

# Green Building Communications Plan



*US Green Building Council*

*City of Seattle*

*King County*

*Northwest Energy Efficiency Alliance*



NOVEMBER 2003





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## Situation Analysis

In the United States, buildings account for:

- **36% of total energy use—65% of electricity consumption**
- **30% of greenhouse gas emissions**
- **30% of raw materials use**
- **30% of waste output—136 million tons annually**
- **12% of potable water consumption**

In the fall of 2002, the City of Seattle, King County and the US Green Building Council (USGBC) embarked on a program to create and implement a customizable communications plan that can be utilized by USGBC chapters and local organizations to promote green building and LEED certification. In order to effectively transform the market, it was important that the communications plan target those specific audiences that were positioned to implement change.

The City of Seattle conducted a series of interviews with local developers in an effort to learn how the City could support developers as early adopters of green building and LEED. Developers indicated that they wanted support in helping them create a market preference for green buildings. Other industry stakeholders and governmental agencies have joined together to develop an integrated marketing plan aimed at driving market preference for green buildings.

The stated goal of the communication program is to create more demand for green buildings by helping owners and occupants make the connection between green buildings and their own values. The communications plan is designed to provide the vehicle to make that connection while providing proof of the value of green building.

## Research

In June 2003, PRR conducted a series of interviews with executives from the financial and commercial real estate sectors in an effort to identify key barriers and motivations related to green building. The results of this research, along with research conducted by the Environmental Protection Agency's Energy Star Program, and a review of existing research sources provided the foundation for the communication plan. The research helped to identify those groups most likely to influence green building behaviors as well as to provide insight into the barriers to adopting green building principles. A summary of these findings revealed:

- Most executives were not well informed about green building, though they were generally interested in the concept. They believe that green buildings cost more, that it makes sense primarily in public projects, and that green building probably does not add value to a property.
- Real estate and financial executives believe that they are not the direct decision-makers about green building, but that owners, developers, and architects can make green building happen.
- Executives say they need proof of the benefits of green building. In order to make green building happen, executives say they need to see how green building adds value to a project, through increased net operating income (NOI), ability to charge higher rents to tenants, lower operating costs, higher resale, ability to lease the property more quickly, or ability to secure higher quality tenants. Executives say they would like to see case studies, documented results from private sector buildings and information about the durability of green products.

Copies of the reports from both sets of executive interviews as well as from the secondary research review are included in the appendices.

# Goals & Objectives

The goals for the green building campaign are the cornerstones for the strategies and tactics that will be deployed in the program. Those activities are designed to support the following goals:

**Build data/case for green building**

**Raise awareness among commercial tenants of green building**

**Extend the green building brand already developed by the USGBC**

For each of the three goals, there are a number of measurable criteria that will be incorporated into the evaluation of success of the marketing plan.

## **Build data/case for green building**

### **MEASURABLE CRITERIA**

1. Case studies of completed LEED projects that demonstrate the economic impact of green building created
  - Secondary, demonstrate the environmental and social benefits, which lead to enhanced public image.
2. Triple bottom line calculator tool developed and in use, or similar tool available to the market such as BIDS. (Paladino & Company to review tools available and make recommendation on development of calculator)
3. Create and use customizable marketing toolkit
4. Assemble and utilize private sector tenant validation and testimonials in support of green building

## **Raise awareness of green building**

### **MEASURABLE CRITERIA**

1. More registered LEED buildings
2. Active use of tools in the development community
3. More tenants asking for green buildings

## **Brand green building to be simple and easily understood**

### **MEASURABLE CRITERIA**

1. Dispel green building myths
2. Create simplified messages (elevator speech)
3. Create a brand identity/positioning for green building

# Target Audience

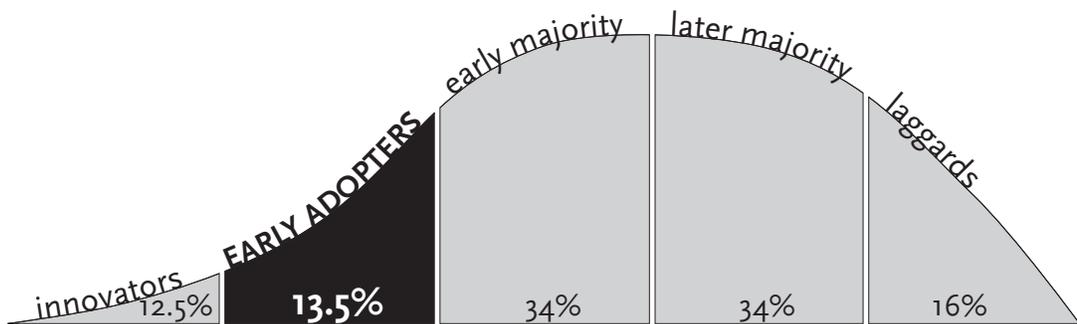
Research has shown that there are two specific audiences that primarily drive the decision to adopt green building principles. These audiences have been identified as:

## Developer/Owners

## Commercial Tenants

Green Building is a new and as of yet unproven concept in the real estate industry. This is especially true in the private sector. Developers are not building large numbers of green buildings and tenants are not seeking out green building space. The green buildings that have been built by developers and owners to date have been built by market innovators. These are the people that see green building as the trend of the future and are willing to take risks to become leaders in the marketplace. They are people that have the influence to make the choice to build green and are personally driven by their values to make the change. These innovators are blazing the trail and creating the case studies and success stories that can be used to move the rest of the marketplace towards green building.

The chart below illustrates the curve for the adoption of Green Building in the marketplace.



Characteristics of each group of Green Building adopters are as follows:

- INNOVATORS
- Embrace risk
  - Action leaders—willing to be the first to try something
  - Forward thinking
  - Value driven—personal values convert to workplace decisions

- EARLY ADOPTERS
  - Like prestige
  - Opinion leaders
  - Brand/image conscious
  - Adapt to new ideas, but use discretion
  - Willing to take a risk if at least a few others have had proof of success
  - Value driven—personal values can influence work-place decisions if there is proof of success
  
- EARLY MAJORITY
  - Willing to try a new trend if others have proven success
  - Slower to make change
  
- LATE MAJORITY
  - Less responsive to change
  - Risk adverse
  - Tend to follow actions of competitors
  
- LAGGARDS
  - Suspicious of change
  - Tradition-bound
  - Very skeptical
  - Very risk adverse

Currently, both of our target audiences for this campaign (developers/owners and commercial tenants) are still in the innovator stage of adoption of green building. This campaign will aim to move the market into the early adopter phase. These two audiences can be further defined as follows:

**Developers/Owners**

- Emerging first time owners
- Corporations developing their own headquarter facilities
- Current green building leaders
- Private developers

**Commercial Tenants**

- Large, anchor tenants
- Stable—those with long lease potential
- Private sector

In addition to our two primary audience groups, there are a number of audiences that influence the decision to build green. These are audiences that will not receive direct outreach as part of the campaign, but will be reached through the influence of our developer/owner and commercial tenant audience tactics. These influencer audiences include real estate brokers, financial institutions, real estate appraisers, and insurance companies.

# Messaging

The messaging strategy for the campaign was created by first identifying the desired actions of the target audiences. The next step in the process examined the barriers, motivations and rewards that each audience possesses relative to those desired actions. Based on those factors, there were three primary messages identified for the target audiences.

## Developer/Owner

### DESIRED ACTION

- Build green buildings
- Market green buildings

### BARRIERS

- Lack of knowledge regarding green building
- Existing bias against green building
- Absence of proof of economic value
- Perception of higher cost
- Belief that demand is low
- Confusion over terminology
- Not sure where to go for expertise
- Belief that tenants don't value green building
- Belief that financial institution may not finance green buildings
- Belief that Class A buildings are already sustainable
- No sense of urgency
- See greater momentum in public sector than private sector
- Believe that payback will exceed the desired 3-5 year timeframe
- Inability to successfully market / differentiate green buildings

### MOTIVATIONS

- Increased NOI
- Lower operating costs
- Lease up more quickly
- Higher quality tenants
- Marketing point of difference
- Image as socially responsible corporation to tenants
- Reduced risk
- Position as leader ahead of curve
- Potential for higher rents and higher resale value

**REWARDS**

- Increased NOI
- Differential marketing advantage
- Stronger brand

**MESSAGES**

*“If I build green buildings I will have a higher NOI on my buildings”*

*“Building green will provide me with a marketing advantage”*

*“Building green will improve my corporate image in the community”*

**Commercial Tenant****DESIRED ACTION**

- Lease green building space

**BARRIERS**

- Lack of knowledge regarding green building
- Lack proof of cost savings/productivity
- Perceived higher costs
- Confusion over terminology
- Cost/location/functionality are primary drivers for decision maker
- Decision makers often very first-cost driven
- Lack of urgency

**MOTIVATIONS**

- Decreased operating costs
- Increased productivity
- Reduced absenteeism
- Reduced risk
- Corporate social responsibility
- Enhance employee recruitment and retention

**REWARDS**

- Increased NOI
- Differential marketing advantage
- Stronger brand
- Lower operation costs
- Enhanced occupant healthy and satisfaction / productivity
- Improved corporate image
- Improved recruitment and retention

**MESSAGES**

*“Leasing in a green building will mean lower operating costs”*

*“Our employees will be more productive in a green building”*

*“Leasing space in a green building will improve our corporate image”*



## Marketing Strategy & Tactics

This section of the plan details the recommended strategies and tactics to achieve each goal. From these strategies and tactics a “toolkit” will be created for use by USGBC chapters around the country in conducting green building campaigns in their communities. The toolkit will first be used in Seattle and King County in 2004.

The USGBC can leverage its marketing and communications dollars by partnering with local chapters to implement the marketing and communications strategy and tactics within specific markets.

## **GOAL #1: BUILD DATA & CASE FOR GREEN BUILDING**

### **Strategy #1: Create tools for developers/owners to use in marketing green buildings**

#### **TACTICS**

##### **Triple bottom-line calculator**

The USGBC triple bottom-line calculator will be a key component of the marketing toolkit. Research has shown that developers and owners are skeptical that building green provides real bottom line benefits. The calculator will enable the target audience to make the connection between their own social, economic, and environmental values and the benefits of green building.

##### **Website**

We recommend that developers and owners be driven to a dedicated area on the USGBC website for easy access to marketing tools for green building, which will highlight and dispel the myths about green building up front.

1. Case studies, including:
  - a. Cost savings
  - b. Productivity increases
  - c. Testimonials
2. Research findings (in summary format) and examples of ROI data
3. Sample ads
4. Marketing guidelines
5. Technical assistance – where to go for more information, list green building consultants, government agencies
6. Calendar – of green building conferences, workshops, seminars
7. Triple bottom-line calculator

##### **LEED Certification**

LEED certification is an important tool in helping developers and owners build and market green buildings. LEED projects will be used to support the case for green building by illustrating the practical, real-life application of green building principals and the resulting benefits. Utilization of LEED certification will help to demystify the belief that green building only works for public sector and other “fringe” groups and serve as an ongoing resource for proof of performance.

### **Technical Assistance**

Providing access to technical assistance will help reduce the perception of risk while ensuring success.

1. LEED workshops provide fundamental education concerning green building principles. Toolkits will include description, schedule and method of registration for local and regional workshops.
2. Local government agency—developers/owners will be provided access to technical assistance through local governmental agency contacts. A “green hotline” will be created and made available for developers to connect with a green building “expert”. All communication pieces will include all relevant contact information.

## **Strategy #2: Compile data and create case studies demonstrating benefits of green building**

### **TACTICS**

#### **Case Studies**

A portfolio of twelve case studies will be developed. Results from case studies relevant to the target audience will provide tangible support for green building while eliminating the barrier of “that doesn’t apply to me.” Case studies of commercial projects will provide real life proof of performance of green building.

#### **Research Findings**

The campaign will utilize research findings that illustrate that green building does provide measurable and attainable benefits for the target audience. Research findings support the messaging that green building does, in fact, yield economic, social and environmental benefits.

#### **Ambassadors**

Individuals who were primary participants in those buildings used as case studies will be solicited to become ambassadors. Ambassadors will be utilized in a variety of ways including:

- Media spokespeople
- Presenters
- Author of articles
- Quotations/testimonials

## GOAL #2: RAISE AWARENESS OF GREEN BUILDING

### Strategy #1: Use media relations to help build a favorable environment for green building

#### TACTICS

##### Outreach to Business Publications

Pitch local business publications on the trend of green building, its rising credibility in the marketplace, and the large local developers that are embracing the trend. Media targets include local business publications such as the

*Daily Journal of Commerce.*

##### Outreach to National Trade Publications

Some national exposure for the campaign will benefit the green building movement in all markets.

1. Research indicated that industry groups and publications are among the most trusted sources for information. Organizations with local chapters will be solicited for editorial support and provided the story ideas as outlined below in tactics of this section.
2. Specific publications to be included are *National Real Estate Investor*, *Commercial Property News*, and *Institutional Real Estate Newsletter*.
3. Industry groups specifically targeted should include NAIOP, ULI, MBA, NAREIT, ICSC, SIOR, PRIA, NAREEM.

##### Media Event – “Green Building Tour”

Invite broadcast media and daily newspaper reporters to tour a recently completed green building or take a hard-hat tour during construction of a new green building. The tour would demonstrate the new techniques in building, showing that although green building is innovative, it is also the expected standard of the future, moving into the private sector, and gaining in popularity. Media targets include: local television stations, local PBS and news format radio stations, business journals, trade publications and daily newspapers.

##### Release of Productivity Studies

Pitch the results of new studies showing increased worker productivity/higher retention in green buildings to local media. Media that did not cover the green building event would be pitched to cover the study results, showing clear evidence that green buildings add value in the private sector. Media targets include: local television stations, local PBS and news format radio stations, and daily newspapers.

### **Showcase local green building product manufacturers**

Local manufacturers will demonstrate new building products and their uses in creating a new standard in building, regionally and nationally. Media targets include: local television stations, local PBS radio, local business publications, business journals, trade publications, and daily newspapers. (Details of media relations tactics for Seattle/King County are included in Appendix A.)

## **Strategy #2: Use print paid media to raise awareness of green building among the development community**

### **TACTICS**

#### **Place Paid Media in Local and Regional Business Publications to Raise Awareness of Green Building**

Advertise in the local business publications that reach commercial developers, building owners, commercial tenants and influencers. The advertising message should be inserted into publications at least 2 times per quarter (5 times for daily publications) to ensure a minimum level of message visibility. Ads will be large enough to quickly capture the attention of readers—full-page ads are ideal. Special issues with relevant green building editorial will be used to reach people when they are most open to the green building message.

#### **RATIONALE**

- Targeted reach
- Great for building brand awareness
- Control over message and timing
- Decision makers rate trade publications as objective
- Able to target issues with editorial relevance

Most metropolitan areas support a business journal. These publications are targeted at the local business community, and often have special editorial features and dedicated issues that deal with topics related to commercial building, architecture, engineering and the environment.

Some local business publications are part of a larger publishing group. For instance, American City Business Journals Inc. is the nation's largest publisher of metropolitan business newspapers, serving 41 U.S. markets. A partial list of local and regional business publications is located in Appendix B.

#### **Consider placing advertising in local editions of national business publications**

A number of national publications, both newspapers and magazines, cater to the business community. Some national publications offer regional advertising options that can be utilized to reach the target audience in local markets. These include:

## ***FORTUNE***

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AUDIENCE	Directors, top management and middle management professionals
CIRCULATION	830,000 in North America
DISTRIBUTION	26 times annually, with special regional editions printed 11 times annually, special metro editions printed 10x annually, and California editions printed 21 times annually
REGIONAL EDITIONS	Northeastern, Mid-Atlantic, Midwestern, Southeastern, Western, Southwestern
METRO EDITIONS	New York, Chicago and California

## ***BUSINESSWEEK***

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AUDIENCE	Senior managers and leading decision-makers. Highly-educated and highly affluent, BusinessWeek subscribers are employed in top management positions across all industries.
CIRCULATION	970,000 in North America
DISTRIBUTION	Weekly, with special regional editions printed 11 times annually, special metro editions printed 10x annually, and California editions printed 21 times annually
REGIONAL EDITIONS	Northeast, Mid-Atlantic, Midwest, Southeast, West, Southwest
STATE EDITIONS	California, Texas, Florida, Massachusetts, Michigan
METRO EDITIONS	New York, No. California, So. California, Chicago, Wash./ Baltimore
EDITIONS OF INTEREST	Architecture Awards Edition (November)

## ***WALL STREET JOURNAL***

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AUDIENCE	A highly intelligent, diverse and desirable audience for marketers, including key decision makers in government, commerce and industry, and a powerful market for products and services that target their affluent lifestyle.
CIRCULATION	1,890,041 total U.S. circulation, global circulation of 2,005,836
DISTRIBUTION	The U.S. edition and three geographic editions are published Monday–Friday; regional editions are published on Wednesdays.
GEOGRAPHIC EDITIONS	Western, Central and Eastern
REGIONAL EDITIONS	New England, New York, Washington/Baltimore, Southern, South Atlantic, Florida, Chicago, Detroit, Cleveland/Pittsburgh, St. Louis, Dallas/Ft. Worth, Texas, Houston, Pacific Northwest, Rocky Mountain, Northern California, Southern California, Arizona
EDITIONS OF INTEREST	Architecture Awards Edition (October)

### **Seattle/King County Advertising**

It is recommended that the advertising strategies outlined above be implemented in the Seattle/King County market. Detailed advertising plans for the Seattle/King County market are included in Appendix C.

### **Strategy #3 Use direct outreach techniques to raise awareness of green building among both primary and influencer audiences**

#### **TACTICS**

#### **Conduct Outreach to Local Organizations**

The most effective tool in influencing others is having friend-to-friend face-to-face discussions. To create partnership opportunities with local and regional organizations and associations who have a vested interest in carrying the green building message, the following will take place:

1. Networking at local chapter meetings/events
2. Placement of articles in chapter newsletters
3. Conducting green building presentations
4. Gaining access to members' mailing list for direct mail (see below)
5. Present at conferences and workshops
6. Create speakers bureau

Organizations should include:

- Building Owners and Managers Association (BOMA)
- National Association of Industrial and Office Parks (NAIOP)
- American Institute of Architects (AIA)
- National Association of Real Estate Investment Trusts
- International Council of Shopping Centers
- PRIA
- NAREEM
- Construction Owners Association of America (COAA)

#### **Develop Direct Mail Campaign**

PRR recommends sending direct mail to the target audience 1x a quarter. Direct marketing will build awareness and allow for in-depth information about green building practices. The direct mail piece will be distributed to:

- Commercial Developers
- Building Owners
- Commercial Tenants
- Financial Lenders
- Commercial Real Estate Agents

There are a number of resources available that will be utilized to generate mailing lists including:

1. Economic development councils
2. SIC codes for appropriate industries
3. Executives of top-tier corporations in market
4. Local chapters of industry associations as outlined above
5. Leading local business organizations such as:
  - a. Rotary
  - b. Chamber of Commerce
  - c. YPO

Details of the recommendations for a Seattle/King County direct mail strategy are located in appendix D.

## **GOAL #3: POSITION GREEN BUILDING AS SIMPLE & MAKE IT EASILY UNDERSTOOD**

**Strategy #1: Create green building language and terminology that can be understood by all sectors**

### **TACTICS**

#### **Elevator Speech**

Important that all those that carry the green building message say the same things in the same way. A sample “elevator speech” will be crafted with succinct talking points conveying a consistent and easily understood message.

#### **Tagline**

A simple tagline will be developed and deployed in all communication. The tagline will speak to the messages outlined in the messaging strategy.

**Strategy #2: Development of creative concepts for campaign**

### **TACTICS**

#### **Design Adaptable Print Ads & Create Direct Mail Piece**

Print ads and direct mail pieces will be developed using terminology and language that can be easily understood by the target audience. The creative concepts will be based on the messaging strategy outlined above. The print ads and the direct mail piece will both carry the message that green building not only makes sense for the environment, but also is economically and socially advantageous.

Design concepts will be utilized to draw and hold the attention of the audience.

# Toolkit

A comprehensive toolkit will be developed that can be utilized by markets around the country to implement their own green building marketing efforts. The components that make up the toolkit are designed to be adapted to any market. These tools will enable local municipalities to initiate local green building marketing efforts in their region in a manner consistent with other markets.

## Toolkit Components

1. Fact Sheet – contains relevant facts/statistics related to buildings
2. Sample print ads
3. Advertising placement recommendations
4. Sample direct mail piece
5. Mailing list compilation strategy
6. Case studies
7. Triple bottom-line calculator
8. Power point presentation
9. Sample media release
10. Sample press release for LEED certified projects
11. Case study template
12. Media event tips
13. Media relations tips
14. Draft article
15. Tag line
16. Draft elevator speech
17. Summaries of existing research including productivity studies
18. Testimonials
19. Technical assistance resources
20. Calendar of conferences, workshops and seminars
21. Submission information on LEED
22. Graphic files on CD and website
23. Links to local LEED websites

# Timeline

## Seattle/King County

- 9/5/03 Communication Plan Submitted
- 10/17/03 Client Review Completed
- 11/3/03 Communication Plan Finalized
- 11/4/03 – 12/12/03 Materials Developed
- 1/5/04 – 7/5/03 Seattle/King County Implementation

## National Toolkit

- 9/5/03 Communication Plan Submitted
- 11/3/03 Client Review Completed
- 9/26/03 Communication Plan Finalized
- 11/4/03 – 12/12/03 Materials Developed
- 12/19/03 Tool Kit Completed

# Seattle/King County Media Relations

**Strategy:** Place paid media in local and regional business publications to raise awareness of green building

## TACTICS

### **Outreach To Business Publications**

Pitch local business publications on the trend of green building, its rising credibility in the marketplace, and the large local developers that are embracing it. Media targets include: *Puget Sound Business Journal*, *Daily Journal of Commerce* and *Washington CEO*.

### **Media Event: “Green Building Tour”**

Invite broadcast media and daily newspaper reporters to tour a recently completed green building or take a hard-hat tour during construction of a new green building. The tour would demonstrate the new techniques in building, showing that although green building is innovative, it is also mainstream, moving into the private sector, and gaining in popularity. Media targets include: KING-TV, KOMO-TV, KPLU-FM, KUOW-FM, *Seattle Post-Intelligencer*, *Seattle Times*, and *King County Journal*.

### **Release Of Productivity Studies**

Pitch the results of new studies showing increased worker productivity/higher retention in green buildings to local media. Media that did not cover the green building event would be pitched to cover the study results, showing clear evidence that green buildings add value in the private sector. Media targets include: KING-TV, KOMO-TV, KPLU-FM, KUOW-FM, *Seattle Post-Intelligencer*, *Seattle Times*, and *King County Journal* newspapers.

### **Showcase Local Green Building Product Manufacturers**

Local manufacturers will demonstrate new building products and their uses in creating a new standard in building, regionally and nationally. Media targets include: KING-TV, KOMO-TV, KPLU-FM, KUOW-FM, *Puget Sound Business Journal*, *Daily Journal of Commerce*, *Washington CEO*, *Seattle Post-Intelligencer*, *Seattle Times*, and *King County Journal*.

APPENDIX B

## List of Business Publications, by State

- ALABAMA *Birmingham Business Journal*
- ARIZONA *Arizona Business Gazette, Mountain Living Magazine, Business Journal of Phoenix, Inside Tucson Business, BizAZ*
- ARKANSAS *Arkansas Times*
- CALIFORNIA *Los Angeles Business Journal, Inland Empire Business Journal, Sacramento Business Journal, San Francisco Business Times, Silicon Valley/San Jose Business Journal, Orange County Business Journal, North Bay Business Journal, San Diego Business Journal, San Joaquin Business Journal, Riverside Business Journal, East Bay Business Times*
- COLORADO *Northern Colorado Business Report, Colorado Springs Business Journal, Denver Business Journal, Pueblo Business Journal*
- CONNECTICUT *Connecticut Business Times, CT Business Magazine*
- FLORIDA *Gulfshore Business, South Florida Business Journal, Business Journal of Jacksonville, Tampa Bay Business Journal, Orlando Business Journal*
- GEORGIA *Atlanta Business Chronicle*
- HAWAII *Pacific Business News*
- INDIANA *Indianapolis Business Journal*
- KANSAS *Wichita Business Journal*
- KENTUCKY *Business First of Louisville*
- ILLINOIS *Illinois Business Journal, Crain's Chicago Business*
- IOWA *Siouxland Business Journal, Quad-City Business Journal, Des Moines Business Record*
- LOUISIANA *New Orleans CityBusiness*
- MARYLAND *Daily Record, Baltimore Business Journal*
- MASSACHUSETTS *Boston Business Journal, Worcester Business Journal, Business Journal of Southeastern Massachusetts*
- MICHIGAN *The Business News, Grand Rapids Business Journal*

MINNESOTA	<i>Minneapolis/St. Paul City Business, Minneapolis/St. Paul Business Journal</i>
MISSISSIPPI	<i>Mississippi Business Journal</i>
MISSOURI	<i>St. Louis Business Journal, The Business Journal Kansas City, Greater Kansas City Business Magazine, Ingram's Magazine</i>
NEBRASKA	<i>Midlands Business Journal</i>
NEVADA	<i>Nevada Business Journal</i>
NEW JERSEY	<i>NJBIZ</i>
NEW MEXICO	<i>New Mexico Business Weekly, New Mexico Business Journal</i>
NEW YORK	<i>Rochester Business Journal, Hudson Valley Business Journal, Westchester County Business Journal, Crain's New York Business, Mohawk Valley Business Journal</i>
NORTH CAROLINA	<i>The Business Journal of the Greater Triad Area, Triangle Business Journal, Charlotte Business Journal</i>
OHIO	<i>Business First of Columbia, Business News of Dayton, Crain's Cleveland Business, Dayton Business Journal, Lake County Business Journal</i>
OREGON	<i>Business Journal of Portland, Portland Daily Journal of Commerce</i>
PENNSYLVANIA	<i>Northeast Pennsylvania Business Journal, Pittsburgh Business Times, Philadelphia Business Journal, Pittsburgh Business Times, Central Penn Business Journal</i>
RHODE ISLAND	<i>Providence Business News</i>
SOUTH CAROLINA	<i>Charleston Regional Business Journal</i>
TENNESSEE	<i>Nashville Business Journal, Memphis Business Journal, East Tennessee Business Journal</i>
TEXAS	<i>Dallas Business Journal, Amarillo Business Journal, Austin Business Journal, Houston Business Journal, San Antonio Business Journal</i>
UTAH	<i>The Enterprise</i>

- VERMONT *Champlain Business Journal, Rutland Business Journal, Valley Business Journal*
- VIRGINIA *The Business Journal of Tri-Cities Tennessee/Virginia, Blue Ridge Business Journal*
- WASHINGTON *Washington CEO, Puget Sound Business Journal, Vancouver Business Journal, Spokane Journal of Business, Bellingham Business Journal, Kitsap Peninsula Business Journal, Seattle Daily Journal of Commerce, Snohomish County Business Journal*
- WASHINGTON, D.C. *Washington Business Journal*
- WISCONSIN *Business Journal of Milwaukee*

# Seattle/King County paid media recommendation

**Strategy**      Use print paid media to raise awareness of green building among the development community

## TACTICS

### Print Ad Placement In Business Publications

PRR recommends advertising in the top business publications that reach commercial developers, building owners, commercial tenants and influencers. In the Seattle area, these publications are:

- *PSBJ Book of Lists* – localized annual business publication has a long shelf life. Ad can be strategically placed near commercial real estate section
- *Washington CEO Magazine* – publication reaches corporate executives, an important target audience for the campaign
- *Puget Sound Business Journal* – weekly publication has strong readership among target audience

The advertising message will be inserted into publications at least 2 times per quarter (4 times for *PSBJ*, once yearly for *Book of Lists*) to ensure a minimum level of message visibility. Ads will be large enough to quickly capture the attention of readers; full-page ads are optimum. Special issues with relevant green building editorial will be used to reach people when they are most receptive to the green building message.

### RATIONALE

- Targeted reach
- Great for building brand awareness
- Decision makers rate trade publications as objective
- Able to target issues with editorial relevance

## RECOMMENDED PUBLICATIONS

### ***WASHINGTON CEO***

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DESCRIPTION	Covers companies, personalities, trends and issues shaping the future of the state's economy. It contains stories on prominent business leaders, maverick approaches to problem solving, overviews of important statewide industries and successful turn-arounds.
AUDIENCE	Chief executive officers, board members, operating officers, presidents, business owners and entrepreneurs
CIRCULATION	24,000 non-paid & paid subscriptions
DISTRIBUTION	Monthly, 75% Western Washington
RECOMMENDED SIZE	1-pg, 4-color
RECOM. FREQUENCY	January 2004 March 2004 April 2004 June 2004

### ***PUGET SOUND BUSINESS JOURNAL***

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DESCRIPTION	Local and regional business news
AUDIENCE	Professional/managerial, owners/partners, C-level executives
CIRCULATION	20,121 paid subscriptions
DISTRIBUTION	Weekly, Puget Sound region
RECOMMENDED SIZE	3/4-pg, 4-color
RECOM. FREQUENCY	Jan 16, 2004 Feb 6, 2004 Feb 6, 2004 Mar 19, 2004 Apr 9, 2004 Apr 30, 2004 May 21, 2004 Jun 18, 2004

### ***PUGET SOUND BUSINESS JOURNAL BOOK OF LISTS***

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DESCRIPTION	Lists of business leaders and their companies in the region
AUDIENCE	Professional/managerial, owners/partners, C-level executives
CIRCULATION	20,121 subscribers plus approx. 1,750 incremental sales
DISTRIBUTION	Yearly, Puget Sound region
RECOMMENDED SIZE	1-pg, 4-color
RECOM. FREQUENCY	Dec 26, 2003

## Seattle/King County direct mail recommendation

**Strategy: Use direct outreach techniques to raise awareness of green building among both primary and influencer audiences**

### TACTICS

Simultaneously to the print campaign, PRR recommends sending direct mail to the target audience one time per quarter. Direct marketing will build awareness and allow for in-depth information about green building practices. The direct mail lists will be distributed to:

- Commercial Developers
- Building Owners
- Commercial Tenants
- Financial Lenders
- Commercial Real Estate Agents
- Real Estate Divisions of Major Corporations

### RATIONALE

- Flexibility of format and timing
- Highly targeted reach; low advertising waste
- Participatory – readers have to open the mailer

Mail to: Commercial developers, building owners, commercial tenants, financial lenders, commercial real estate agents, real estate divisions of major corporations.

**January 2004** Quantity: 11,500  
Drop one week after WA CEO hits

**April 2004** Quantity: 11,500  
Drop one week after WA CEO hits

Check these numbers and agree upon which source the numbers will come from. Refer to Worldwatch Paper #124 and statistics listed in DCLU paper at [http://www.cityofseattle.net/dclu/publications/Sustainability/SBI\\_intro.pdf](http://www.cityofseattle.net/dclu/publications/Sustainability/SBI_intro.pdf)

