

ASLA Advertising Campaign

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American Society of
Landscape Architects

Background

- ASLA (American Society of Landscape Architects) is the professional association of landscape architects in the United States, founded in 1899.
- The ASLA's mission is to advance landscape architecture through advocacy, communication, education, and fellowship
- Their Vision is to build Healthy, Beautiful and Resilient places for all



The Need For Infrastructure

- Multifunctionality of parks
 - Ecological and social connectivity
- Nearly 80 percent of Americans live in cities and metropolitan areas
- Parks are extremely important for health
- Makes cities more livable, environmentally resilient, attract businesses and jobs, increase economic competitiveness, and create new revenue streams

Campaign

“ Our campaign Play ASLA is about creating awareness for families and legislators to build outdoor spaces with improved quality of life”



Target Audience

The target audience of this campaign is individuals who are responsible for the welfare of children, including parents, grandparents, and guardians, as well as other family members who have an interest in outdoor activities, environmental conservation, and community building. This group is crucial for landscape architecture as they are the primary users of public parks, playgrounds, and other outdoor facilities. Furthermore, families are likely to appreciate the advantages of landscape architecture and the American Society of Landscape Architects (ASLA).

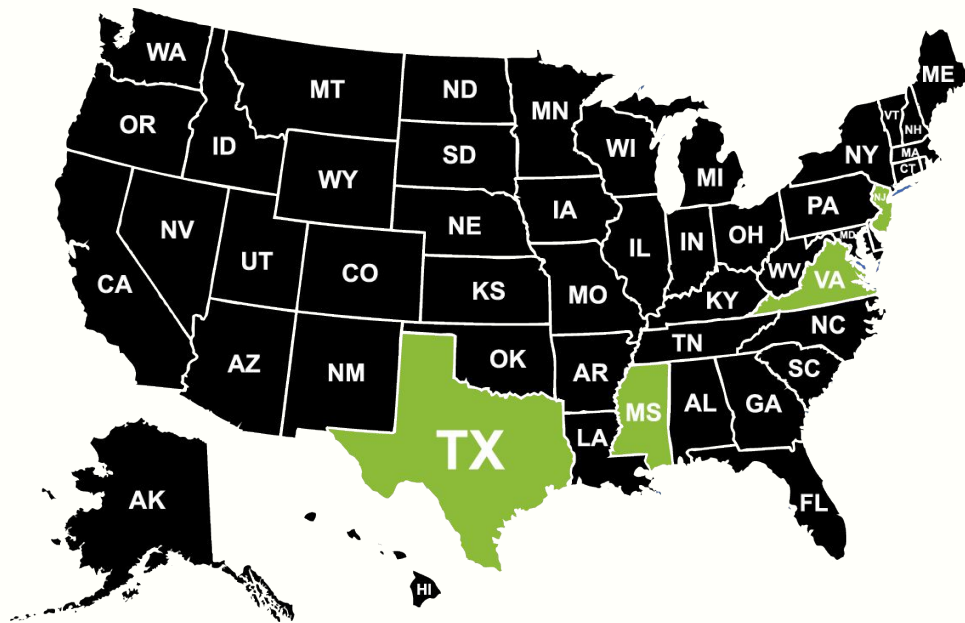


Target Audience: Regions

When looking for a region to start with we narrowed it down to four

TEXAS & MISSISSIPPI & VIRGINIA & NEW JERSEY

However we want to keep it close to home by starting with **VIRGINIA**. Virginia currently has 13 bills being passed, the most out of any state in the nation, The most recent law that was tried was VA SB 1480 on February 1, 2023 which is titled Professional and Occupational Regulation, Department of; deregulation of certain professions and would deregulate landscape architecture. Virginia is the state closest to ASLA headquarters allowing for direct oversight from the HQ and easy tracking. If this goes well we will expand to the other states as well!



Target Persona

The target persona is families with children who are well connected and engaged in their local communities. Parents or guardians in this target audience are concerned with the well-being of their children and value outdoor recreation as a means of promoting physical activity and healthy habits. They are interested in providing their children with opportunities to explore and appreciate nature and the environment. These families are likely to be well-educated and informed about current social and environmental issues, and they understand the importance of sustainability and conservation. They are likely to be engaged in discussions and initiatives around climate change, environmental protection, and community development.



Secondary Audience

The secondary audience of this campaign is composed of elected officials and policymakers at the municipal, state, and federal levels who have the power to influence decisions that affect the built environment and the quality of life of their constituents. These officials are responsible for allocating funding, setting policies, and enacting regulations that shape the design and development of communities. To engage with this audience, ASLA plans to leverage the advocacy of families who are passionate about green spaces and healthy communities. Families can serve as a powerful force for change by contacting their elected representatives and officials and advocating for policies and initiatives that prioritize the creation and maintenance of high-quality green spaces.



Play ASLA Promotion

- Public Playgrounds
- Signage
- Promotional Products



Call to Action:

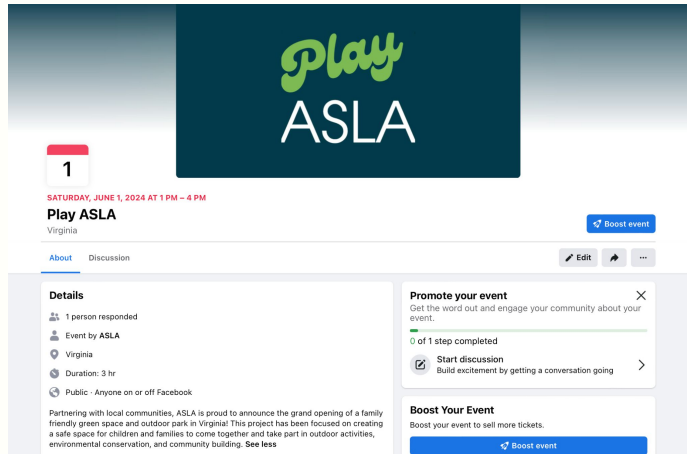
Emphasize safety and entertainment factors provided by landscape architects to a crowd that is involved in the community and passionate enough to seek further action with local lawmakers.

Channels

- Local
 - Out of Home
 - Facebook
 - Radio
- National
 - Mainstream Media (Earned)

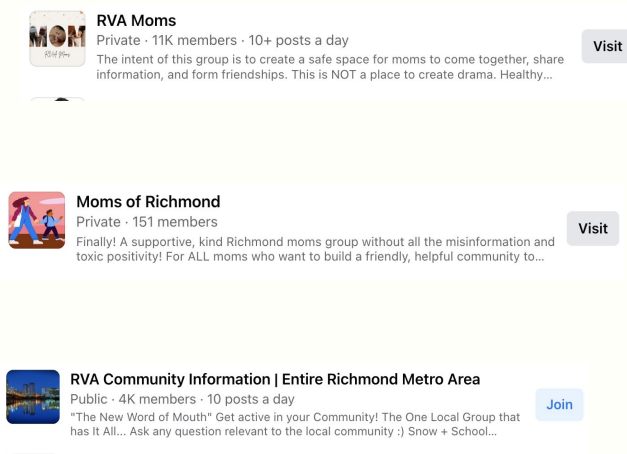
Advertisement Prototypes - Facebook

Event Page



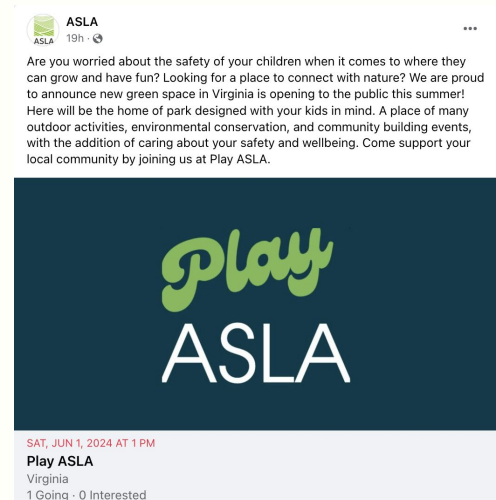
A prototype of a Facebook event page for 'Play ASLA'. The top section features a large dark blue banner with the 'Play ASLA' logo in green and white. Below the banner, a red date pill indicates '1' on 'SATURDAY, JUNE 1, 2024 AT 1 PM - 4 PM'. The event title 'Play ASLA' is followed by the location 'Virginia'. Navigation tabs for 'About' and 'Discussion' are visible. A 'Boost event' button is in the top right. The 'Details' section on the left shows '1 person responded', 'Event by ASLA', 'Location: Virginia', 'Duration: 3 hr', and 'Public - Anyone on or off Facebook'. A paragraph of text describes the event's purpose: 'Partnering with local communities, ASLA is proud to announce the grand opening of a family friendly green space and outdoor park in Virginia! This project has been focused on creating a safe space for children and families to come together and take part in outdoor activities, environmental conservation, and community building. See less'. On the right, a 'Promote your event' section shows '0 of 1 step completed' with a 'Start discussion' checkbox. Below that is a 'Boost Your Event' section with a 'Boost event' button.

Join Facebook Groups



A prototype of a Facebook groups page. It features three group cards. The first card is for 'RVA Moms', a private group with 11K members and 10+ posts a day. Its description is: 'The intent of this group is to create a safe space for moms to come together, share information, and form friendships. This is NOT a place to create drama. Healthy...'. The second card is for 'Moms of Richmond', a private group with 151 members. Its description is: 'Finally! A supportive, kind Richmond moms group without all the misinformation and toxic positivity! For ALL moms who want to build a friendly, helpful community to...'. The third card is for 'RVA Community Information | Entire Richmond Metro Area', a public group with 4K members and 10 posts a day. Its description is: '"The New Word of Mouth" Get active in your Community! The One Local Group that has it All... Ask any question relevant to the local community :) Show + School...'. Each card has a 'Visit' button.

Post in Groups



A prototype of a Facebook post within a group. The post is from the 'ASLA' group, posted 19h ago. The text of the post is: 'Are you worried about the safety of your children when it comes to where they can grow and have fun? Looking for a place to connect with nature? We are proud to announce new green space in Virginia is opening to the public this summer! Here will be the home of park designed with your kids in mind. A place of many outdoor activities, environmental conservation, and community building events, with the addition of caring about your safety and wellbeing. Come support your local community by joining us at Play ASLA.' The post includes a large image of the 'Play ASLA' logo. At the bottom, it shows the date 'SAT, JUN 1, 2024 AT 1 PM', the group name 'Play ASLA', the location 'Virginia', and engagement stats '1 Going · 0 Interested'.

Advertisement Prototypes - Out of Home



Advertisement Prototypes - Radio



Public Relations and Media Outreach

- Local Press - Phase 1
 - Specific target
 - Connect to residents easier
 - Explain the need for legislation
- National Press - All other phases
 - After phase one of the campaign
 - Reach more locations, create more buzz
 - Expand parks and ASLA's reach

Richmond Times-Dispatch

The Virginian-Pilot

U.S. News & WORLD REPORT

The Washington Post
Democracy Dies in Darkness

Conclusion

Through the campaign Play ASLA, parents, grandparents, and guardians along with other community members will gain knowledge and awareness on ASLA's impact, while they benefit from the addition of the park. This will be through a combination of promotion and media channels like social media, out of home advertising, radio, and media outreach. The campaign will encourage community members to push for change in their policy makers who are the ones that allocate funding and make the decisions on the development of communities.



Thank You

Any Questions?



Sources

- <https://www.asla.org/statelegislation.aspx>
- <https://medium.com/resilience/urban-parks-as-critical-infrastructure-equity-and-access-during-covid-19-4a86f9776e5e>
- <https://thehill.com/changing-america/opinion/476518-city-parks-are-critical-infrastructure/>
- <https://elements.envato.com/>
- <https://www.asla.org/aboutlandscapearchitecture.aspx>

