

goldstreet™  
creative + social marketing



20

23

## Who is **Goldstreet**?

We do design and strategy solely for local governments and utilities, just like yours.

**5,000+** projects completed for **490+** agencies



Working with Goldstreet means you will have a finished product that...

- ▶ sets the right tone for your campaign
- ▶ takes an education first approach
- ▶ increases community engagement
- ▶ elevates your organization's image
- ▶ fits within your budgetary constraints



# OUR SERVICES

# Our Creative **Services**



## **Video**

- ▶ Live Action
- ▶ Animated
- ▶ Whiteboard
- ▶ 2D Illustrative



## **Print Collateral**

- ▶ Bill Inserts
- ▶ Brochures
- ▶ Door Hangers
- ▶ Post Cards
- ▶ Posters



Newsletters



Annual Reports



Welcome  
Packets



PowerPoint  
Presentations



Truck Stickers  
Vehicle Wraps



Rate Increases

# Our Consulting **Services**



**Campaign/Initiative  
Strategies**



**Community-Based  
Social Marketing**



**YouTube  
Advertising**

# Our Branding Services



Logo's & Style Guides



Website Development



Event Booth Displays



Promotional Items

# Pre-Designed Materials

Why recreate when it's already been done?

500+ pieces of collateral and videos created for your industries hottest topics.

Visit our [Pre-Designed Store](#) to get started.

Call Us At (866) 742-8287 Shop The Store Cart Sign In

ABOUT US SERVICES RESOURCES BLOG

goldstreet creative + social marketing CONTACT US

ALL SERVICES

- Campaign Strategy
- Community Based Social Marketing
- Creative Services
- Water Quality
- Agency Branding
- Website Development
- Online Media Buying
- Pre-Designed Materials**
- Printing & Mailing
- Subcontracting / Outsourcing

CREATIVE SERVICES

- Custom Video
- Print Collateral
- Maps
- Illustrations
- Booth Displays
- Digital Designs
- Electronic Billboards
- Translations
- PowerPoint Slides
- Public Service Announcements

HOT TOPICS

- COVID-19 Coronavirus Wipes Public Outreach
- Water Quality Reports
- Recycling
- Toilet Trash
- Fats, Oils & Grease (F.O.G.)
- Stormwater
- Water Conservation
- Backflow / Cross Connection
- Stormwater

GOLDSTREET DESIGNS Pre-Designed Materials

Shop Hundreds of Pre-Designed Materials

Easily customize the material to your specifications... Swap out pictures? Yup! Change the words? Of course! Change illustrations? No problem! Whatever you want.

FILTER

Topics

- Commercial
- Drinking Water
- Backflow / Cross Connection
- Drinking Water - Indoor Water Conservation
- Drinking Water - Outdoor Water Conservation
- Drinking Water - Watering Schedules
- Electric
- Indoor Water Conservation
- Recycling
- Stormwater
- Stormwater - Commercial
- Stormwater - Pet Waste
- Stormwater - Residential
- Wastewater
- Wastewater - Apartments Fall
- Wastewater - Commercial Fall
- Wastewater - Flushable Wipes
- Wastewater - Residential Fall
- Wastewater - Toilet Trash
- Wastewater - COVID-19 Coronavirus

Fight FOG Tanker Truck Sticker / Vehicle Wrap / Vehicle Magnet #1421

Please login to see pricing

Buy Now

Wipes Hang

Please login to see pricing

Buy Now

Backflow Resident Training Announcement #2101

Please login to see pricing

Buy Now

The background is a dark gray color with several faint, light gray geometric shapes. There are several overlapping circles of varying sizes and some thin, intersecting lines that create a complex, abstract pattern. The overall aesthetic is modern and minimalist.

# Preso Goals



# Presentation **Goals**

Demonstrate there are a lot of ways to deliver a message to your intended audience.

14 years in the making... Still innovating!

## Understand your goals!

- ▶ What is the message you are trying to convey?
- ▶ Who are you specifically trying to reach?
- ▶ What is getting in their way?
- ▶ How do they fix the problem?

# Grease Goldstreet Style

# FATS, OILS & GREASE CAUSE CLOGS



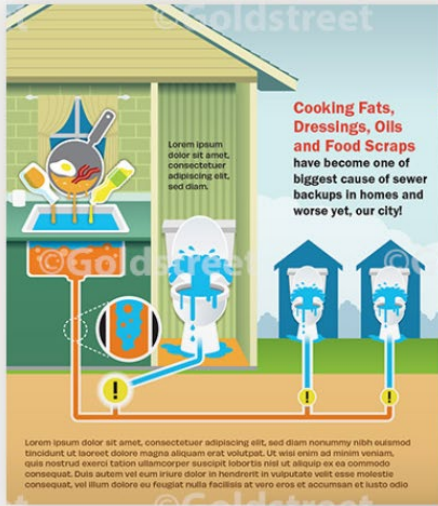
Educate kids and families about the hazards of grease

- Connect with people who are celebrating the holidays
- Clearly illustrate why grease is an issue
- Use the F.O.G. acronym
- Show how to properly dispose



Grease **Clogs**

goldstreet™ 



Toss before **You Wash**

# Promote trashing grease

- Clearly illustrate why grease is an issue both in the house, neighborhoods and wildlife
- Show how to properly dispose





# Promote composting grease

- Clearly illustrate how to properly dispose

No Grease **Down the drain**

**GREASE ALERT!**  
Fats, Oils and Grease can clog our sewer pipes and can cause you **COSTLY** backups in your condo or apartment.

**油垢警報**  
油垢、油脂與油煙會堵塞污水管，可能導致公寓昂貴的管道堵塞。

**Alerta de Grasa!**  
La Grasa y el Aceite de Cocinar están obstruyendo las tuberías del alcantarillado y pueden causar costosas obstrucciones en su condominio o apartamento.

By following a few simple steps, you can help prevent sewer backups and spills.

1. Pour cooled fats, oils and grease into a covered, disposable container, and throw it into your garbage can. Never pour fats, oils or grease down sink drains or toilets. **COOL IT, CAN IT, GARBAGE IT!**
2. Stack up remaining oils and grease with an absorbent material such as paper towels, and throw it into your garbage can.

For more information, contact the City of Richmond at: [www.richmond.ca](http://www.richmond.ca)

**Siguientes unos sencillos pasos puede ayudar a evitar las fugas y derrames del alcantarillado:**

1. Verta los grasas y aceites en un recipiente cubierto desechable y tíralo a la basura. Nunca desheche los grasas o aceites en los drenajes o baches de bañeros o inodoros. **EN FRÍO, EN BARRIL, EN BASURA.** ¡Nunca desheche los residuos de grasas o aceites en los drenajes o baches de bañeros o inodoros!
2. Absorba las grasas y aceites restantes con un material absorbente como toallas de papel o papel de cocina y tíralos a la basura.

Para obtener más información, contacta la Ciudad de Richmond al: [www.richmond.ca](http://www.richmond.ca)

# Educate people in apartments about the hazards of grease during the holiday

- Clearly illustrate why grease is an issue
- Show how to properly dispose
- Real pictures
- Multilingual

# Have a clog free year!

brought to you by



Public Works

**Educate families about the hazards of grease during the holiday**

- Connect with people who are celebrating the holidays
- Clearly illustrate why grease is an issue
- Show how to properly dispose





**PPRC Video**

# Goals of PPRC

Educate rural communities about grease clogs

## Detailed Goals

- ▶ Needed someone/something who usually has instant credibility with grease (instant recognition)
- ▶ Clearly illustrate why grease is an issue
- ▶ Show impacts of grease overflows on local wildlife
- ▶ “Grease” instead of “F.O.G.”



PPRC Video #1 **Grease**

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# Wipes Goldstreet Style



## Reminder for at-home professionals to not flush wipes

- When people went home, major wipes issue
- Talk about paper towels
- Short for YouTube advertising

PROPER DISPOSAL IS EASY



## Educate residents about pharmaceutical disposal

- Reminder to not flush meds
- Where to dispose
- Short for movie theatres and YouTube advertising

Don't Flush **Medications**



## Educate moms about flushable wipes

- Connect with Moms
- Dispel the notion of using “flushable” wipes
- Commit to doing something different
- 30 seconds for TV & YouTube advertising



## Educate moms about flushable wipes

- Connect with Moms of different ethnicity
- Dispel the notion of using “flushable” wipes
- Commit to doing something different
- 30 seconds for TV & YouTube advertising





Truck **Stickers**

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# FLUSHED TRASH ALERT!

No Tirar Basura al Inodoro

Our crews have reported a sewer backup in your neighborhood.

**Mail pads & tampons/applifiers**

**Cotton swabs & hair**

**Dental floss & whitening strips**

**Kitty litter & condoms**

**Bottle caps & caps**

**Baby & cleaning wipes**

**CLOG**

**DID YOU KNOW?** "Flushable" wipes are NOT flushable. They cause sewer backups in our system.

Flushed trash just clogged the sewer pipes in YOUR NEIGHBORHOOD

©Goldstreet

©Goldstreet

# WIPES CLOG PIPES!

A Message From Sewer Authority Mid-Coastline (650) 726-0124

**ONLY put toilet paper in the Toilet!**

**'FLUSHABLE' WIPES CLOGGED MY PIPES**

**PREVENT CLOGS! PUT 'FLUSHABLE' WIPES IN THE TRASH!**

©Goldstreet

©Goldstreet

# CLOGGED PIPE ALERT!

**THE CITY OF [redacted] maintenance crews were in your area clearing clogs in the sewer system.**

Sewer back-ups and overflows can pollute our waterways and community leaving a stinky and expensive mess.

By following a few simple steps in your kitchen, you can help prevent sewer backups and spills:

1. Four moist fat, oil and grease in a covered, disposable container and throw it into your garbage. Never pour fats, oils or grease down sink drains or toilets. COOL IT, CAN IT, TRASH IT!
2. Soak up remaining oils and grease with an absorbent material such as paper towels, and throw it into your garbage.
3. Before you wash dishes, scrape food scraps, fats, oils and grease into your garbage.
4. Use sink strainers to catch any remaining food waste while washing dishes.

**PREVENT CLOGS!**  
Put trash where it belongs, in the trash and not the toilet!

ALL DRAINS IN YOUR HOME FLOW INTO THE SAME SEWER PIPE!

©Goldstreet



## Promote the 3 p's

- Ask people to help make a difference as it relates to sewer system
- Only flush Pee, Poop & Toilet paper
- Do not flush specific items



**PPRC Video**

# Goals of PPRC

Educate rural communities about the hazards of flushable wipes clogs

## Detailed Goals

- ▶ Needed someone/something who usually has instant credibility with grease (instant recognition)
- ▶ Clearly illustrate why flushable wipes are an issue
- ▶ Provide alternatives to flushing





This video is a Western States Alliance project, part of the Pollution Prevention Resource Center, PPRC.

This video was created with a grant from the USDA Rural Utilities Service.



Plumber: Hey neighbor, it's me, Pete, your local plumber...  
Action: Flushing through bathroom door



Plumber: ...and we need to have a serious discussion about...  
Action: Signs into bathroom



Plumber: ...these so-called...  
Action: Holds up package of wipes



Plumber: ..."flushable" wipes"  
Action: Holds up package of wipes



Plumber: The reality is, they're not flushable at all...  
Action: Shows side-by-side comparison screen of TP vs. Wipes in water



Plumber: ...because they don't break down in the water like toilet paper.  
Action: Toilet paper breaks apart and disintegrates, while the wipe floats and gets added to one another



Plumber: ...because they don't break down in the water like toilet paper.  
Action: Toilet paper breaks apart and disintegrates, while the wipe floats and gets added to one another



Plumber: If you think you're the exception, think again.  
Action: The split screen becomes one, transforming into a wipe, just showing the wipes.



Plumber: Keep flushing those wipes, and you'll be seeing me and one of my non-flushable invoices real soon.  
Action: The pipe zooms out, showing it connected to an overflowing tank. Plumber holds up invoice.



Plumber: To save money, and avoid stress, toss ALL your wipes in the trash. Only flush the 3P's. Pee, poo, and toilet paper!  
Action: Elements pop onto screen



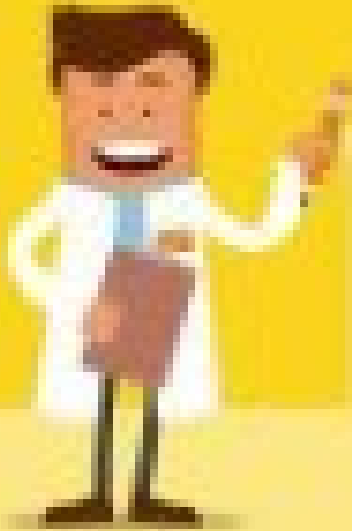
Plumber: Do yourself a favor. Trash the wipes and save your pipes. See you around, neighbor.  
Action: Plumber patting cat

**Commercial Grease Goldstreet Style**

## Educate restaurant owners about managing grease

- Create a sense of urgency
- Make it sound official
- Grease inspections
- Show how to properly dispose

# FATS, OILS & GREASE







**PPRC Video**

# Coming Soon to **PPRC!**

Educate large FOG generators such as schools, restaurants, retirement facilities, hospitals, prisons, etc.

## Detailed Goals

- ▶ Needed someone/something who usually has instant credibility with grease (instant recognition). Continuation of Pete
- ▶ Clearly illustrate regular maintenance of interceptor
- ▶ Provide alternatives for managing grease

The background is a dark gray color with several faint, overlapping geometric shapes. There are large, light gray circles and lines that create a sense of depth and movement. The text is centered horizontally and vertically.

**What Style Connects with You?**

**THANK YOU**

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