

2011

Yard & Food Waste Marketing Campaign



Waste Management of the PNW
2010/11 King & Snohomish County
Revenue Sharing Agreement
4/12/2011



2011 Yard and Food Waste Marketing Campaign *Project Summary*

Overview

In fulfillment of our 2010/2011 King and Snohomish County Revenue Sharing Agreements, Waste Management developed a marketing campaign to promote food and yard waste service to Waste Management single-family customers living in unincorporated King and Snohomish Counties, with the ultimate goal of increasing overall yard waste subscription rates.

This summary report includes the following:

1. Project Creative Brief
2. Media Buy
3. Expenditures
4. Final Creative

Waste Management is grateful to both to King and Snohomish County staff for the technical expertise they provided during the development of this marketing campaign.

Project Creative Brief

Who are we talking to?

Primary: Single-family residents in King and Snohomish Counties (except City of Seattle) who have food and yard waste service but aren't putting food waste or food-soiled paper in the yard waste cart; others who do not have food and yard waste service, and we want them to subscribe. This is typically parents, females, between the age ranges of 25 to 50.

Secondary: Single-family residents in King and Snohomish Counties (except City of Seattle) who do NOT have food and yard waste service. We want them to subscribe. Typically parents, females, between the age range of 25 to 50.

Tertiary: Children in households that have food and yard waste service but the food waste is not going into the cart as it should...

What do they currently think?

- Composting is unsanitary. Collecting food scraps in my kitchen will create fruit flies, odors and maggots.
- There is a serious "yuck" factor associated with collecting food scraps. In fact, our focus groups tested a composting message that had the word "rotten" in it. That message did not resonate with people primarily because of that word and its association with composting.
- I did not know I could put food and food-soiled paper in my yard waste cart.
- Composting food scraps is too much work. I don't want to have to empty out my food scrap collection container more than once a week.
- I would compost if it were easier and if I knew how.

- I do not have a yard and food waste cart so I cannot participate.
- I wish someone would just tell me what I am supposed to be doing with this stuff!

What do we want them to think?

- It is easy to recycle food scraps and food-soiled paper. Use a compostable bag and reduce odors and flies. Start with the pizza box and vegetable and fruit scraps. Then move on to coffee grounds, meat, bones, fish and leftovers from the refrigerator.
- Collecting food scraps is as easy as 1,2,3.
- Collect food scraps and food-soiled paper in your kitchen.
- Find the collection method that works for you, i.e. the stylish compost pail, a reusable container, an approved compostable bag or paper bag from the grocery store. (*side note - we may consider working with a vendor or two to tell people WHERE they can get containers*). Containers are widely available and depicting the different choices, as you have done in the yard waste insert, will do with this for you. Directing readers to www.recyclefood.com will help them find bag retailers, who offer containers in their community.
- Think of the benefits! Clean out the fridge!
- You can reduce your garbage - the average single-family household produces 475 pounds of food scraps and food-soiled paper every year. All of this material can be placed in your Waste Management food and yard waste cart.
- It's good for the environment. Yard waste, food scraps and food-soiled paper are sent to a local composting facility and turned into nutrient-rich compost which can be used in your garden and improve soil health!
- You can compost items such as meat, fish, poultry, bones, dairy products, vegetable and fruit trimmings and coffee grounds in your Waste Management yard and food waste cart. Everything that you are currently putting in a garbage container under the sink! Make it a compost container instead!
- Empty collected food scraps into your food and yard waste cart and it will get emptied on your regularly scheduled collection day!
- Don't have curbside yard and food waste collection? No problem, sign up today by calling Waste Management at 1-800-592-9995.
- Collecting food scraps is just as easy as throwing them away—instead of putting food scraps in the garbage (which you take out weekly) just put it in a kitchen counter container and empty it frequently.

What is the gist of our marketing efforts, that is, what's the ONE message we want to convey when a person first sees/hears communication about Waste Management?

Start composting your food scraps, it's easy to do. And, if you don't have a yard and food waste cart, order one by calling Waste Management.

What are the support/copy points for this one message?

It is not yucky, it's easy.
 It's good for the planet..
 It can save you money on your garbage bill!

What's the proper tone for these pieces of communication?

Fun, smart, witty, and catchy. We want a message they will remember.

Media Buy

Print Buy: Waste Management procured a total of 12, full-color ¼ page print advertisements and 1, full-color, full-page print ad in the Everett Herald to garner over 1.5 million Snohomish County impressions. Print advertisements will appear in the Everett Herald on the following dates: 3/12, 3/15, 3/26, 3/29, 4/02, 4/05, 4/13, 4/16, 4/19, 4/30, 5/03, 5/07 and 5/10.

Online Buy: Waste Management selected procured one month of Seattle Times online advertising advertisements in three sizes: 300x600, 728x90 & 300x250 for a total of 343,000 impressions. These ads will run throughout the month of April.

Transit Buy: Two different providers were assessed for campaign distribution. Snohomish Transit (operated by Clear Channel) proved not to have the coverage routes desired when compared to the King/Snohomish Metro Lines (operated by Titan). In total, WM placed 21 bus Kings in King County and 21 additional bus Kings in Snohomish County. The bus advertisements will run for a total of 12 weeks between 3/14/2011 and 6/05/2011. These King Size transit posters will help generate over 11 million impressions throughout the region.

Radio Buy: There were 170,200 Adults 18-64 living in the Waste Management Zips supplied for King & Snohomish Counties. For the supplied Waste Management Zips in King & Snohomish County (Ages 18-64 - Necessary for sample size), KPLZ-FM (Star 101.5 FM) yielded the most Average Persons

ranking #1. That was followed by **KJAO-FM (#2)**, **KZOK-FM (#3)**, and **KJR-FM (#4)**. **KNDD** came in tied for the #5 spot. These ranking came based on the most recent Arbitron assessment of the 44 Seattle Metro DMA rankings.

Over 6 weeks, stations will be flighted to reach 49% of the target an average of 3.4 times. Selected stations include: KJAO 96.5, KJR 95.7 and KNDD 107.7. Radio ads will run the weeks of 3/14, 3/21, 3/28, 4/11, 4/18 and 4/25.

Expenditures

Projected:

King County: \$23,300

Snohomish County: \$64,700

Total: \$88,000

Actual:

King County: \$24,068

Snohomish County: \$65,468

Total: \$89,536

Final Creative

Print Advertisement



“Really? I can compost this?”

Yes, greasy pizza delivery box and all. Once you’re done, of course. Just toss it in your yard waste cart. We’ll pick it up and then let nature do its thing. Soon your food scraps, grass clippings and even greasy pizza boxes will be nutrient-rich compost for healthy gardens. **It’s easy. It’s green.**

**Don’t have yard and food waste collection?
No problem, just call Waste Management at
1-800-592-9995.**

THINK GREEN:



Bus Ad King County



“Really, I can compost this?”

THINK GREEN: 1-800-592-9995 **WM**
WASTE MANAGEMENT

Online

“Really? I can compost this?”



Click here to find out what else goes into your yard waste cart. **It's easy. It's green.**

THINK GREEN: **WM**
WASTE MANAGEMENT

Call 1-800-592-9995 or click here >>



“Really? I can compost this?”

Click here to find out what else goes into your yard waste cart. **It's easy. It's green.** THINK GREEN: **WM** Call 1-800-592-9995
WASTE MANAGEMENT or click here >>

Online Ads (Continued)

“Really? I can
compost this?”



Find out how to
compost your
food scraps in your
yard waste cart. **It's
easy. It's green.**



THINK GREEN.®

Call 1-800-592-9995 or
click here to learn more >>

Radio Script

WASTE MANAGEMENT
:45/:15 SPRING RADIO
"Compost"
Version: 3-7-11

ISCI CODE: [GMWM1101]

MADEOY: [*Mike Madeoy; Fun music under.*] When I say the word "compost" what comes to mind?

Maybe braving the mud and the muck to haul food scraps to the far end of the backyard on those rainy days? Working up a sweat while turning your compost pile? My muscles ache just thinking about it. (pause) Not anymore. When I say "compost" what you should think of is the simple act of putting your food scraps in your yard waste cart. It's remarkably easy to do and remarkably good for the environment. Why, did you know the average household produces 475 pounds of food waste a year? And all those food scraps you've been throwing in the trash can now go in your yard waste cart. I know, I know... those banana peels, coffee grounds and chicken bones aren't technically "yard" waste — unless you have a really weird yard... but they are accepted in your yard waste cart, so that's close enough. So... above all, remember this, friends: composting... it's not difficult. It's easy. It's green.

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Tag: [*Sample*] Start composting your food waste today... If you don't have a curbside yard and food waste cart, call Waste Management at 1-800-592-9995 and we will pick it up every week, just like the rest of your garbage and other recycling. Again, that's 1-800-592-9995

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