Planet Blue Ambassadors Program
Guerrilla Marketing Campaign

ENVIRON/RCIDIV 391: Sustainability and the Campus
Final Report

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Executive Summary:

The former ENVIRON/RCIVID 391 group New Media and Behavior Change found that guerrilla marketing is a great way to make sustainability exciting on campus. The objective of guerrilla marketing is to create unique and thought provoking marketing strategies that catch the attention of unaware consumers. The Planet Blue Ambassadors program (PBA) decided to pilot a guerrilla marketing campaign to increase the number of University of Michigan students, faculty, and staff who enroll in and complete the PBA online training modules. The ultimate mission of the project was to help foster a culture of sustainability on campus by promoting the University’s 2025 Sustainability goal of community awareness.

The pilot was a booth placed in the Union basement themed the PBA “Hot Spot”, chosen because of its evident relation to climate change and energy, one of the 2025 sustainability goals, and its highly memorable nature. To supplement that theme, the booth included a foam sun, Rufus the mascot, and a brightly colored spinning wheel that students could spin after signing the list serve to win a T-shirt, sticker, or a water bottle. The students would later receive an email reminder about PBA. In addition, a white board with the question written on it, “What will you do to be more green?” stood next to booth. This was intended for people walking by to write their sustainability pledges on the board, further helping to create a sense of community. Finally, quarter sheets with information about PBA and how to sign up were handed out. In total, 136 students and faculty signed the list serve indicating that they were interested in learning more about PBA.

Booth improvements include advertising in advance using social media. Since about 19% of people who signed up at the booth came from last-minute Facebook advertising as well as the Planet Blue Twitter account, it is likely that doing more advertising in advance would bring in more students. There were several points during the booth when there were more students interested in the booth than group members to engage them, so having a fact sheet could keep students engaged in the booth while the group members were talking to other students. Finally, the booth should make sure to have a scheduled backup location in case of inclement weather.

For other successful guerrilla marketing pilots, PBA should use the Leaders and Best mentality to encourage students to become Planet Blue Ambassadors, as the survey showed 57% of students rated it as being what makes them most proud to be a University of Michigan student. Also, partnering up with stakeholders such as Greek life, Circle K, or Dance Marathon would help widen the PBA influence and create a more diverse representation of students in PBA. Because these groups are the most memorable student organizations according to a survey, partnering up with these groups would reach a large student population. In addition, printing information about PBA on the giveaways would give students more exposure to PBA and its mission. Also, creating an official PBA mascot would attract more students since Rufus was very engaging and brought a lot of students to the booth. A Planet Blue Ambassador mascot would be well received by students and would serve as a recognizable “face” for the program.

BACKGROUND/ INTRODUCTION

Through hands-on learning and peer-to-peer engagement, the Planet Blue Ambassadors (PBA) program fosters environmentally responsible thinking and actions to advance a campus-wide culture of sustainability. Its online training program consists of interactive modules, games, and informational videos that educate students about sustainable issues within the University of Michigan’s 2025 goals. Upon completion of the modules, there is a pledge system for students, faculty, and staff to make sustainability pledges and earn higher ranks as they continue to fulfill those pledges.

The former ENVIRON/RCIVID 391 group New Media and Behavior Change found that guerrilla marketing is a great way to make sustainability exciting on campus. The objective of guerrilla marketing is to create unique and thought provoking marketing strategies that catch the attention of unaware consumers. The Planet Blue Ambassadors program (PBA) decided to pilot a guerrilla marketing campaign to increase the number of University of Michigan students, faculty, and staff who enroll in and complete the PBA online training modules. The ultimate mission of the project was to help foster a culture of sustainability on campus by promoting the University’s 2025 Sustainability goal of community awareness.

Using a guerrilla marketing campaign to promote the Planet Blue Ambassadors program will take advantage of the increasing interest in sustainability on campus and encourage more people to enroll in the program. The ultimate mission of the project is to help create a culture of sustainability through encouraging involvement and commitment to reach the University’s 2025 Sustainability goals. The immediate goal for the guerrilla marketing campaign is to use creative and engaging techniques to increase the number of University of Michigan students, faculty, and staff that enroll in and complete the Planet Blue Ambassador online training modules, thereby increasing the number of Planet Blue Ambassadors.


**Project Goals/Objectives:**

Before the guerrilla marketing campaign launch, 1,131 people had completed the online training course, certifying them as Planet Blue Ambassadors. The campaign hoped to increase the ambassador community by 200-300 people, starting with the 67% of students who said in a previous survey that said they were interested but not yet engaged in sustainability.

Objectives included:

1) Completing secondary research on guerrilla-marketing campaigns, environmental psychology and behavior change through community-based social marketing
2) Administering a survey to provide insight into the behaviors and desires of the student population
3) Using that research as a foundation for brainstorming campaigns
4) Launching the strongest campaign option that supports the research
5) Evaluating the success of the campaign and developing a list of recommendations
6) Compiling an in-depth and informative report for Nicole Berg that includes both qualitative and quantitative data regarding everything from the research, process, and campaign launch

**Methodology:**

The guerrilla-marketing team conducted a literature review on guerrilla-marketing strategies, behavior change through community-based social marketing, and marketing through environmental psychology. Next, the team created and distributed a survey to 4,000 undergraduate, graduate, and professional students to gage their awareness and interest in sustainability on campus. The team then designed and implemented a pilot campaign based on that research. Finally, the guerrilla-marketing team analyzed the pilot to create recommendations for future PBA campaigns.

**FINDINGS**

**How to Promote Planet Blue Ambassadors: Guerrilla Marketing**

In 1984, Jay Conrad Levinson created the concept of guerrilla marketing described in his book *Guerrilla Marketing*. The goal of guerrilla marketing is to catch unaware customers through unconventional and sometimes shocking means. Usually, the costs of guerrilla campaigns are cheaper and more effective than traditional campaigns. According to Levinson’s research, planning and implementing a guerrilla marketing event is one the most effective ways to reaching a target audience. Events provide a way to direct the focus of an audience on specific goals, particularly an audience that is not yet engaged in the program.

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Levinson’s research also explains that successful campaigns involve branding in the form of memes, a provocative catch phrase to describe the campaign. This is important in helping consumers develop a connection with the campaign. Notable memes include Ronald McDonald, the Marlboro Man, and Tony the Tiger. Three components in creating an effective meme are: extreme simplicity in transmitting the core message, emotional impact so people feel the message internally, and a large audience so that enough people are exposed to spread it.

Another guerrilla marketing strategy uses a thank-you component. Providing a gift to campaign participants makes them feel appreciated while further advertising the campaign, and encouraging them to spread the campaign through word-of-mouth. In addition, giveaways incentivize the target audience to participate in the campaign. By implementing these already proven successful guerrilla marketing strategies, the PBA campaign would likely reach a large number of students in a memorable and engaging way.

Community-Based Social Marketing: Behavior Change

Guerrilla marketing is an example of social marketing that often results in behavior change. Social marketing campaigns aim to bring about long lasting positive behavior change by developing an understanding of communities and individuals. Supplementing traditional marketing techniques with a consumer-based approach focusing on consumers wants and needs helps encourage positive behavior among individuals. Research findings highlight the importance of in-depth research about the target audience, promoting effective communication between the client and the consumer. With the use of social marketing strategies, it is possible to influence positive behavior change through consumer-oriented campaigns involving research, positive communication, and community engagement.

Community-based social marketing is extremely effective with college students because it combines social marketing strategies with commercial marketing approaches in order to change perceptions of the campaign. Specifically, community-based marketing involves:

- Using concrete and personal information to grab attention
- Conducting research to understanding the audiences’ attitudes and beliefs
- Creating an easy to remember message
- Providing both personal and community goals

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- Maintaining personal contact between client and consumer
- Collecting consumer feedback to gauge effectiveness of campaign

By using a social marketing approach including in-depth research, effective client-consumer communication, and community involvement, the Planet Blue Ambassador Guerrilla Marketing team will be likely to reach a large student body, encourage more students to sign up for the program, promote sustainable behavior, and create long-lasting behavior change that will help foster progress towards meeting the University’s goals.

Marketing Through Environmental Psychology:

Environmental psychology research shows that community-based social marketing is particularly beneficial for targeting individuals who associate sustainability with negative outcomes and lifestyle compromises. This form of marketing promotes behavior change through social labeling and reattribution of previous behavior. Using the technique of reattribution make it is possible to change how a person views certain behaviors and activities from negative to positive, ultimately convincing a person to take action against environmental degradation. Another approach called reframing of ideas, is the process of making issues relatable to people’s everyday lives, instilling a sense of community in the fight against environmental destruction, and employing successful techniques that prompt behavior change (such as appealing to pre-existing values). Sustainability advocates can be much more effective in reaching their target audience as well as encouraging long-term sustainable behavior change. Lastly, social labeling is the process of identifying a group with a specific positive trait in the hopes that it will live up to that expectation.

Current UM College Students:

In addition to secondary research, the guerrilla marketing team developed a survey that asked important questions for learning more about current students’ tendencies, needs, and beliefs to learn what types of marketing campaigns would be most effective for this target population. The survey was sent to a random sample of 4,000 undergraduate, graduate, and professional students on February 26th, 2013. A total of 417 students completed the survey, just over the desired 10% response rate. Below are the survey results used to create the campaign.

1. Which type of campus event have you attended?
   Free t-shirts on the Diag and guest speakers are the two events that students are most likely to attend. Students are the least likely to attend events with free pizza.

2. What is your favorite advertisement or advertising campaign?

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The most frequent results for their favorite advertising campaigns are posters/banners, and giveaways.

3. What makes you most proud to be a wolverine?
Students are most proud to be a wolverine because of the Leaders and Best reputation.

4. When you think of a student group on campus, which comes to mind?
The most memorable student groups are Circle K, Dance Marathon and Greek life.

5. How interested are you in learning more about the following?
Students are most interested in learning more about eating locally and sustainable foods, and somewhat interested in learning about conserving water.

6. How would you rate your awareness on environmental issues?
The majority of students reported that their awareness on environmental issue was average.

7. Have you heard of Planet Blue?
Almost 90% of students who responded to the survey had heard of Planet Blue.

8. Overall, how committed are you to sustainability?
In total, 20% of students are very committed to sustainability and 63% of students are somewhat committed to sustainability.

9. How interested are you in becoming more involved on campus in environmental issues?
53% of students are somewhat interested in becoming more involved.

10. What year are you?
31% of responses came from graduate students while freshman and seniors made up 19% of the responses each.

11. What is your sex?
64% of surveys were filled out by female respondents.

RESEARCH ANALYSIS:

Question one showed that free t-shirts and guest speakers would draw the most students to an event. Out of 134 students who responded about free t-shirts on the Diag, pizza parties, guest speakers, interactive games, and music events on campus, 36 students often attend events with free t-shirts and 40 students often go to guest speakers. The next highest was music events, which 26 students reported to attending often. Question two and four provided information on what type of advertising campaigns are most effective and memorable to use as inspiration for the PBA campaign. Circle K, Dance Marathon, and Greek life, the most frequently named student groups, all utilize interactive advertising events, as well as create cohesive communities. Thus, while question one suggested the students might not be interested in interactive events these events seem to be successful regardless.
Question three explored what part of the University of Michigan students are most excited about so that the PBA campaign could be designed to cater towards those ties. The strong 57% interest in the Leaders and Best reputation suggests that it could be useful to advertise PBA as the Leaders and Best in sustainability. Question five and eight were used as a base line for how many people are currently engaged and interested in sustainable behavior. In Question five, eating locally and sustainably were the most popular with 134 people being very interested out of 305 responses. The next popular was creating a culture of sustainability which 125 were very interested in. Question eight showed that 63% of students are somewhat committed to sustainability, becoming the target population for the pilot campaign.

Question six asked how much of the campus is aware of environmental issues, to better understand how effective the University has been in incorporating sustainable-minded education into its curriculum, developing campus-wide programming, and creating a desire for students to be a part of a sustainable community. With the information that 60% of students are in fact aware of environmental issues, the guerrilla marketing team could be prepared to focus their campaign on PBA recruitment and less on sustainable education as a whole. Furthermore, as question seven illustrated, since 90% of students have heard of Plant Blue, the team could emphasize that name when campaigning, utilizing the direct connecting between the two. In addition, this question provided feedback as to how successful Planet Blue advertising has been thus far.

For question nine, 192 students rated their interest in sustainability as somewhat committed, while only 44 students were not very committed. At the same time, question nine showed that 162 students were somewhat interested in becoming more involved on campus with sustainability while 101 students are not interested. Not only do these questions provide a sense of how many potential future ambassadors there could be based on current interest, but also, when comparing the two results, it is possible that many of students may be committed to sustainability but are not interested in becoming involved on campus. By comparing the percentage of students who responded that they were interested in becoming more engaged in sustainability to the percent of people that are approached on the Diag about signing up for PBA, it will be possible to not only test the survey results but also confirm if a strong interest leads to action. This question tests the gap between attitude and behavior with regard to sustainable action on campus. Questions ten and eleven provided information on the type of population who filled out the survey.

Using both the primary and secondary research it was possible to identify many of the characteristics that a successful sustainability-focused guerrilla-marketing campaign on a college campus should have. These include:

- Understanding target populations’ preferences and beliefs
- Community-based approach
- Strong brand association.
- Strong emotional appeal
- Captivating and memorable information
- Incentivizing activities to promote motivation
- Positive and reliable client-consumer communication
- Leaders and Best mentality
Research Implementation: GM Campaign Pilot

Using data from both secondary research and survey results, a booth was the most beneficial way to engage to the current University of Michigan student population. The booth was designed to open during Spring Fest to take advantage of the constant foot traffic and prior awareness of event, while at the same time keeping in mind the one-month timeline and monetary restrictions. The booth was advertised on Facebook, Twitter, and Michigan Free Loaders and through email.

The booth was dressed in a PBA tablecloth to draw in the 90% of people already familiar with Planet Blue, but not yet ambassadors, as seen in survey question seven. A decorated poster labeled with the unique and creative meme Planet Blue “Hot Spot” helped with PBA branding and drawing attention in high traffic areas. Also, with the addition of a blue tablecloth, and a large orange and yellow sun made from a foam sphere and foam paper, the PBA “Hot Spot” changed the campaign’s atmosphere from being just a booth to being a fun, warm, and friendly getaway.

In addition to ensuring that the booth had an appealing and desirable vibe, one group member dressed up as a mascot to actively engage passersby. Like Tony the Tiger is for Frosted Flakes, a mascot for PBA would serve as a recognizable and interactive meme. Community-based social marketing suggests that a PBA mascot is also a great way to maintain personal contact between PBA and its target population. Another group member walked around the Union basement handing out quarter sheets as a way to bridge the gap between student pedestrians and the booth’s location. She successfully brought over 19% of the students who signed up. There were also quarter sheets available for students at the booth, which according to community-based marketing provides important concrete and personal information for students to take with them.

The “Hot Spot” also included a spinning wheel game with which students could win prizes as a reward for signing up to for the PBA mailing list. The wheel was created to entice those students who are interested in attending events with interactive games, as found by survey question one. Depending on what the wheel pointer landed on, students could win one of three prizes: t-shirt, water bottle, or sticker. The giveaways not only served as advertisements themselves, when the t-shirts and stickers were worn and water bottles used, but they also appealed to the 30% of students who are most likely to attend an event with giveaways. The booth closed after water bottles and t-shirts ran out 2.5 hours after opening. Thus, it is not clear how many more students would have signed up had there been an adequate supply of giveaways.

Also, t-shirts and water bottles were handed out at a consistent pace throughout the day, therefore, it is not clear how many more the booth would have needed to supply.

In addition to the wheel, there was a white board where students could write down their own sustainability pledges as well as read what other students had written, promoting a sense of community. Also, the board served as an interactive poster that asked students to become a part of a sustainability community, which according to the survey was one of the most engaging forms of marketing. The board, as well as the mascot, helped to maintain personal contact between the passersby and the PBA program. Each of these community-based, guerrilla-marketing tactics enticed students to the booth through marketing that appeals to emotions (Djordjevic and Cotton).

The group members who remained at the booth used various dialogue scripts, written using information collected from the survey to draw students to the booth. The process of the booth was as follows, with each (#) corresponding to a description of the process below:

For students and faculty who wanted to sign up for PBA: (1) Verbal engagement through opening question, (2) student sign up while group member explains PBA, (3) spin wheel and receive prize, (4) add pledge to board. For students and faculty who were not interested in signing up for PBA: (1) Verbal engagement through opening question, (5) hand out quarter sheet.

(1) 1. Would you like to learn more about how to live sustainably? Let me tell you about PBA!
   2. Do you want a free shirt?
   3. Would you like to play a game?

Survey results from questions 1, 5, 7, and 9 formed the foundation for these questions. Not only were these questions created based on what would most engage the student body, but these questions also provided a way to test the survey results. For example, by asking passersby if they want a free shirt, the groups could measure the surveys legitimacy by comparing how many students sign up for PBA after being asking this question, with the percentage of students who said that on the survey they would want free shirts. On average about 18 people her hour signed up as a result of being asked question one, 24 people per hour signed up after being asked question two and 12 people per hour signed up after being asked to spin the wheel. In addition about 7 people per hour came to the booth from having seen the Facebook group.

(2) In describing the PBA program the group highlighted aspects of the program that the students were most interested in, based on survey results from question five. For example, group members explained that one online PBA module focuses on the benefits of eating local and sustainable foods. The group also connected PBA to Leaders and Best mentality, an important identity for students, as illustrated through survey question three.

During this process, one group member filled in an Excel sheet to tally up the number of people who signed up, which initial question was used to engage the students, and any extra comments to add that would be helpful for recommendations.
(3) Once engaged and after signing up, students could spin a wheel to win one of three giveaways as a reward for signing up. Students were also encouraged to describe their sustainability pledges on a dry erase board as well as see what other students wrote down, promoting a sense of a sustainability community on campus.

While students spin the wheel group members explained how the wheel was made from recycled materials, and explained about the different prizes that are possible to win. Friendly small talk fostered a positive connection with the audience and in turn gave a positive impression of PBA.

(4) After winning a prize the group encouraged students to write their pledge on the board that asked, “What will you do to be more green?” At this point many students took pictures with the mascot and held up their winning.

Photo credit: Laura Rapoport

(5) The group handed out quarter sheets with the information about PBA to passersby.

Since Spring Fest was cancelled due to inclement weather, the booth moved to the basement of the Union. While the booth did attract foot traffic, especially during lunchtime between noon and 1:30, the change in location likely caused the campaign to lose a significant number of potential ambassadors. The booth also no longer had the benefits from Spring Fest advertising.
RECOMMENDATIONS:

While the guerrilla marketing campaign pilot of the PBA “Hot Spot” successfully brought in 136 students who signed up on the list serve and increased recognition for the Ambassadors program, there are several recommendations that could help to make the booth more successful in the future, to increase the number of students who sign up at future booths, as well as convert the students who sign up to future ambassadors.

Recommendation for future PBA booth:

1. Use social media

The first recommendation is to promote the booth ahead of time using social media. About 19% of students who signed up at the booth came from a combination of the booth’s Facebook page, the Planet Blue Twitter page, and the Michigan Free Loaders post, which were all created last minute. Due to the student response associated with these methods in such a short time, it is likely that using social media to advertise for the booth in advance would bring in many more students. The guerrilla marketing team recommends creating PBA Twitter and Facebook pages, using email, advertising in The Michigan Daily and creating flyers. The group also recommends creating an iPhone application to advertise for the booth, which could also be used to send student reminders to complete the online training modules as well as track their progress on their sustainability goals.

2. Design a PBA mascot

A PBA mascot would serve as a meme that embodies PBA in a unique and recognizable way. Like Tony the Tiger is to Frosted Flakes cereal, a PBA mascot could be used at every PBA booth as a consistent way to maintain familiarity with PBA. Levinson, Jay, and Jeannie Levinson. The Startup Guide to Guerilla Marketing. New York, NY: Entrepreneur, 2008. Print.
way to maintain personal connection between the students and PBA program, an important strategy for community-based social marketing 21. Possible mascot designs should include the PBA logo and the color theme in a friendly and inviting way.

3. Implement booth at Festifall

   Rather than waiting until Spring Fest to operate a PBA booth, the booth should be implemented at Festifall, which is at the beginning of the year. This would attract first year students and other students who are looking for programs to become involved in early in the year. Creating a booth earlier in the fall would also leave time to engage ambassadors over the course of the academic year. Also, a booth at Festifall is likely to encounter more foot traffic because there is less of a chance of inclement weather in September than in April. Another way to engage freshman would be making PBA a part of orientation through the use of a booth or making the modules a requirement for orientation.

**Recommendations for future guerrilla marketing campaigns:**

1. Strengthen PBA as a brand

   While it’s important for PBA to associate with already established initiatives such as Planet Blue, Dance Marathon, Greek Life, PBA needs to create its own recognizable brand. Many students who approached the booth were familiar with Planet Blue but not PBA, and thought that already participating in Planet Blue was enough. By strengthening itself as its own brand, PBA would likely attract students who are already involved in Planet Blue but not PBA, as well as those not involved at all to become ambassadors once they realize they are separate programs.

   PBA could strengthen its brand through the use of slogans such as a consistent use of the “Hot Spot” theme, meme’s such as a mascot specific to PBA, and creating giveaways with the PBA logo, each of which are aspects of successful guerrilla marketing campaigns 22. Future events should give out t-shirts and water bottles with a PBA logo rather than a Planet Blue logo. Also, since the giveaways were the booth’s main attraction for students, the group recommends making the gifts more informative. For example, by printing PBA’s website or memorable facts from the modules onto the water bottles and t-shirt, students will have more exposure to PBA and its mission. Strengthening PBA as its own brand will make a brand that is recognizable to students, thereby increasing the number ambassadors.

2. Partner with other campus groups

   Creating partnerships with other groups on campus, such as Circle K, Dance Marathon, and Greek Life will widen PBA’s influence to a large and diverse population of students. Also, since these are the most memorable student organizations according to survey question 4,

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partnering up with these groups will reach a large student population through word-of-mouth referrals to PBA, increasing the number of ambassadors. Research on environmental psychology and community-based social marketing, explain that partnering with other successful student-run groups supports consumer’s interests, since these groups already cater toward students interest \(^{23}\). Research on guerrilla marketing states that the best form of marketing is being seen as a community player because successful campaigns cater towards the beliefs and desires of the community \(^{24}\). Thus, partnership creates positive association between PBA and other well-known and well-liked groups, increasing the number of ambassadors. Sending emails to group leaders about PBA that they could forward their student groups, as well as co-sponsoring student events could facilitate this partnership.

3. Use Leaders and Best pride

As the survey indicated 57% of students rated being the Leaders and Best as what makes them most proud to be a University of Michigan student. Community-based social marketing explains that understanding consumer’s want and beliefs helps to create effective client-consumer communication \(^{25}\). Through capitalizing on that strong emotional bond and pride for the University, PBA is likely to engage a large and diverse student population that is motivated to make a different on campus. This also complies with research on environmental psychology which states that reattribution through social labeling, or using this positive association between Leaders and Best with PBA, would likely change how a person views sustainable behavior from negative to positive \(^{26}\). By framing PBA as a way for students to become the Leaders and Best in sustainability, PBA would engage students who were previously not interested in becoming involved in sustainability.

4. Post sign-up incentives and engagement

Over 40% of students came to the booth specifically for the t-shirt and water bottle giveaways, proving that incentives were a successful way to encourage students to sign up on the list server. However, there are only 5 students who have completed all of the modules from that list so far. Therefore, creating incentives for students who complete each module or the entire training program would likely increase the number of students who become ambassadors. This is supported by the concept of the “thank-you” packet, which is a post sign up incentive that gives people more information on PBA and thanks them for following through with the modules \(^{27}\). A motivating thank-you packet also serves as positive reinforcement and could further enhance word-of-mouth marketing.

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Additionally, keeping ambassadors involved after they complete the modules would increase the number of ambassadors that follow through with their pledges. This is supported by community based social marketing research because it enhances long-lasting behavior change through community engagement\textsuperscript{28}. Through ambassador exclusive pizza parties, educational seminars, field trips, painting the rock, and other activities PBA will keep their ambassadors engaged in sustainability and further the community awareness portion of the 2025 sustainability goals.

**CONCLUSION:**

Guerrilla marketing is an advertising strategy that uses unconventional means to catch the attention of unaware consumers. Using this type of marketing, PBA can spread sustainability awareness around campus, create more ambassadors, and work toward creating a community of sustainability on campus. The pilot campaign brought in 136 students who signed up, and 5 student ambassadors so far, which will likely increase after finals. Even so, according to research, providing incentives for students to complete the modules will increase the number of ambassadors. Additionally, creating programming for students who complete the modules would help strengthen the PBA community. Students would then be more likely to fulfill their pledges, and encourage others to do the same.

The next step for PBA is to create a “Hot Spot” booth at Festifall in the fall of 2013. By that time, PBA should have its own Facebook and Twitter pages to use as advertising for the booth. Current ambassadors should run the booth as well as reach out to other student groups for volunteers. Also, PBA should have its own mascot by next winter. Aside from the booth, by early next fall ambassadors should have contacted other group leaders to see how they can implement PBA into their group activities and programming. Finally, there should be a survey to gage how many students have heard of PBA administered in the fall and also in the spring to measure how effective PBA has been in creating its own brand. The impact of all of these recommendations would greatly expand the community awareness portion of the 2025 sustainability goals.

Appendices:

Appendix 1: Survey

1. Which type of campus event have you attended?

3. What makes you most proud to be a wolverine?

5. How interested are you in learning more about the following?
6. How would you rate your awareness on environmental issues?

7. Have you heard of Planet Blue?

8. Overall, how committed are you to sustainability?
9. How interested are you in becoming more involved on campus in environmental issues?

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11. What is your sex?

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<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
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<td>Male</td>
<td>110</td>
<td>36%</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>194</td>
<td>64%</td>
</tr>
<tr>
<td>3</td>
<td>Other</td>
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<td>0%</td>
</tr>
<tr>
<td>Total</td>
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<td>304</td>
<td>100%</td>
</tr>
</tbody>
</table>
Appendix 2: Photographs of booth

Photo credit: Jessica Kreamer

Photo credit: Sarah Cissell

Photo credit: Laura Rapoport