X0WWKmcE>

