



ISSA

Rethink What Clean Means Industry Campaign

 **WEBER
SHANDWICK**
WE SOLVE

ISSA
Advancing Clean.
Driving Innovation.

CAMPAIGN OVERVIEW



OUR MISSION

Get people to
RETHINK CLEAN by...

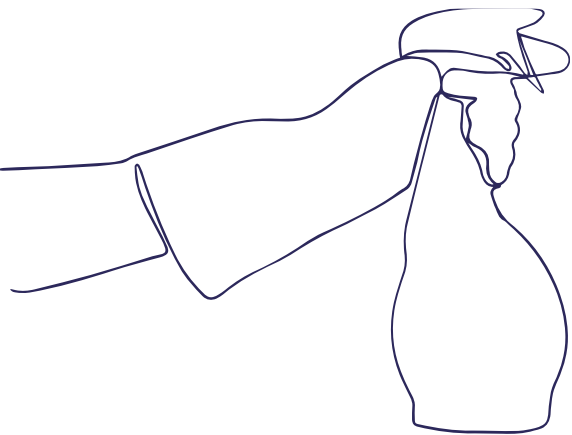
Raising consumers'
expectations for what can be.

Enlightening businesses to
its bottom-line benefits.

And providing the tools they
need to realize them.



THE STRATEGY ON A PAGE



GET

facilities managers of the world

WHO

want to attract consumers to their business (whether it's a stadium, gym, hotel, grocery store, doctor's office, school, etc.)

TO

see cleaning services and products as an investment that will benefit their bottom line, and to invest in them

BY

rallying consumers to voice how much they care about businesses' cleanliness



TACTICAL OVERVIEW – CAMPAIGN FRAMEWORK

What?	Rethink what Clean Means: Ignite consumers and businesses to rethink their standard of clean					
How?	Consumer			B2B		
	Issue a "wakeup call" for consumers to see what they <i>think</i> is clean may not be as hygienic as they'd like AND inform them that a higher standard of clean is possible			Get the facilities managers of the world to see cleaning products and services as an investment that will benefit their bottom line		
When?	Big splash launch Q3 22			Sustaining Q3 22- Q2 23		
Where?	Celebrity	Influencer	Social TT, IG, FB, YT	Programmatic	Social LI, FB, IG	Earned Media
	Earned Media	Programmatic/ Video/OTT	Publisher Partnerships	Trade Media	Paid Search	
What will people do?	Voice how much they care about cleanliness			Invest more in cleaning products and services		



CAMPAIGN ROADMAP



Launch Activation

Disruptively draws the attention of B2B & B2C audiences to the importance of rethinking clean

Insignia/Logo

A simple visual mark that can help consumers identify businesses that uphold our standards of clean and drive them to learn more

Ads

Introduce the feeling that comes with the new level of clean for business and consumer

HOWIE CLEAN IT

No matter how famous you become, you can never be too sure about how clean your surroundings are. We'll prove it by sending a germophobe celeb/influencer (cue Howie Mandel) on a journey to discover the grime hidden even in seemingly sparkling spaces.

Accompanied by an ISSA pro, Howie will tour cleaning-critical locations like restaurants, hotel facilities, and public restrooms, where he'll learn to rethink what clean means — and learn howie achieve it.



TRAILER

We'll build anticipation and drive awareness of our series — and our message — with a short, dynamic trailer.



EXTENDING THE CAMPAIGN



Howie Mandel learns the ins-and-outs of cleaning with ISSA (worldwide cleaning industry assoc.) during his video shoot for Rethink What Clean Means in Calabasas, Calif.

**MEDIA RELATIONS &
PUBLISHER PARTNERSHIP**



TOOLKIT ASSETS



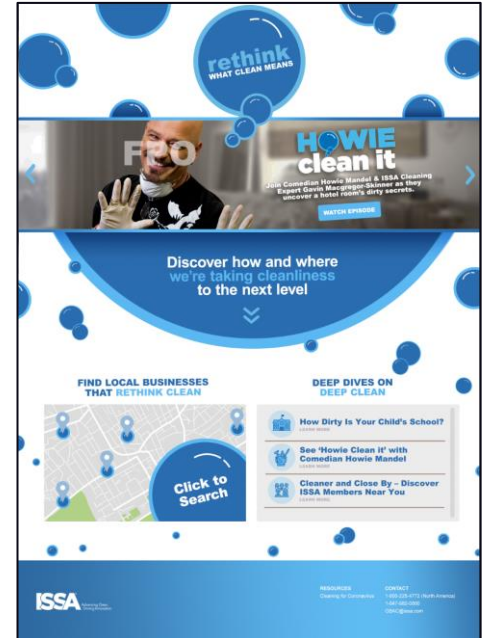
B2B CAMPAIGN



SOCIAL CONTENT



SERIES PROMOTION



WEBSITE

CAMPAIGN LAUNCH TOOLKIT



BUILDING BUZZ THROUGHOUT THE INDUSTRY



ISSA Promotional Partner Toolkit

Thank you for partnering with ISSA to help launch the “Rethink What Clean Means” campaign!

We’re excited to launch a first-of-its-kind industry-wide campaign that will educate customers on what makes a space truly “clean” and explain why cleaning to the highest standard matters. The integrated media campaign will launch on September 12, 2022, and, with your support in spreading the message, will work to inspire everyone to “Rethink What Clean Means.”

In this toolkit you will find:

- “Rethink What Clean Means” Insignia
- Sample Social Media Posts for LinkedIn, Facebook, and Twitter
- Sample Newsletter Copy
- Digital Web Banners

Promotional Imagery for the “Rethink What Clean Means” Campaign

To further drive awareness, recognition, and engagement in the campaign, we highly encourage you to display the insignia and related assets at multiple customer touchpoints. From displaying the poster at tradeshow to adding the decals on your business’s windows to printing the insignia on cleaning equipment, t-shirts and more, increasing visibility will greatly help to increase the success of the campaign.

Download the campaign insignia, digital assets and print-ready files for your use via the [link here](#).

The asset portfolio includes the following graphics:

- | | |
|---------------------|-----------------------|
| • Campaign Insignia | • Window Cling |
| • Web Banners | • Decal |
| | • Poster |
| | • Print Ready QR-Code |

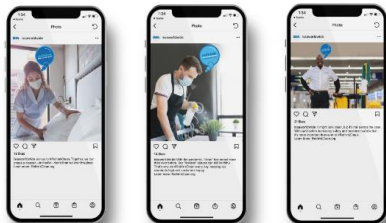


BUILDING BUZZ THROUGHOUT THE INDUSTRY

Please do not post any content regarding the campaign before **September 12**.

	Campaign Launch	Rethink Clean #1	Rethink Clean #2
Facebook + LinkedIn	Join us and @ISSA-The Worldwide Cleaning Industry Association to #RethinkClean. Together, we can create a cleaner—and safer—world than we ever imagined. Learn more: RethinkClean.org	With the pandemic, "clean" has meant more than ever before. But "flawless" spaces can still be filthy. That's why we #RethinkClean every day, keeping our standards high and customers happy. Learn more: RethinkClean.org @ISSA-The Worldwide Cleaning Industry Association	It might look clean, but it's not always the case. With proper cleaning and disinfection increasing safety and customer satisfaction, it's more important than ever to #RethinkClean. Learn More: RethinkClean.org @ISSA-The Worldwide Cleaning Industry Association
Twitter	Join us and @issaworldwide to #RethinkClean. Together, we can create a cleaner—and safer—world than we ever imagined. Learn more: RethinkClean.org	With the pandemic, "clean" has meant more than ever before. But "flawless" spaces can still be filthy. That's why we #RethinkClean every day, keeping our standards high and customers happy. Learn more: RethinkClean.org @issaworldwide	It might look clean, but it's not always the case. With proper cleaning and disinfection increasing safety and customer satisfaction, it's more important than ever to #RethinkClean. Learn More: RethinkClean.org @issaworldwide

Please reference the examples below:



Facebook and LinkedIn:
@ISSA-The Worldwide Cleaning Industry Association

Twitter and Instagram:
@issaworldwide

Web Banners



728x90



160x600



300x600



300x250

QUESTIONS?





THANK YOU