THE PPMA EFFECT

THE PROFESSIONAL PEST MANAGEMENT ALLIANCE 2018 ANNUAL REPORT
Dear Friends and Colleagues:

You may have been hearing more about the Professional Pest Management Alliance and something called, the “PPMA Effect.” In 2018, Pest Control Technology magazine credited the Professional Pest Management Alliance as the second leading driver of our industry’s growth, second only to growth occurring in specific service areas, such as mosquito control. And believe me, we’ve been shouting this news from the rooftops.

I’m not going to deny it, those of us who have been leading the charge of PPMA — many of us since the organization’s beginning more than 20 years ago — are thrilled to have this endorsement and affirmation. It’s a testament to the work PPMA does each and every day on behalf of our industry, work that is absolutely vital to all our livelihoods. If you are a part of PPMA, you are helping to drive that mission and are answering the call to grow, promote, protect and defend our great industry, and to grow the market and make an impact with consumer audiences. On behalf of the PPMA Board of Directors, we thank our Guardians and Contributors for all you are doing to move this industry forward.

PPMA works hard each and every day to communicate the value of partnering with a local pest control professional — to partner with you. We do this through our year-round media relations campaigns, our public service announcements, our digital and social media vehicles, advertising and other marketing programs that you’ll learn more about in the pages of this report. There’s also a great deal that happens beyond those programs with work that occurs out of the public eye to defend against and mitigate risks to further protect our industry. PPMA is your advocate, and we take that responsibility seriously.

So, while we relish those small victories and big marketing wins, we have an incredible amount of work still to be done in the coming years. This work can only continue through the financial support of our investors. PPMA is funded 100 percent through voluntary donations from generous companies leading this industry forward and allowing PPMA to provide top-notch marketing programs to educate and inform consumers.

If by chance you are reading this and are not yet involved in this critical mission, please join us and become a part of the “PPMA Effect.” We need each other in order to grow and achieve success.

Regards,

Bobby Jenkins
Chairman, PPMA
ABC Home & Commercial Services

LETTER FROM THE CHAIRMAN
Dear Stakeholder:

Positive public perception of our industry in today’s hyper-connected, news-driven and social sharing world is critical. For more than 20 years, the Professional Pest Management Alliance has been charged with growing, protecting, defending and promoting the professional pest management industry to both residential and commercial audiences nationwide, having a powerful effect on how the American consumer understands pest control issues and the value proposition of working with a licensed pest control professional.

Thanks to your generous support over the years, we’ve been able to serve as an advocate, a unifying voice and a trusted partner to pest management professionals, and as an authoritative and educational resource for consumers everywhere, shaping the public’s perception of our industry by creating a positive image of the work you do. This work is having a profound impact driving industry growth and it’s called the “PPMA Effect.”

The “PPMA Effect” was coined by Pest Control Technology magazine and is recognized as the second leading factor in driving industry growth and optimism. Our 2018 annual report provides a glimpse of our comprehensive marketing programs that helped further exemplify the important work pest management professionals do each and every day.

PPMA’s groundbreaking Tiny Termite House project captivated more than one million online viewers, and drove over 36 million media impressions. Our two new, compelling public health PSAs, done in partnership with the Centers for Disease Control and Prevention (CDC), aired over 13,000 times on both national networks and in local markets. The launch of both our bi-annual Bug Barometer® and our inaugural Vector Sectors™ report resulted in more than 90 media placements and encouraged consumers to work with a licensed pest control professional. That’s the “PPMA Effect.”

In 2018 alone, we participated in over 1,500 stories in national and local print, TV radio and online news media, bringing pest control topics to the forefront of the conversation, and driving over 5.7 million users to our consumer websites. That’s the “PPMA Effect.”

Your support allows this vital work to continue, and we’d like to thank you for believing in our mission and for the impact you’re having in helping to fuel the “PPMA Effect.”

While 2018 was truly an exciting and record-breaking year in many ways, we’re looking forward to making 2019 our best yet.

Best,
Cindy Mannes
Executive Director, PPMA

LETTER FROM THE EXECUTIVE DIRECTOR

PPMA revealed a high-definition, behind-the-walls look at the destructive nature of termites through the Tiny Termite House, a first-of-its-kind, groundbreaking research study and video production. With support from the City of New Orleans Mosquito, Termite and Rodent Control Board, more than half a million Formosan termites were introduced into the soil surrounding a tiny, built-to-scale dream home. A team of researchers began observing and documenting their behavior and the incredible damage left behind in their wake. Presented at the National Conference on Urban Entomology, the Tiny Termite House is verifiable proof of just how quickly and methodically termites can eat away at a structure if left unchecked, consuming critical support beams while tucked out of sight from the human eye.

PPMA launched robust consumer media relations and social media campaigns touting termite prevention tips and partnering with a qualified pest control professional. The media and industry’s positive response to the Tiny Termite House was overwhelming, with placements secured on The Weather Channel, Seeker.com, syndicated in all the Southern California News Group publications, as well as broadcasts on 20 FOX affiliate stations across the U.S., on FOXNews.com and posted on the FOX News SciTech Facebook page — and many more.

PPMA also made many of the materials and footage available to its investors on Mainframe to help companies share the campaign with their customers and local news outlets.
Over the years, we’ve worked to build up our spokesperson bench to deliver clear, authoritative messaging to help answer questions relating to common vector-borne illnesses. Through 23 interviews with local radio stations and digital platforms, we gave our experts the opportunity to speak directly to consumers and connect pest control professionals with on-time pest activity forecasts.

Satellite and Internet Media Tours
In 2018, we continued to amplify some of our consumer website content with two satellite media tours (SMT) during National Pest Management Month. He participated in 29 media interviews with TV and radio stations across the country, encouraging audiences to partner with a licensed pest control professional to prepare their homes and defend against spring and summer pests.

In June, our medical advisor, Jorge Parada, MD, MPH, FAC, FIDSA, participated in an Internet media tour (IMT) discussing the topic of ick- and mosquito-borne illnesses. Through 23 interviews with local radio stations and digital outlets across the country, he drove home the value of partnering with a pest control professional to help protect against vector pests. The campaign resulted in 1,177 airings for a combined audience reach of 12.6 million.

Content Syndication
In 2018, we continued to amplify some of our consumer website content to CNN, Fox News and other top publishers through a third-party content syndication platform, driving additional traffic to our site. This tactic generated 45,599,891 impressions and 106,394 site clicks back to PestWorld.org for an average cost per click of $0.33.

Media Relations Programs
Our bi-annual Bug Barometer® forecasts pest pressure across the country for the coming seasons. GoodHousekeeping.com and the Detroit Metro Times published pieces about our 2018 Spring/Summer Bug Barometer, including our official infographic and links back to PestWorld.org. Plus, more than 150 NBC broadcast affiliates ran a syndicated segment on the pest predictions, giving us TV coverage across the country. AccuWeather and The Weather Channel also covered our 2018 Fall/Winter forecast, with Weather.com also producing a corresponding video for their site. FOX broadcast affiliates across the nation also featured our report on the syndicated show, “Top 30,” which highlights each day’s top 30 stories in 30 fast-paced minutes.

Our inaugural Vector Sectors™ report highlighting the top 10 U.S. cities with increased vector pest pressure received both national and regional media coverage, including a piece on Realtor.com that featured an interview with NPMA entomologist, Michael Bentley, Ph.D., on the importance of working with a licensed pest control professional. Regionally, MLive.com, the online edition for many of Detroit’s newspapers with more than 18 million readers, featured quotes from Cindy Mannes, vice president of public affairs, and linked directly to PestWorld.com’s website to learn more.

CONSUMER AND COMMERCIAL MEDIA RELATIONS PROGRAMS

Leveraging Our Experts
Over the years, we’ve worked to build up our spokesperson bench to deliver credible expert sources when working with the media. The team delivers clear, authoritative messaging to help answer questions relating to common household pests and the health and property risks they pose, and works to position the industry and pest control professionals in a positive light.

Satellite and Internet Media Tours
NPMA rejoined home improvement expert, Bob Viña, for a satellite media tour (SMT) during National Pest Management Month. He participated in 29 media interviews with TV and radio stations across the country, encouraging audiences to partner with a licensed pest control professional to prepare their homes and defend against spring and summer pests.

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Consumer and Commercial Media Wins
More than 1,500 news stories ran in 2018 educating the public about common household pests and the importance of partnering with a licensed pest control professional. We secured six segments on The Weather Channel, nine Reader’s Digest online articles, three Today.com pieces, in addition to hundreds of local news outlets across the country.

We also contributed our expertise to 37 commercial articles, spanning a range of publications geared towards food service and processing, multifamily housing, lodging and hospitality, and buildings and facilities management industries.

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PUBLIC SERVICE ANNOUNCEMENTS PRODUCED IN PARTNERSHIP WITH CDC

Our 2018 PSA program secured more than 119,000 TV and radio airings, resulting in nearly 518 million impressions, worth an estimated $24 million in ad value. These results outperformed 2017 by more than 26,000 airings, 98 million impressions and $5.7 million in ad value. The driving force behind the overwhelming support from PSA directors was due in large part to our new partnership with the U.S. Centers for Disease Control and Prevention (CDC). PPMA produced two new PSAs in 2018, “Safety First” and “Sick Day,” and collaborated with the CDC on the script development and co-branded the PSAs. They also co-signed the cover letter going to PSA directors, further making the case for why these campaigns are vital to the American public.

NEW RESEARCH SHEDS LIGHT ON TOPICAL PEST ISSUES

Groundbreaking research, done in partnership with Fordham University and funded by the Pest Management Foundation, with support from the Professional Pest Management Alliance, uncovered key insights that will help inform better rodent control methods. Scientists studied individual rat behavior using scent detection and RFID-technology, better known as micro-chipping. The group monitored how often rats frequented remote sensors and found certain odors to be more attractive than others in luring rodents to a trap or feeding station. The observed behavior and interactions also dispelled some long-thought myths about cats as an effective means of rodent control, which PPMA shared with consumers in a special media relations campaign timed around Rodent Awareness Week in October.

2018 Bugs Without Borders Highlights

To better understand the current landscape of bed bug infestations and treatment, PPMA commissioned a survey of U.S. pest control professionals. The 2018 Bugs Without Borders survey found that bed bugs remain a pervasive problem, with 97 percent of U.S. pest professionals reporting they have treated for bed bugs in the past year. A majority of them said that overall bed bug service work (69 percent) and the prevalence of these pests (66 percent) are increasing. The results were shared with consumer audiences to drive further awareness of this persistent issue and how professional pest control is necessary to eliminate bed bugs.
@PestWorld Social Properties Lead Positive Conversations Online

PPMA frequently posts engaging content on its @PestWorld properties including Facebook, Pinterest, Twitter and YouTube. In keeping with the record-breaking trend, PPMA secured nearly 7 million organic social media impressions in 2018, representing a 48 percent increase in results from 2017.

Video Drives Engagement with Paid Social Advertising Campaigns

PPMA promoted 125 posts on Facebook in 2018, capturing 727,036 impressions and receiving 4,714 reactions, comments and shares. Of the 125 posts, 43 of them were videos, consisting of both newly produced content, such as a three-part holiday decorating series and a new how-to video on pest-proofing the pantry, and repurposed content from years past. The videos garnered 200,079 views and averaged an extremely low average cost-per-view of $0.03. Our yearlong Facebook traffic campaign generated 16 million impressions and our Pinterest promoted pins campaign secured nearly 900,000 impressions.

SOCIAL MEDIA ENGAGEMENT

5 Million+ Visits to PestWorld.org in 2018

PPMA manages two consumer education websites on behalf of the industry: PestWorld.org and PestWorldForKids.org. Collectively, we drove 5,748,657 unique visitors to these sites in 2018, representing a 26 percent year-over-year increase. PestWorld.org, alone, drove more than 3.2 million of those unique visits, which is a 36 percent year-over-year increase.

New Interactive House on PestWorld.org

One of the biggest site enhancements was the addition of our new, interactive house feature that allows users to search areas of the home to find out what pests are of most concern in each room. The new content page drove nearly 14,850 entrances, and 20 out of the 26 target keywords for this feature are ranking at #1 on Google. Users and companies alike love this engaging feature.

PestWorldForKids.org Enhancements

Our children’s programming site continues to serve as a learning tool both in the classroom, and in engaged parent’s homes. In 2018, we added new content for daycare, preschool and Pre-K programs, and embarked on our first ever SEO strategy. The site now ranks on the first page of Google for 122 of its 153 target keywords, representing a collective 18,593 searches per month.
ABOUT THE PROFESSIONAL PEST MANAGEMENT ALLIANCE

The PPMA was founded in 1997 to grow, promote, protect and defend the pest management industry. As the industry’s voice, PPMA continues to proactively educate the public on the value of professional pest control through its media relations, public service announcement, advertising, social media and online communications programs it conducts on behalf of the National Pest Management Association.

To join us, please contact Cindy Mannes at cmannes@pestworld.org.

YOU HAVE A VOICE.

We serve as your voice in the media and the marketplace. We are raising awareness nationwide on the importance of pest control in major print, radio, TV, and digital media outlets with coverage that highlights the quality of life, health, safety and property threats that pests pose while providing valuable advice to homeowners. We are continuing to build goodwill for our industry and are driving customers to your door.

YOU HAVE A PARTNER.

PPMA’s Board of Directors is made up of leaders drawn from multiple facets of the industry — pest management firms of all sizes, suppliers and distributors, as well as other key stakeholders. Our work relies solely on the voluntary donations from you, your colleagues and other industry allies.

THANK YOU.

Because of your investment in PPMA, we have grown our industry, bolstered our reputation, and protected your livelihood and the livelihood of this industry as protectors of the health, food and property of our customers. Together, we can continue to grow.

Mainframe, an online digital agency powered by PPMA, is an exclusive subscription service that provides easy access to comprehensive, ready-made, professional marketing materials without the expensive retainer of a brick-and-mortar agency. Take your marketing program to the next level with these professionally designed materials and programs to jumpstart or supplement existing marketing, public relations, social media and advertising efforts. The content on Mainframe is updated every month for timely and seasonal marketing campaigns and outreach, so be sure to check back often!