

Reimagine Recycling



Marketing pitch by

adlib

The Team

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About AdLib

- Based in Oxford, Mississippi
- Founded in August 2012
- Handled multimillion dollar campaigns for Disney, Sears, and Under Armour
- Home to some of the best and brightest minds in the industry



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What's the problem?

- Driving recycling by promoting the benefits of the Reimagine Recycling station.
 - Increase the number of containers recovered
 - Increase consumer and customer support
 - Improve cost efficiency



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Key Insights

- People most often say inconvenience is the reason that they don't recycle.
- They often feel discouraged and quit recycling when they weigh the “personal” benefits of recycling with the actual (gas to transport, cost of sorting bins, etc.) and opportunity costs (time to sort vs. just throwing away, time to transport to facility.)
- Couples are more likely to recycle than single individuals. Women are more likely to recycle than men.



Creative Strategy

- To drive usage of the Reimagine Recycling station by promoting the benefit to the community through collective projects aimed at youth.



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Targets and Influencers

- Targets: Couples (primary) and single adults (secondary) who live in multi-unit housing developments who have an above average interest in recycling, but don't because of general inconvenience and/or lack of perceived benefit to outweigh real and opportunity costs.



Targets and Influencers

- Influencers: Children in K-12 schools (public and private) and/or those involved in extracurricular activities that routinely conduct fundraisers for projects.



The Big Idea

Communities Reimagined Through Recycling



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Creative Concepts: New Logo

Reimagine



Recycling



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Creative Concept: Communities Reimagined Contest



How can you reimagine your community?

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Execution: Channels

- Video
- Website
- RR Station Rewrap
- In-school Educational Campaign Posters
- Branded Collection Bins
- Experiential Marketing/Block Parties
- Social Media



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Extendability

- School underfunding is a significant concern across the United States allowing for transference to other cities.
- Competition is cyclical in nature so it can be repeated for several years.
- Schools/youth organizations universally conduct fundraising drives.



Balancing Creativity and Effectiveness



Creativity:
Trash to
treasure



Effectiveness:
Focuses the
marketing
message



Conclusion

conclusion



How can you reimagine
your community?

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