

Western Placer Waste Management Authority
“One Big Bin”
Communication & Marketing Processes & Campaigns:
Go Green / Environmental / Conservation Programs

Background and Considerations:

Proper waste disposal is complicated. Western Placer Waste Management Authority (WPWMA) made recycling easy for Placer County residents through their “One Big Bin” system. One Big Bin is a single source waste container residents use to throw away everything, including recyclables. Residents toss trash in; WPWMA sorts it out on-site. Unfortunately, based on anecdotal feedback and issues with waste contamination, not enough residents realized Placer County recycled, nor were they properly disposing of household hazardous waste (HHW). Lack of interaction with WPWMA’s website and frequent calls from residents requesting recycling bins made WPWMA realize that the One Big Bin solution needed a strong outreach and awareness campaign. WPWMA hired 3fold Communications to do research and implement a multi-faceted marketing effort to bolster previous campaigns and, more importantly, squarely target those that mattered.

Research:

To increase awareness of proper disposal techniques, extensive research was needed to understand what Placer County’s residents actually knew about proper disposal. Target audiences included WPWMA residents (Residents of Western Placer County and its 5 cities), businesses, schools and elected officials. WPWMA wants them to know about proper waste disposal and to take advantage of free county-wide services. Research included:

Primary	Meetings and interviews with staff and leadership from WPWMA and Placer County jurisdictions, including in-person interviews with 33 Placer County residents and a customer satisfaction and awareness survey, completed by 1,711 residents.
Secondary	Review of last four years’ survey data
Quantitative	Analysis of WPWMA website visits: Average of 24 visits per month in 2016 Analysis of on-site HHW drop offs over the last four years
Formal	Analysis of One Big Bin WPWMA newsletter opens and click-through rates. Audit of current communications materials and channels
Informal	Audits of key competitor communications and messaging

Research Results:

Survey requests were sent out by jurisdiction, as well as on WPWMA’s website. Interviews were conducted at community events. Despite this sample set from residents already connected with their jurisdiction, research showed only 60% of Placer County residents interviewed knew that One Big Bin recycled for them. The remainder did not know.

Surveys also asked whether residents could identify HHWs and if they properly disposed of them. Placer County has many drop-off sites, and curbside pick up options for most HHWs making disposal very convenient. Nevertheless, 40% of individuals indicated they didn’t hear about or know about HHWs enough to make proper disposal choices. WPWMA and 3fold decided to roll out a new brand on all communications channels, that spoke directly to target audiences, with assets that reminded residents of WPWMA’s various convenient disposal methods.

Research also found that there was not one website for Placer County residents to learn how to properly dispose of waste. Many rules were posted on various jurisdiction webpages, with conflicting and ranging pieces of information. 3fold and WPWMA sought to simplify that. When asked where participants have seen references to One Big Bin in the last 24 months, a similar subset (43.2%) indicated that they had not seen any messaging about One Big Bin – despite WPWMA’s yearly outreach campaigns. These results, coupled with low engagement on website and social media, showed that a new brand for One Big Bin was needed, and that a fully integrated awareness strategy was needed to reach target audiences.

Planning Goals:

- *One:* Position One Big Bin website as the informational hub for waste and disposal
 - *Two:* Create a new logo and tagline that resonated with target audiences
 - *Three:* Launch an awareness campaign on all channels to keep proper disposal techniques top of mind.
- Our primary objectives were to launch the new logo on all types of communication channels: newsletters, bill

inserts, signage, websites, etc. by the end of 2016. During 2016 and 2017, we also hoped to increase unpaid website traffic by 400%. By creating a big splash with the new One Big Bin brand rollout, the campaign sought to re-energize community focus on proper waste disposal, so they would be more likely to engage in environmentally protective habits.

Tactics:

- **Refresh tagline and logo** – Challenge: Develop a brand that unifies customers who are proud to be recyclers and that communicates the bin’s advancements in ease and simplicity.
- **Update marketing collateral** – Challenge: Develop graphics flexible enough to integrate on all digital channels.
- **Rebuild and redesign OneBigBin.com website** – Challenge: Create graphics and content that unifies the message for the various jurisdiction websites, and reflects that the One Big Bin website is the educational hub for waste disposal. Incorporate the back-end strategies to meet SEO, technical and analytical specifications. Update the graphics to meet current graphic standards. Organize the content for quick reference. <http://onebigbin.com/>
- **Implement a focused public education campaign** – Challenge: Create pull using the PESO model –a blend of tactics that incorporated and synced paid, earned, social and owned mediums.
- **Strong reporting** – Challenge: Identify key performance indicators to measure success and return on investment. And a feedback mechanism to realign marketing tactics based on efficacy.
- **Video:** The update needed to charm those who our research had established are most likely to be responsible and care about waste — the head-of-household, female demographic in Placer County. The multitasking tendencies of this group demanded presenting relevant content to fit into their lives — an attention-grabber approach. One Big Bin needed a friendly mark to be consumed on multiple channels and in multiple ways without the consequence of over-exposure or clever-gone-old.

Implementation:

Research and reporting was completed April-July 2016. Brand look and feel, including logo and tagline and campaign elements were developed in August approved in September. All collateral including the new website launched in November. Paid advertising started late November and continued through January. Paid advertising was chosen based on target audience behaviors. Prime movie going times were chosen at the highest frequented cinemas in Placer County. Billboards were strategically placed to attract attention from daily commuters. All ad content used bright colors and engaging graphics to reach target audiences. 3fold managed the campaign, and monitored all KPIs on all channels.

Results/Evaluation:

Growth in KPIs	December 2015	December 2016
Total Visits	24	2,681
Unpaid Visits	24	925
Social Media Engagement with new look	4 engagement, 3 likes	94 reactions, 21 page likes
Campaign Impressions	N/A	769,291

Strong research and targeted ads has paid off. In only one month of data, KPIs are showing strong results. Using digital tactics, we have delivered more than 700,000 impressions to date to relevant target audiences. Traditional media has resulted in 4,755,116 impressions. Compared to December 2016 to December 2015 unpaid website views, the new website jumped up a staggering 3,854 percent. The One Big Bin website is giving strong early feedback that it’s a worthy resource hub for people to find more information. Overall time spent on the site and average number of page views have also significantly increased to over 1 minute and 2 pages viewed per visit. These KPIs indicate that people are spending time reading about proper waste disposal. This campaign reached unprecedented outreach markers. Other firms tried to deliver, but were never able to execute in such a complete and thorough fashion.

Budget:

Expenditure	Cost
Consultant: 3fold Research and Reporting	\$10,000
Consultant: 3fold Campaign Development & Media Mgmt	\$40,000
Website Design and Development	\$15,000
Cinema Advertisements	\$11,510
Billboards and Other Collateral	\$19,140
Digital Media Spend	\$9,500

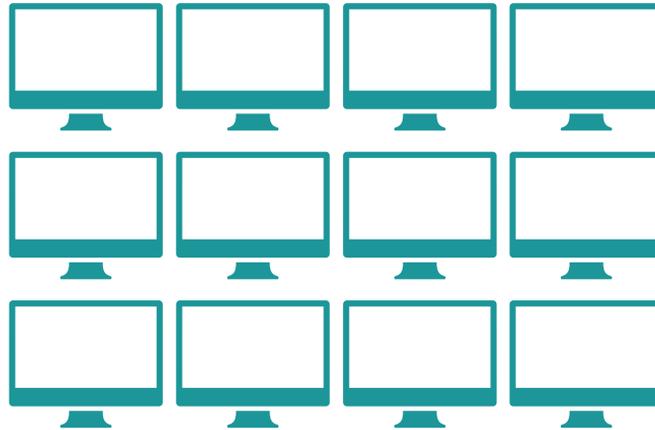
Research & Findings

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3 months of research showed the following:

WPWMA & One Big Bin made recycling easy, but for the average user, figuring this out was hard



12
Separate
Websites for
WPWMA's
Waste
Information

Key Findings

40%

of Placer County residents didn't realize their One Big Bin recycled for them

43.2%

of Placer County residents hadn't heard about One Big Bin anywhere in the last 24 months



25-54

year olds are the least likely to know about HHWS



25-54

year olds are the least likely to know about curbside pickup

Methodology

Audits of website, collateral, and audio



1,711 surveys



33 interviews

Solutions

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TARGET



Focus on 25–54 year olds,
"heads of household"



METHOD



Integrate all channels
for maximum impact



RESULT



1 Resource Website



Imagery that Resonates

Solution: create imagery and logo that resonate with target audiences

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OLD LOGO



NEW LOGO



OLD SITE



NEW SITE



DEC 2015

24
clicks



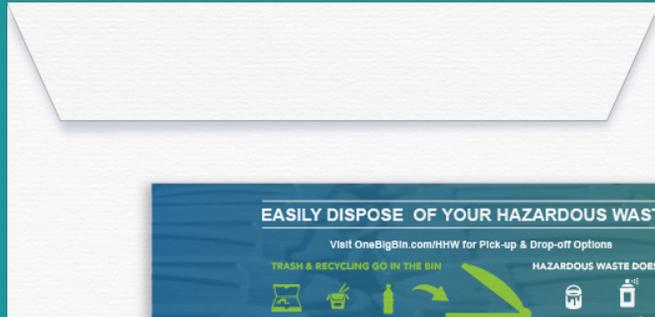
DEC 2016

2,681
clicks

Integrated Campaign

Share imagery across all channels

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Integrated Campaign Continued

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Social Media Impressions

164,577

Social Media Clicks

872

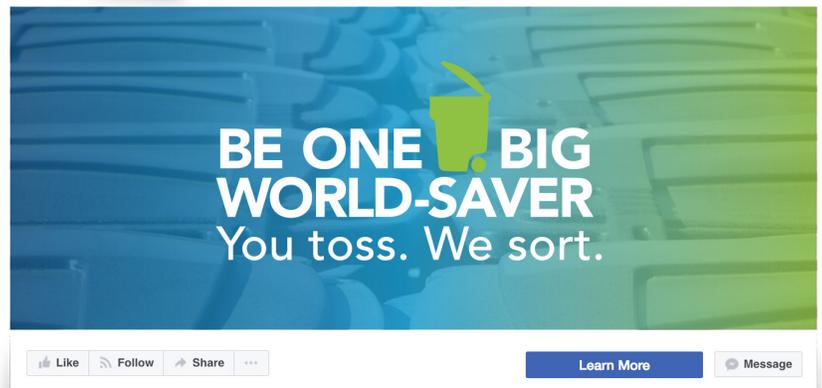
Social Media Click Through Rate

0.53%

DEC 2015
3 FB likes |

↓

DEC 2016
21 FB likes |



DEC 2016
4,496,030
impressions



Integrated Campaign Continued

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Dec 2016
 YouTube Impressions

16,142

Dec 2016
 Cinema Impressions

259,086

Pandora Ads



DEC 2016 Impressions

259,228

Click Through Rate

0.33%



856
 clicks



DEC 2016 Impressions

329,344

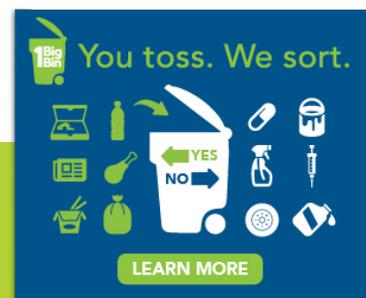
Click Through Rate

0.27%



903
 clicks

Display Ads



The One Big Bin Brand

Can now be found on Placer County's jurisdiction websites, increasing visits and clarity for users about proper trash disposal.

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