



Almaty – one of the most beautiful cities in the world. City of green gardens, majestic mountains, beautiful architecture and so on. It is a culture capital of our country. So why people don't understand it and let things slide. Unfortunately, in the literal sense.



1. Where do we start from?

Why it happening? Is it religion reasons, necessary or ordinary incivility? Neither the first, nor the second isn't the cause.

Acquainted with the views of the clergy, it is possible to conclude that they do not approve of such behavior. The necessary can be justified only to the disease, so it also can be called significative of ignorance basic norms of hygiene and etiquette.

Unfortunately, this fact is present not only in our country, but also in other Asian countries such as China. But even in China start thinking to increase the level of hygiene and culture of communication. However, this is due to the Chinese ancient customs, which is not true about us.

Of all of the above, we can conclude that the reason for such a disgusting habit, like spitting on the street is a gap in education, lack of awareness of the population.

2 Where do we want to be?

What do we want to achieve:

- ✓ improving the overall appearance of the city
- ✓ Increase the level of hygiene
- ✓ The growth of social culture in the minds of the population



3. What do we do to get there?

To combat this problem, you need to create a very negative perception of the habits of the entire population. As a rule, people are extremely sensitive to the opinion of the people around him, even if they deny it.

Need to conduct research and show the results of which may have implications for health, communicate with other people.

To achieve the goal we need to connect with:

- ✓ City's administration
- ✓ Youth organization
- ✓ Commercial enterprise that interested in this project: producer of hygiene products and others.

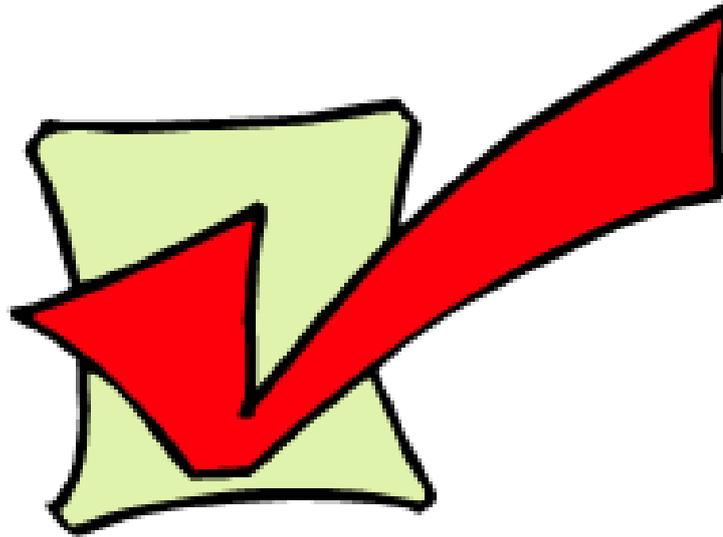
4. Whom we need to talk to?

Target audience is youth. Unfortunately, this habit are subject to different age groups, but the choice gives the younger generation, because it is hoped to re-education, and perhaps develop a more caring attitude towards other people and the environment. There may be some difficulties in connection with the problems of adolescence: maximalism, a keen perception of the world, etc. You should also pay more attention to the male population, because 99% of people have this habit – males.

What can help us to bring this idea to people:

- ✓ Internet: social networks, blogs, forums etc.
- ✓ Billboards
- ✓ Guerilla marketing





5. Criteria of success (KPIs).

In order to understand whether the achieved goal of the project, will need to assemble a control group (people of different sexes and ages of different strata of the population) and to conduct a survey on this subject before and after the event. If the results are not satisfactory, you will need to analyze the situation, correct mistakes and make another attempt.

It is also possible to install hidden cameras to trace and affect whether the shares of the project on the target audience.

6. Mandatories.

- ✓ Alternate logo of the action "spitting on the environment - spit on yourself"
- ✓ Create a site on the Internet, open a page on social networking sites, post blog posts and forums.
- ✓ Develop a video for social advertising.
- ✓ Develop ideas for guerrilla advertising
- ✓ Approximately 500 thousand tenge budget