



TOLL TROLLS AND THE POWER OF GUERRILLA MARKETING

It wasn't exactly a typical partner request:

Connecticut's governor is taking the state on a one-way path to financial ruin, and his latest scheme to make this happen is to litter the state with tolls. So we now are fighting a proposal to install 72 tolling locations across the state.

Enter the Toll Troll.

Yankee would like to install 72 "toll trolls" in a park near the Statehouse to show people the proposed volume of tolls is absurd. And hopefully get a few press hits.

We'd like your help in designing the toll trolls.

Well, OK then. We got to work.



Our team's cartoonist put together several original concepts and based the color scheme on the branding of E-ZPass, a toll service in several neighboring states. After settling on a design with the partner, it went to our Art Director to coordinate with the printer.

He went to work prepping each of the files – all 72 of them – for die-cut

printing (so the trolls could be "cut out" rather than appear on a white background) and making sure the printer had all he needed in time for the event.

The printing was done, the permits for the display were secured and our partner was ready to go.

PARTNER NAME: Yankee Institute

LOCATION: Connecticut

GOAL: Raise awareness among Connecticut taxpayers for a proposal to install tolls on the state's highways, which could cost drivers upwards of \$240 a month. This in a state that already has nearly the highest gas tax in the country, a longstanding track record of inefficient spending on infrastructure, and that has imposed two income tax hikes in the last seven years.

RESULTS: Earned positive, issue-based media coverage for the client from all four of the state's major TV network affiliates

STRATEGY: Designed 72 "toll trolls" and coordinated printing for a guerilla display on the Statehouse lawn



CONCEPT PRESENTED TO PARTNER



EXECUTION

The Yankee Institute was hoping for “a few press hits.” What they got were full segments from every major TV affiliate in the state, something that’s nearly unprecedented for a think tank of their size – or a think tank of any size. Better yet, all the coverage was very positive and prominently featured our partner’s president. The bill’s sponsor and the main supporter of toll installation even had to do their interviews in front of the trolls! Yankee Institute had five radio interviews the day of the event on top of this.

It was a fun idea from our partner, and we were proud to lend our creative and execution expertise to help them make a major splash on a critical issue.

“THOSE OPPOSED TO TOLLS ARE GETTING LOUDER AND LOUDER. THE TOLL TROLLS COVERED THE GROUNDS OF THE CONNECTICUT STATE CAPITOL, EACH OF THEM NUMBERED TO REPRESENT A POSSIBLE TOLL LOCATION... THE YANKEE INSTITUTE, A CONSERVATIVE POLICY THINK TANK BASED IN CONNECTICUT, ORGANIZED THE TROLL DISPLAY.”

**- MAX REISS
NBC CONNECTICUT**



NBC CONNECTICUT



WTNH 8 (ABC)



WFSB 3 (CBS)



FOX 61