

Tread Lightly!

ADVERTISING GUIDELINES

INTRODUCTION

In the late 1980s, several manufacturers created advertising images depicting their products carelessly damaging the environment and validating unethical outdoor behavior. The public backlash was severe and a major catalyst for the formation of Tread Lightly!, Inc.

Today, American outdoor recreation opportunities are approaching a crossroads of uncertainty due to growing resource closures and restrictions. These limitations are driven by policy, and policy is driven by public perceptions. Often, the only perception American's have about what really happens in the great outdoors is influenced by marketing images.

Marketing images have a huge impact, not only on the public's future access to the great outdoors, but also on future opportunities to market products in the great outdoors. The next generation of outdoor enthusiasts, industry and media will ultimately pay a high price if ethical outdoor recreation is not widely practiced.

Tread Lightly!®'s Advertising Guidelines, not exclusive to its members, are intended to serve as recommendations to help produce images that depict minimum impact to the environment and/or responsible behaviors. Adhering to Tread Lightly! principles in advertising and merchandising materials demonstrates to consumers that a corporation cares about important environmental issues. This is a simple, but powerful message to an increasingly concerned public.

THE CHALLENGE OF RESPONSIBLE ADVERTISING

Manufacturers want to communicate key attributes of a product, like capability, ruggedness, safety, and security. The challenge is to create images that are powerful, but also responsible. The following tips concisely summarize standards consistent with the Tread Lightly! message. These standards should become an integral part of your creative development process. They can also serve as an internal guide to monitor adherence to the standards.

Land-Based Recreation:

- Show vehicles on an obvious road or trail. If the roadway is not visible, showing the vehicle on rock, gravel or in some cases sand or snow may still imply responsible use if done conscientiously
- Never show vehicles blazing a new trail
- Avoid use of the word "wilderness" in conjunction with motorized or mechanized vehicles. Areas designated "Wilderness" by the government prohibits motorized vehicle use
- It is best not to demonstrate vehicles in conflict with water. If water must be present, vehicles should cross streams only where the trail crosses the stream. Splashing water should not exceed the wheel well
- Avoid showing excessive speed
- Avoid showing mud covered vehicles or excessive dust

Water-Related Recreation:

- Avoid use of the word "wilderness" in conjunction with motorized or mechanized vessels. Areas designated "Wilderness" by the government prohibits motorized vehicle use
- Avoid showing excessive speed
- Never portray your product jumping the wake of another boat
- Avoid portraying a motorized boat in shallow water

Tread Lightly!, Inc. can provide assistance in the review of materials prior to production. To contact Tread Lightly! call (801) 627-0077, fax (801) 621-8633, or e-mail treadlightly@treadlightly.org.

TREAD LIGHTLY!'S ADVERTISING GUIDELINES IN DETAIL

LAND-BASED RECREATION:

Do not use the word *wilderness*

When Congress passed the Wilderness Act in 1964, it became illegal to take motorized and mechanized vehicles into areas designated as *wilderness*. Sometimes the word *wilderness* is used when simply referring to an area far removed from civilization. If marketing motorized and mechanized vehicles, use of the word *wilderness* should be avoided because it incorrectly implies consent and allowable use of vehicles inside these Congressionally designated wilderness areas.

Wildlands, *backcountry* and *the great outdoors* are preferred terms for describing these areas. Using these terms will help avoid sending the wrong message regarding vehicle use in designated wilderness areas.

Show vehicles on obvious roads and trails

Whenever possible, show an obvious road or trail if marketing motorized and mechanized vehicles in a scenic setting. If the roadway is not visible, showing the vehicle on rock, gravel or in some cases sand or snow may still imply responsible use if done conscientiously. Staying on designated roads and trails is the most basic and most important way to minimize impact on the environment. This indirect message can directly affect public behavior.

Never blaze a new road or trail

Blazing a new trail is not sending a responsible message. Straying from existing unpaved roads and trails causes user conflict, destroys plant and animal life, and increases soil erosion. Resulting scars are unsightly and long-lasting, not to mention difficult and sometimes impossible to repair.

It is best not to demonstrate vehicles in conflict with water

All bodies of water contain extremely delicate ecosystems—so it is best not to demonstrate vehicles in conflict with water. However, if vehicle action shots are near water, using a bridge is your best alternative. If you're demonstrating your vehicle crossing a body of water, vehicles should cross at designated fording points (where a trail intersects with a stream). Avoid excessive speed, wheel spinning or splashing while crossing. Whether at a lake or stream setting, campsite scenes should be a reasonable distance from the water's edge.

Avoid excessive speed

When portraying vehicles in action, fun and excitement need not be excluded in marketing images, but be aware of the implied message associated with excessive speed—a lack of good judgment and safety. Excessive speed may cause damage to the natural resources, vehicle, occupants, other visitors, and/or road surface where visibility or road conditions are hazardous.

Avoid showing mud-covered vehicles or excessive dust

Vehicles can damage wet or soft backcountry roads and trails and create huge ruts, making them impassable and encouraging others to bypass the obstruction, consequently creating unauthorized roads and trails. Avoid scenes depicting these conditions to eliminate negative perceptions. Advertise the smart way—demonstrate restraint. Depict vehicle actions that demonstrate wildlife and plant/vegetation conservation. Demonstrate concern for the inhabitants and visitors alike.

WATER-RELATED RECREATION:

Avoid the Implication of Excessive Speed

All boats should be operated at manageable speeds at all times. Boats have become more powerful each year and because they don't have brakes, always leave a safe distance between you, other boats, swimmers, and the shore (150 feet is a good rule of thumb).

Never Portray Your Product Jumping the Wake of Another Boat

Never jump the wake of a boat. It is not only dangerous, but it is also illegal in many states. Stay at least 150 feet away from all people and other boats when operating above an idle speed.

Avoid Portraying a Motorized Boat in Shallow Water

All bodies of water contain extremely delicate ecosystems. If demonstrating a product in shallow water, make sure the water is at least two and a half feet deep and travel slowly. Riding in shallow water is bad for most boats, but more importantly, can lead to erosion and can be harmful to the habitats of plants and animals.

TREAD LIGHTLY! LOGOS

Prior to production, all materials incorporating the Tread Lightly! logo or Official Partner logo must be passed through Tread Lightly! for approval. If materials do not meet Tread Lightly! requirements for use, Tread Lightly! reserves the right to decline logo usage.

CREATING TREAD LIGHTLY! MESSAGES

The following mission statement and boiler plate are designed to provide you with short, concise information regarding Tread Lightly! ethics:

Tread Lightly! is a national nonprofit organization with a mission to proactively protect recreation access and opportunities in the outdoors through ethics education and stewardship initiatives.

Tread Lightly! is a national nonprofit organization with a mission to proactively protect recreation access and opportunities in the outdoors through education and stewardship. Tread Lightly!'s educational message, along with its training and restoration initiatives are strategically designed to instill an ethic of responsibility in a wide variety of outdoor enthusiasts and the

industries that serve them. The organization's goal is to balance the needs of the people who enjoy outdoor recreation with our need to maintain a healthy environment and it's leading the way to help remedy current and future recreation issues.

TREAD LIGHTLY! PSAs

The Tread Lightly! Public Service Announcement (PSA) campaigns allows the organization to work hand in hand with the media in helping to promote its mission of educating the public on how to respect and conserve the great outdoors. The following print PSAs are now available, via the Tread Lightly! website and compact disk:

- Mountain Biking
- Trail Biking
- Personal Watercraft Use
- Four Wheeling
- Snowmobiling
- ATV Riding
- Horseback Riding
- Boating
- Camping
- Fishing
- Hunting
- Sand Duning

To obtain the above print campaign or any of Tread Lightly!'s radio or broadcast PSAs, call (800) 966-9900 or visit www.treadlightly.org.