



COMPLETE COACH WORKS

APTA 2021 AdWheel Awards

Group 4: Best Marketing and Communications

Educational Initiative

Sub-Category: Special Event

Effectiveness

Statement 3

Clean Air Event

Celebration 4

Tree Planting

Event. 5

Aftermath. 6



Target Audience:

The target audience for this campaign was all CCW employees.

Situation/Challenge:

Air pollution is a health risk that many of us face on a daily basis. While most people are aware of the benefits of cleaner air, few know how to help reduce air pollution.

Strategy/Objective:

CCW's objective was to educate employees about the important role they can play in helping the environment. Our strategy involved partnering with The Coalition for Clean Air to support their project on California Clean Air Day. CCW hosted an event including an educational session, catered lunch, and tree planting activities.

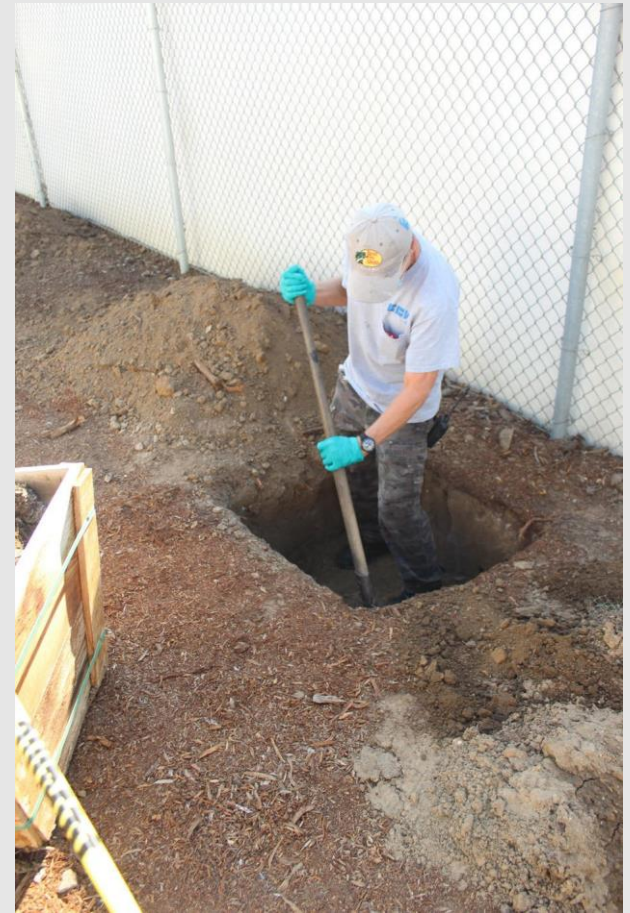
Results and Impact:

CCW employees have shown an increased interest in learning about how to help the environment, especially as it relates to clean air.

Why Submit:

Reducing air pollution contributes to building a healthier America. Air quality improvements have enabled several areas of the country to meet national air quality standards set to protect public health. CCW hopes to increase awareness for not just our employees, but for all others who view our work.







Tree Planting Aftermath