

ACC Focuses on Ratings

The American Chemistry Council is preparing for the next phase of its "essential2" public education campaign, launching a new round of national TV and print ads in late September. Visitors to ACC's Web site, www.americanchemistry.com, have tripled since the official launch of the campaign in September 2005. Among ACC's target of "informed Americans," the favorability rating of the chemical industry has risen from 46.8 percent to 49 percent, while that of the plastics industry gained from 55.1 percent to 57.5 percent.

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