



## San Antonio River Authority

Trash Campaign

September/October creative

July 15, 2021






Don't let litter trash your river.







# Facebook + Instagram




Search





**San Antonio River Authority**  
September 3, 2021


Put litter where it belongs. Trash on the ground miles away from a creek or river can and does end up in area waterways due to stormwater runoff, posing threats to habitats and costing communities thousands to clean up.





Litter goes with the flow.

**Be River Proud**  
Put Litter In Its Place

Learn More

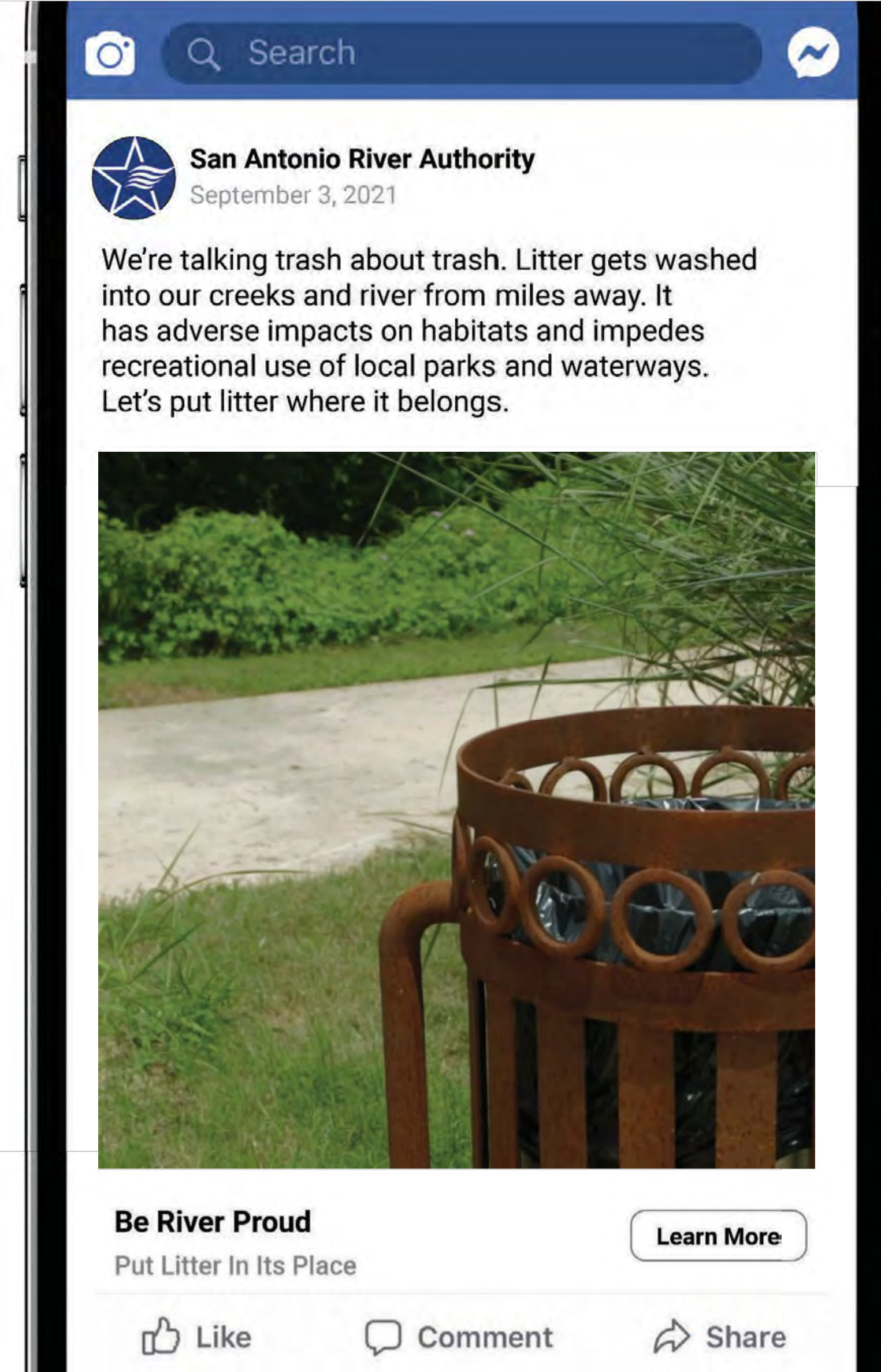
 Like

 Comment

 Share



# A – Retargeting









**San Antonio River Authority**  
September 3, 2021

Trash in the environment costs our communities thousands of dollars annually to clean up and poses threats to habitats and our food systems. Together, let's make a clean break from litter.



**Let's clean up  
our act.**

**Be River Proud**  
Pitch In. Help Reduce Litter.

[Learn More](#)

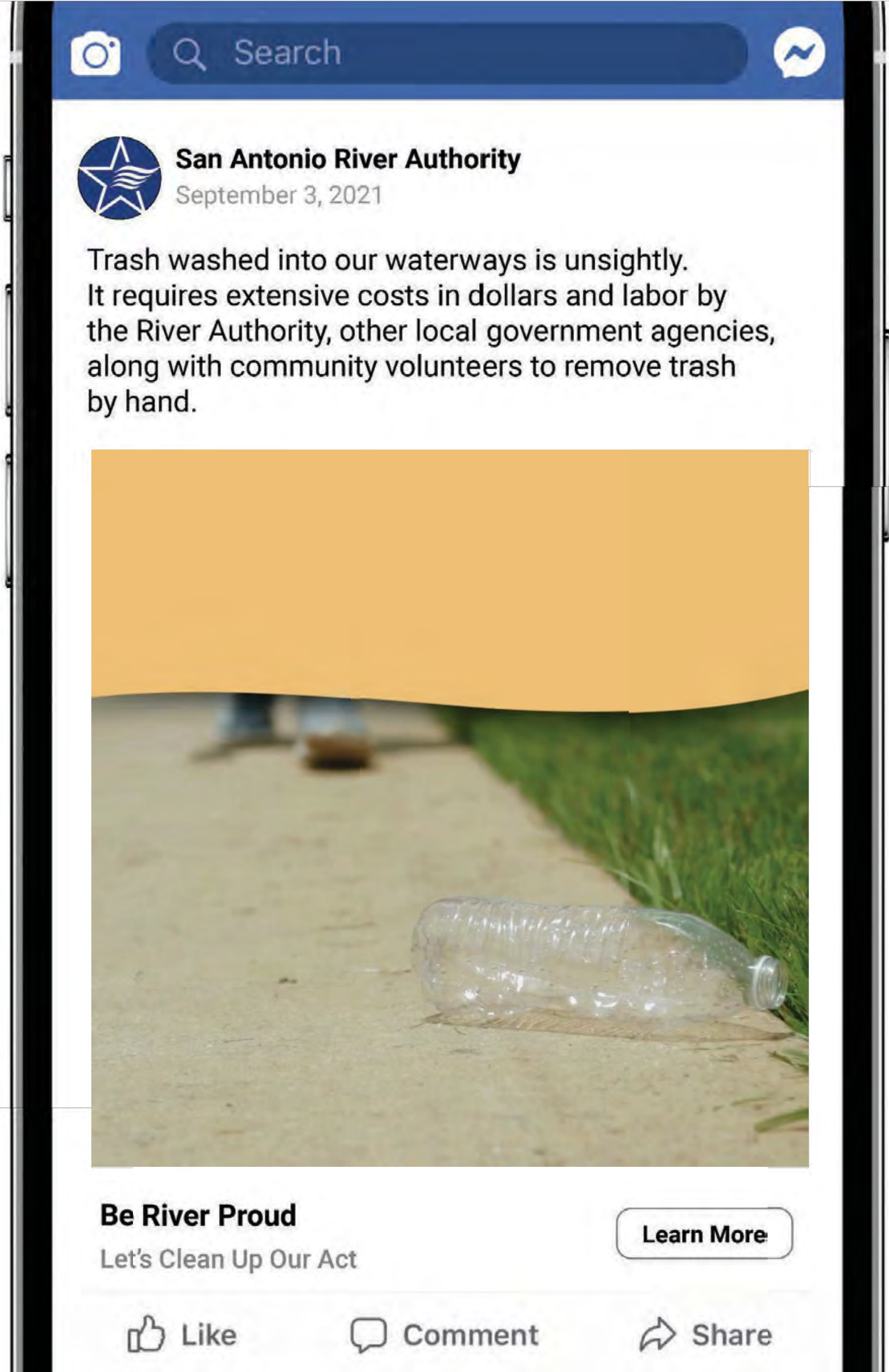
 Like

 Comment



 Share




# B – Retargeting




The image shows a mobile app interface for Facebook. At the top is a blue navigation bar with a camera icon, a search bar containing the text "Search", and a notification bell icon. Below this is a post from the "San Antonio River Authority", dated "September 3, 2021". The post features a text block followed by a large image. The image shows a clear plastic bottle lying on a concrete sidewalk next to a patch of green grass. The top portion of the image is obscured by a solid orange rectangle. Below the image, the text "Be River Proud" is displayed in bold, followed by "Let's Clean Up Our Act" in a smaller font. To the right of this text is a button labeled "Learn More". At the bottom of the post are three interactive icons: a thumbs-up icon for "Like", a speech bubble icon for "Comment", and a share icon for "Share".




  

 **San Antonio River Authority**  
September 3, 2021

Trash washed into our waterways is unsightly. It requires extensive costs in dollars and labor by the River Authority, other local government agencies, along with community volunteers to remove trash by hand.



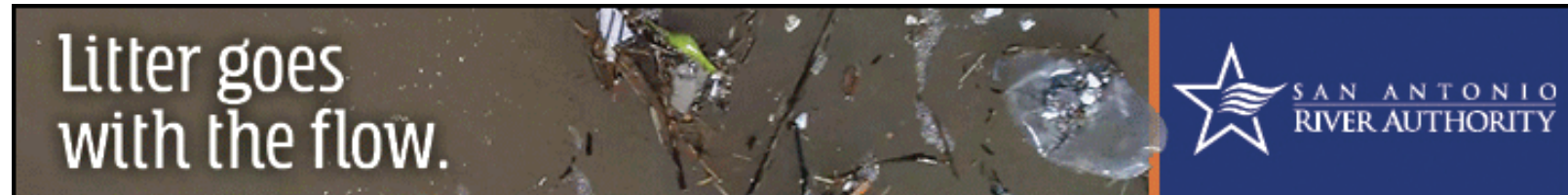
**Be River Proud**  
Let's Clean Up Our Act [Learn More](#)

 Like  Comment  Share

A blue-tinted landscape photograph featuring a river or stream winding through a valley. The banks are covered with dense trees and vegetation. The sky is a clear, deep blue with some light clouds on the right side. The overall mood is serene and natural.

# Digital banner ads











## A – Retargeting 728x90





## A – Retargeting 160x600

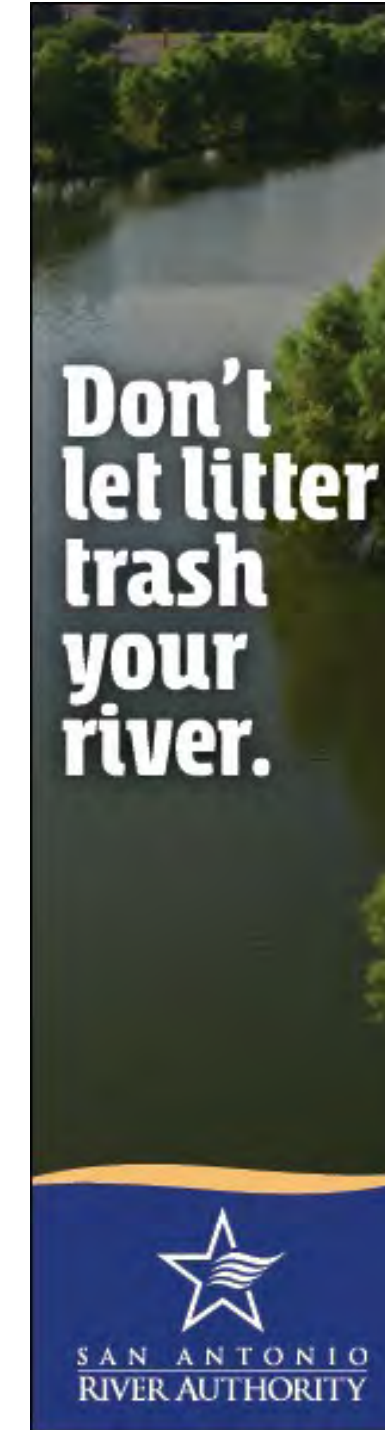
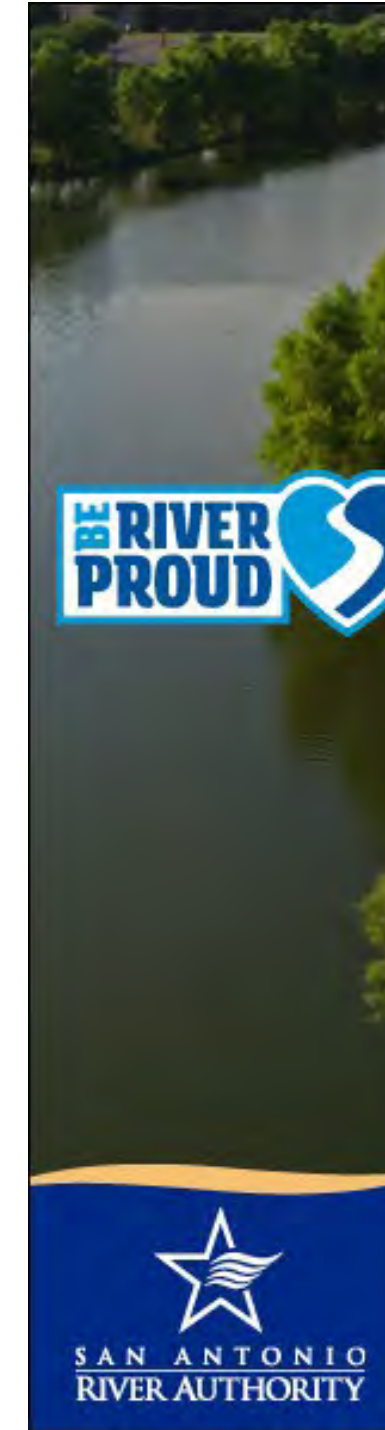




B 728x90







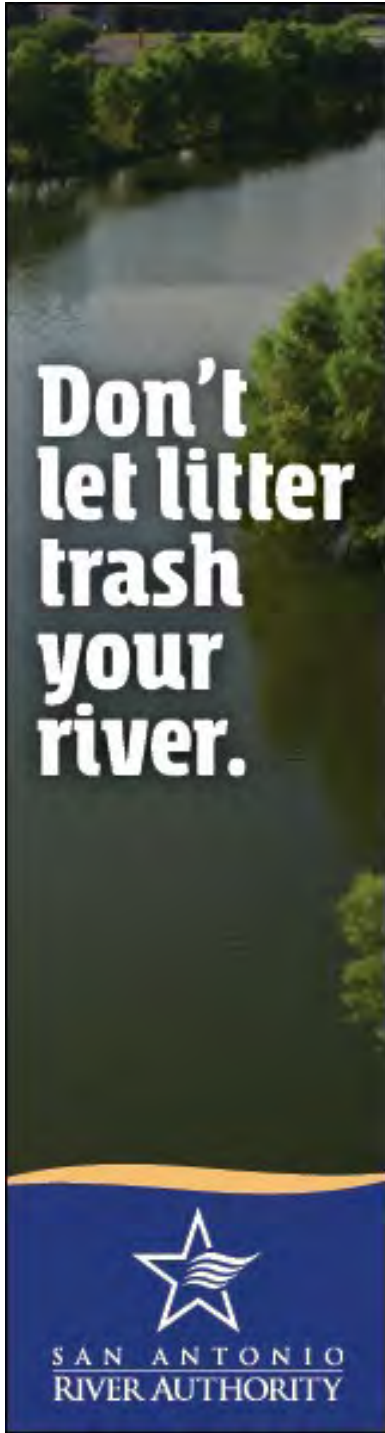
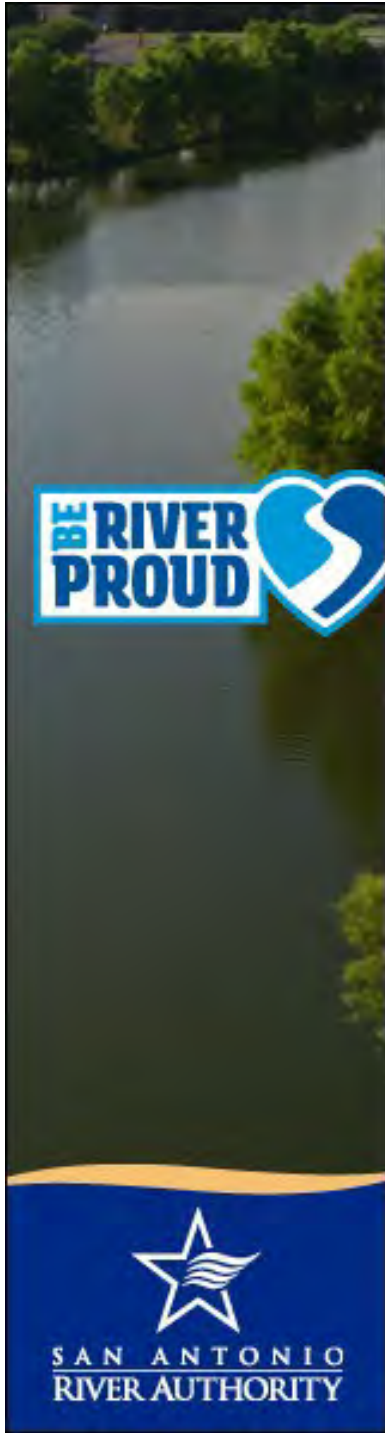


**B – Retargeting** 728x90





**B – Retargeting** 160x600





A landscape photograph of a river valley. A large, leafy tree stands on the right bank, with the sun shining through its branches, creating a bright lens flare. The river flows through the center of the valley, surrounded by dense vegetation and trees on the opposite bank. The entire image is covered with a semi-transparent blue gradient, and the text "Bus wrap" is centered in a bold, yellow font.

**Bus wrap**



A





A





B





B







**Thank you!**