Keep Britain Tidy is an independent environmental charity with three goals – to eliminate litter, improve local places and prevent waste.

We understand that we cannot reach our goals by working alone, so we work with businesses, schools, communities, individuals, government – local and national – and other charities and voluntary organisations.

We know that if people care for the environment on their own doorstep – the local park, the street in which they live, the river that runs through their area – then the environment, the community and the individual will all benefit.

How can we expect people to understand and care about global environmental issues if they don’t understand the importance of, or care about, their own local environment?

Keep Britain Tidy is a charity with a wealth of experience and expertise. We have been working and campaigning to eliminate litter, improve local places and prevent waste for many years. We want to share that experience and expertise with others, supporting businesses, communities, schools and government.

We fund our work by offering services and expertise to those who can benefit from them, by delivering accreditation schemes for parks, beaches, schools and public spaces and by developing relationships with partners in the corporate sector to support our research and campaign activities.
INTRODUCTION

DO IT FOR YOUR DOG

This campaign focuses on preventing the issue of dog fouling, which we know is an emotive issue for the public and a source of many complaints to local authorities.

Although we know that on average dog fouling is an issue on 7% of the sites we survey* perception of the issue is that it is much more prevalent. According to the Keep Britain Tidy 2019 National Perceptions Survey 52% of UK adults say that dog fouling is a problem in their local area. Indeed it is perceived as the 3rd biggest local environmental quality problem behind fast food litter and confectionery litter.

The ‘DO IT FOR YOUR DOG’ campaign seeks to tackle this issue by utilising the latest techniques to influence behavior change, using the ‘dog as the messenger’ to capture the attention of dog lovers and hit home the message that fouling is unacceptable.

The campaign features several message executions which make use of either ‘pride’ or ‘shame’ to encourage dog walkers to make the right decision.

DESIGNS

This campaign is designed to be a social media led campaign, supported by signs if required in areas of high offense.

The social campaign consists of 2 video executions, one featuring ‘Ben the Boxer’ a Mancunian dog who is embarrassed that his owner doesn’t pick-up and one featuring ‘Sarah the Spaniel’ who is proud of her owner for always doing the right thing. These videos can also be recreated with regional voice overs to add a personal touch for an additional cost.

The campaign also features 3 design executions for social media purposes. These designs align closely with the video messaging so dog walkers can recognise the campaign.

*The Local Environmental Quality Survey of England 2014/5
DIGITAL PACKAGE

Price £495 + VAT
The standard package for this campaign includes:
- 2 x social media videos with your branding on the end frame alongside the Keep Britain Tidy brand
- Web banner for social media purposes (Twitter, Facebook, Instagram etc) in all three designs.
- Digital email banner in all three designs
- Campaign pack

ENHANCED PACKAGE

Price £845 + VAT
The enhanced package for this campaign includes:
- 2 x social media videos with your branding on the end frame alongside the Keep Britain Tidy brand
- Web banner for social media purposes (Twitter, Facebook, Instagram etc) in all three designs
- Digital email banner in all three designs
- 50 x A4 or A3 correx signs in a choice of one design
- Campaign pack

TARGETED PAID FOR SOCIAL MEDIA CAMPAIGN

We can also work with you to increase the reach of the campaign in your area by delivering a targeted social media campaign on your behalf, targeting strict geographic areas and specifically targeted at dog walkers.

Costs for this service start from £750 + VAT depending upon the media spend you wish to allocate.

PERSONALISED REGIONAL EXECUTIONS

Finally we can recreate the campaign videos with a local voice over artist to ensure that the campaign resonates with your local residents.

Costs for the creation of bespoke regional videos start from £2,000 +VAT.
ORDER FORM

Please choose your package? | By ticking in the relevant box
---|---
Digital Package
Enhanced Package

If you have opted for the Enhanced Package, please confirm if you want A4 or A3 correx signs to upweight the campaign?

Please attach an eps version of your logo with your application, no other logo formats will be suitable.

<table>
<thead>
<tr>
<th>ADDITIONAL ITEMS</th>
<th>Please choose your design and state how many items you require. We will then provide a bespoke quotation</th>
<th>Sarah</th>
<th>Ben</th>
<th>Wolfie</th>
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| Paid for Social Media Campaign
Personalised regional executions of the video
Digital artwork for 96 sheet
Digital artwork for 48 sheet
Digital artwork for 6 sheet
Digital artwork for vehicle livery
Bin stickers
Feather flags
Pull up banners
Vinyl banners with eyelets
Floor stickers
A3 posters
A2 posters
Other items not listed above | | | | |

NOT AVAILABLE
# INVOICE & DELIVERY DETAILS

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<thead>
<tr>
<th>Organisation/ Local Authority name</th>
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<tr>
<td>Contact name</td>
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<tr>
<td>Job title</td>
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*Please note the items are non-returnable/refundable unless there is a fault on the product.*

Please include any other notes, queries or additional information here:
THANK YOU FOR YOUR ORDER

Please send your completed order form to: network.enquiries@keepbritaintidy.org

If you have any questions, please do not hesitate to contact the team on 01942 612655 or 612606

TERMS & CONDITIONS

Policy on web/social media use:

1. the image should not be downloadable
2. the met data should not be stripped
3. the image should be no more than 800 pixel along the longest side

We ask that high resolution images are not downloadable from your website to avoid images being downloaded and distributed without permission. For our social media channels, we kindly ask that only low resolution images are used (an effective definition of ‘low resolution’ is 600x600 pixels).