

Cookerly Gives Pollution Prevention Assistance Division Standing with the Business Community

Overview

The Pollution Prevention Assistance Division (P²AD) is a non-regulatory division of the Georgia Department of Natural Resources. Since 1993, P²AD has provided free, confidential environmental technical assistance in the areas of pollution prevention, resource conservation, waste reduction, by-product reuse and recycling. P²AD's clients include the manufacturing industry, commercial businesses, agriculture, the military, government and Georgians.

Objective

As a sponsor and partner of The Clean Air Campaign, P²AD was familiar with Cookerly's work and retained the agency to assist with its marketing efforts. Cookerly was charged with developing a comprehensive marketing communications plan; revising and launching the partnership program; and increasing visibility statewide.

Strategy & Tactics

Cookerly recommended that P²AD take advantage of its 10th anniversary to develop a strong brand. To this end, the agency:

- Developed a theme for the anniversary, "A Decade of Environmental Leadership" along with an anniversary logo
- Created a standards manual to ensure consistency and credibility
- Recommended the transformation of the division's partnership program, transforming it from an awards program to a true business and governmental partnership that implements environmental change in businesses across the state
- Branded and launched the new P²AD Partnership Program
- Launched a media relations campaign, providing examples of P²AD's successful work with organizations across the state.

Results

P²AD's visibility increased consistently, with prominent placements in media including CNN, *Atlanta Journal-Constitution* and *Atlanta Business Chronicle*. In less than six months, Cookerly placed 57 stories, with an audience reach of more than 12 million and an advertising equivalency of more than \$200,000.



In place of a once-a-year awards program, P²AD now has a year-round Partnership Program which allows P²AD to

serve as a true consultant and partner to these organizations. The launch of the Partnership Program was a success, with more than 30 organizations signing up during the first enrollment period.



Highlights

Developed and launched an ongoing Partnership program to increase the organization's reach and effectiveness.

Secured nearly 60 stories statewide in less than six months, raising the visibility of the organization.

Created a unified brand image, enhancing P²AD's credibility.

