

Appendix B: Examples of Recent Campaign Tactics



Figure 1: Example of a bus ad currently running in Niagara Falls, St.Catharines, and Welland



Figure 2: Example of a campaign billboard advertisements

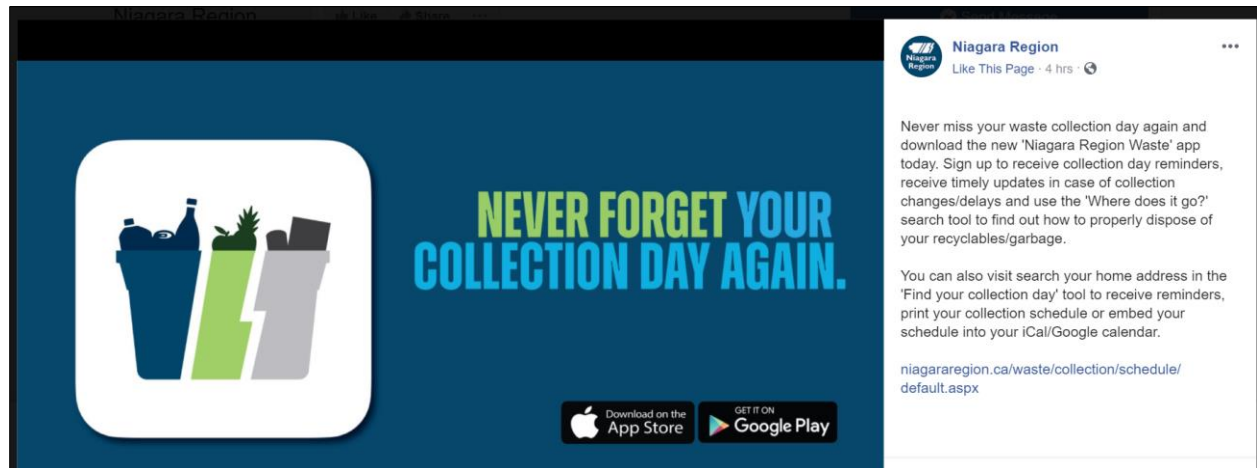


Figure 3: Facebook post on September 17th promoting the launch of the new Niagara Region Waste app