



Date: February 7, 2019

TO: DISTRIBUTION

RE: DESERT CONSERVATION PROGRAM PROJECT COMPLETION NOTIFICATION:
DESERT CONSERVATION PROGRAM (DCP) BRANDING PROJECT
2015-ROBERTSON-1515C
2017-ROBERTSON-1770A

The work for the above referenced project has been completed. Please see the attached for all project related information.

The purpose of the above referenced project was:

The purpose of this project is for the development of an overall marketing and branding strategy, development of work templates, methods of increasing awareness of the Mojave Max program and its connection to the DCP.

The major accomplishment or findings of this project include:

Robertson + Partners developed an overall strategic branding and marketing strategy as well as a new brand identity with the launch of the 'To the Max' campaign. The 'To the Max' campaign touched on four specific informational pillars: Learn to the Max, Explore to the Max, Build to the Max and Shred to the Max.

A new website was developed which showcased a new look and feel for the Mojave Max program and the four informational pillars.

In addition to advertising on billboards and radio, Robertson and Partners created videos and ads for social media output. Robertson + Partners also developed new collateral, and office templates.

BUILD:MAX SHRED:MAX EXPLORE:MAX LEARN:MAX

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For more information about this project and/or for other Project Reports or Symposium Reports, please visit our website at: <http://www.clarkcountynv.gov/airquality/dcp/Pages/default.aspx>

If you have any questions, please contact Heather Green at (702) 455-1605.

Sincerely,



Marci D. Henson
Director, Air Quality
Administrator, MSHCP

cc:

US Fish and Wildlife Service
Board of County Commissioners (7)
Permittees' Executive Committee
Permittees' Process Management Group
Thomas Boldt, Purchasing
Catherine Jorgenson, District Attorney – Civil Division
Desert Conservation Program Community Advisory Committee
Desert Conservation Program Interested Parties List
Multiple Species Habitat Conservation Plan Implementing Agencies
Science Advisor
SNPLMA Office (for SNPLMA projects)
Congressional Office
DCP Staff

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