

# Dog Fouling/Responsible Dog Ownership Marketing Campaign



Maximum Court Fine £1000

**Be a Responsible Dog Owner:**

- License your dog
- Always clean up after your dog
- Don't let your dog stray
- Don't let your dog's barking become a nuisance



Derry City & Strabane  
District Council  
Cathairán Dúiche &  
Chontóir an Strabhaílin  
Derry City & Strabane  
Derry, Londain

To report dog fouling  
contact: 028 71 253 253 or  
info@derrystrabane.com

| Tactic                            | Area/Platform                           | Application/Quantity  |
|-----------------------------------|---|-----------------------|
| <b>Street Art</b>                 |   |                       |
|                                   | Cityside                                | 100                   |
|                                   | Waterside & Rural                       | 200                   |
|                                   | Strabane & Rural                        | 125                   |
|                                   | Stencil                                 |                       |
| <b>Radio</b>                      |   |                       |
|                                   | Drive 105                               | 294 ads               |
|                                   | Qradio                                  | 80 ads + production   |
| <b>Bus supersides</b>             | Superside Derry & Strabane              | 2 weeks               |
| <b>Outdoor (digital screens)</b>  |   |                       |
|                                   | Bravo Screen                            | 2 cycles (4 weeks)    |
|                                   | Queen's Quay Lightbox                   | 2 cycles (4 weeks)    |
|                                   | ASDA Carpark Screen                     | 2 cycles (4 weeks)    |
|                                   | Lisnagelvin & Quayside shopping centres | 2 cycles (4 weeks)    |
|                                   | 6 sheets Derry, Strabane, Newtonstewart |                       |
| <b>Boosted posts social media</b> |   |                       |
|                                   | Instagram                               | 4 weeks               |
|                                   | Facebook                                | 4 weeks               |
| <b>Animation / Video</b>          |   | 30 & 10 sec animation |
| <b>Press</b>                      | Local Press                             | Press Release         |
|                                   |   |                       |