

**KEEP AMERICA  
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# **“I Want To Be Recycled”**

## **National Recycling PSA Campaign**



**IRA/ILCSWMA/SWANA Conference**  
**June 18, 2015**



# Who We Are



Keep America Beautiful **inspires and educates** people to take action every day to **improve and beautify** their community environment.

We envision a country where every community is a **clean, green and beautiful** place to live.

We provide the **expertise, programs and resources** to help people:

- **Prevent litter;**
- **Reduce waste;**
- **Increase recycling; and**
- **Protect the natural beauty around us.**

Our collective action champions **environmentally healthy, socially connected** and **economically sound** communities.

# America Recycles: National Recycling Initiatives

**Objective: Increase participation in recycling**



# National Recycling PSA Campaign

Increase recycling participation by creating strong passion and reason to believe in recycling



# The Challenge

## Lack of access or inconvenience

While access has grown, many people cite lack of access in their community and inconvenience as barriers to consistent recycling

## Lack of awareness or understanding

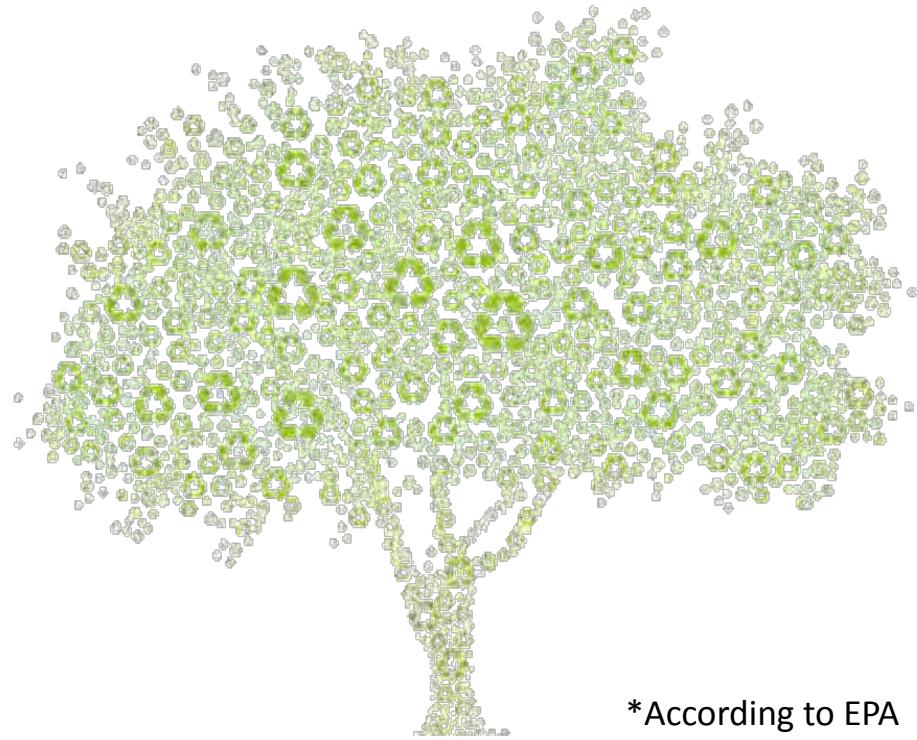
Confusion around what, where, and how to recycle

## Lack of motivation

Recycling rate is at 34.5%\*

## Unemotional brand

The recycling brand feels “old school” and needs to be modernized



\*According to EPA

# The Issue

## Issue Background

Despite heightened visibility of public recycling receptacles and more curbside programs, national recycling rate is 34.5%

Average person recycles 1.5 of their 4.4 pounds of trash per day

## Objective

Educate and motivate people to recycle more, turning recycling into a daily social norm

## Target

All Americans, particularly sporadic recyclers

## Call to Action

Give your garbage another life.



# Campaign Goals

- **Increase** recycling participation
- **Educate** and **motivate** people to recycle more
- **Transform** recycling into a daily social norm
- **Provide** tools to inform people how & where to make recycling happen

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# *Campaign Review*



# Strategic Territories

**RECYCLING 101**

**IDEA:** Millions of tons of recycling. What more people don't know: recycling them is an important part of the planet's health. When we recycle, we're saving energy and reducing waste. We're creating the raw materials of future products at the same time we're getting rid of what we don't need. And here's all the facts of recycling. That's where we come in. We've got the education on the facts. Are you a fan? See how it's not exactly like other environmentalists, and why they're getting charged up. Listen, why do you care? Because it's cool.

**THE OVERALL MESSAGE IS:**

**THE IDEA MAKES ME:**

THINK:  
FEEL:  
DO:

**THE EARTH WANTS YOU TO RECYCLE.**

**IDEA:** The Earth is sort of important. Give our food, water, air, and shelter. Out of the entire solar system, it's the only planet that doesn't mind us living on it. So if the Earth asked for a favor from us, it's only right that we agree to help out. Especially when there is something as easy to do as recycling. Sorting bottles and cans isn't exactly hard work, after all. And even though recycling takes a little know-how, with a little effort it's easy to master. We want to give the Earth a character that represents the importance of doing your part and educating others who might be able to help. Basically, if Earth wants it for you to recycle, then you have to make it, right? Please?

**THE OVERALL MESSAGE IS:**

**THE IDEA MAKES ME:**

THINK:  
FEEL:  
DO:

**NOT RECYCLING IS NOT COOL.**

**IDEA:** We're not trying to be mean here. Just recycling isn't that hard. You just throw in the right bin, and recycling is easy. The only reason we can't think of for not respecting our business is just being a jerk. When people are too lazy to recycle, we want them to stop and think. "Really?" This is something we should all be talking about, posting to Twitter, and telling our friends about on Facebook. It's time to make recycling a social issue. It's time for everyone to feel a little bit ashamed for not doing it. It's time to start us all off properly. "Don't be a jerk. Recycle."

**THE OVERALL MESSAGE IS:**

**THE IDEA MAKES ME:**

THINK:  
FEEL:  
DO:

**THE POTENTIAL OF TRASH**

**IDEA:** When you look at a trash can, what do you see? An instant of trash or an instant of trash that becomes art. If we could turn the things the public in the world could turn them. Consider that trash could be recycled into an awesome Christmas present. A sofa that might've been thrown away into a haptic experience. When you see the world through the eyes of a visionary, potential is everywhere. Suddenly anything seems possible. Can't afford designer jewelry? Well, could cut and dye an old fashioned sheet. It's our goal to get people to rethink recycling. It's not sorting trash, it's turning new life into old materials.

**THE OVERALL MESSAGE IS:**

**THE IDEA MAKES ME:**

THINK:  
FEEL:  
DO:

**YOUR TRASH TALKS**

**IDEA:** Your trash says a lot about you. What you consume, what you're willing to spend on things you get, how much you waste, and whether you're willing to live that extra step of recycling. You could probably paint a pretty accurate picture of a person by looking through their garbage. When you realize this, you're more likely to pay attention to what you throw away. By looking through real people's trash and catching people in the act of recycling paperless style, we want to show people that their trash can speak volumes.

**THE OVERALL MESSAGE IS:**

**THE IDEA MAKES ME:**

THINK:  
FEEL:  
DO:

# What We Learned

After secondary research and expert interviews, we concluded that...

**MOTIVATION** is the thread tying all our barriers and messages together.

Make recycling matter emotionally



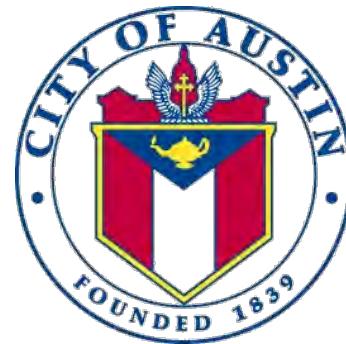
Motivation:  
Let's not be wasteful

**Give your garbage another life.**

# Humanizing the issue



# Campaign Partners



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# *Campaign Creative*



# :60 Journey



# Integrated Campaign



I want  
to be



Mobile ◦ Social ◦ Outdoor ◦ Partnership ◦ TV ◦ Online ◦ Radio

# Phase 2: Personal care focus

## Context

People forget that recycling is not just limited to the kitchen. Only 10% of Americans have a recycling bin in the bathroom, compared to 45% who have recycling bins in the kitchen.

## Challenge

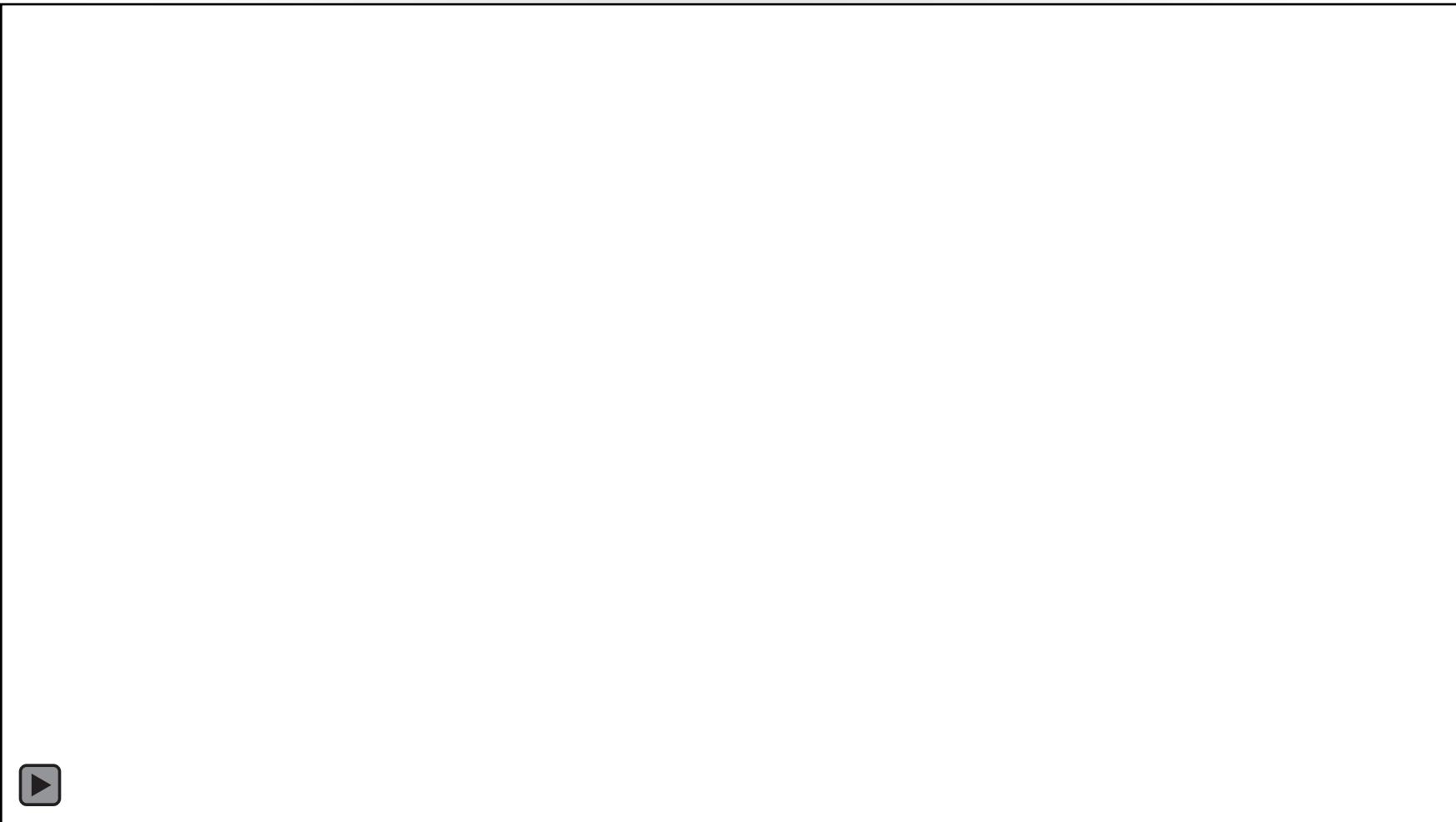
Plastics are recycled into fairly common, utilitarian products. How can we tell a story of beauty that is aspirational?

## Idea

Extend recycling beyond the kitchen.



# Smile :30



# Superhero :30

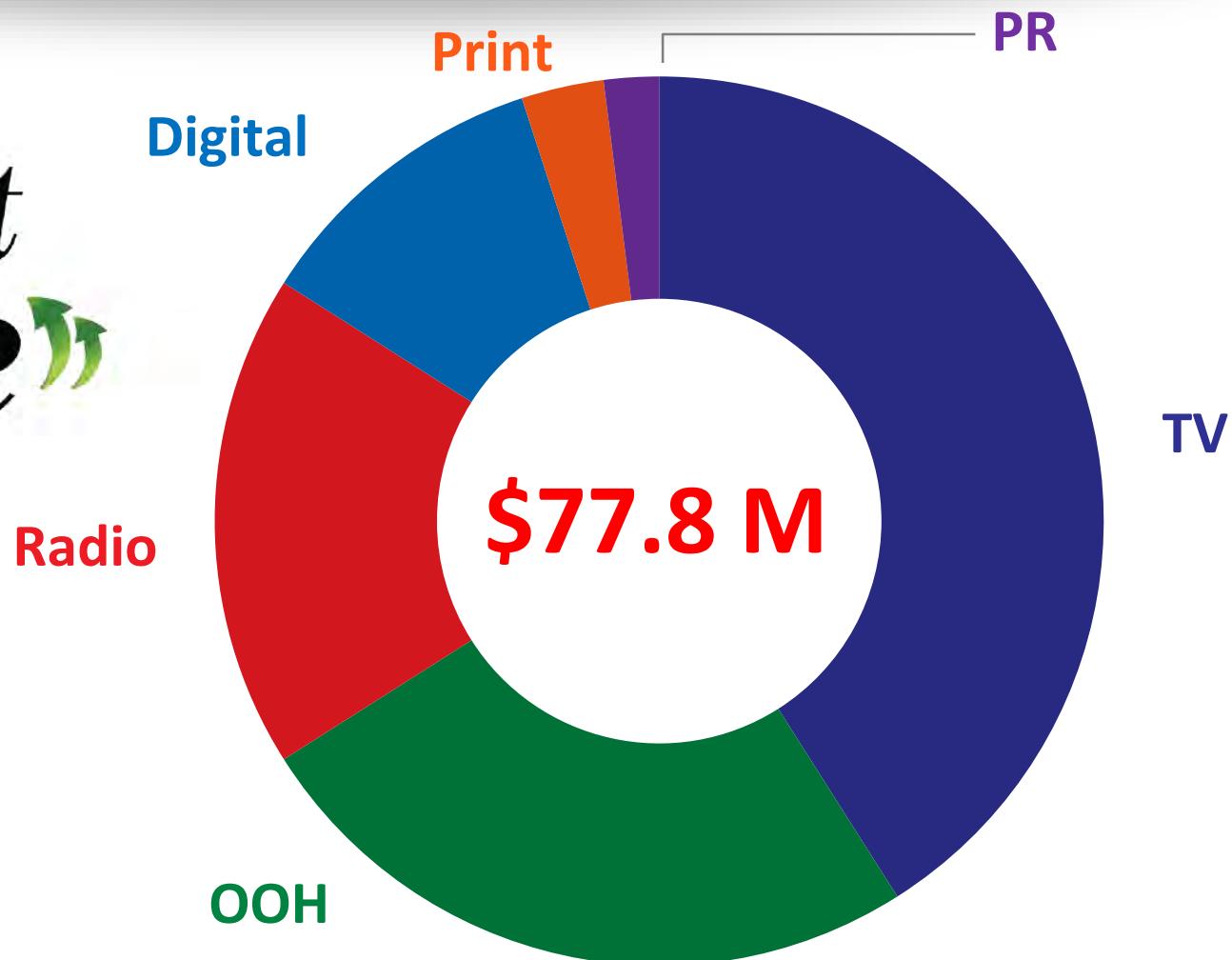


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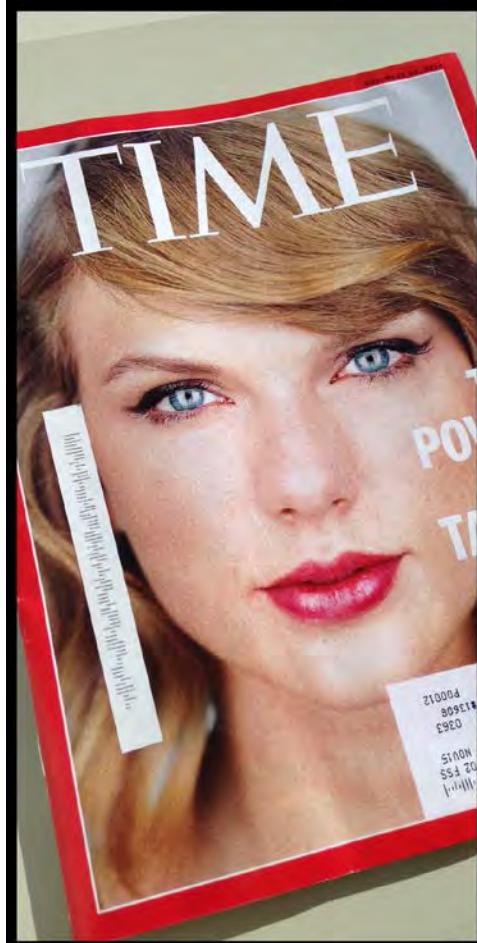
# *Campaign Results*



# Donated Media



# Prominent Placements



# 150k

Facebook likes

# 47 K +

Tumblr followers

# 197

Average new Twitter  
followers per month

# Social Media Results

KeepAmericaBeautiful @kabtweet · Aug 14

From seats to soccer balls: @SouthwestAir gives new life to 43 acres of leather. onforb.es/1qa8sXu #berecycled



View more photos and videos

Photo

I want to be pet-friendly.



By iwanttoberecycled

2 weeks ago

Photo

I want to be in fashion.

(via HowToInstructions)



173 notes

Photo

I want to be dressed for the occasion.

(via Pinterest)



134 notes

By iwanttoberecycled

3 weeks ago

By iwanttoberecycled

1 month ago

# Facebook Page Engagement Rates

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 **Earth911®**



**Recyclebank®**



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# *Case Study: City of Austin*



# Austin Recycling Rates

## *Average pounds of recycling per household*

From July – September 2014, the average pounds of household recycling per household were higher compared to the same time period in 2013.



Source: City of Austin

# Survey Methodology & Objectives

## Measure:

- Awareness of issue messaging and the campaign advertising
- Trends in attitudes and behaviors related to recycling campaign PSAs

**Online survey:** U.S. adults 18-64 years old who reside in Austin DMA (n=150/wave)

**Benchmark:** April 30 – May 13, 2014

**Post-wave:** November 21 – December 22, 2014

The sample size of this survey is 150 total respondents per wave. Reported shifts from pre to post should be interpreted with caution.

# Aided PSA and URL Recognition

From May to December, awareness of the campaign advertising increased significantly, from 25% to 44% among Austin residents. Recognition of TV, radio, and OOH increased.

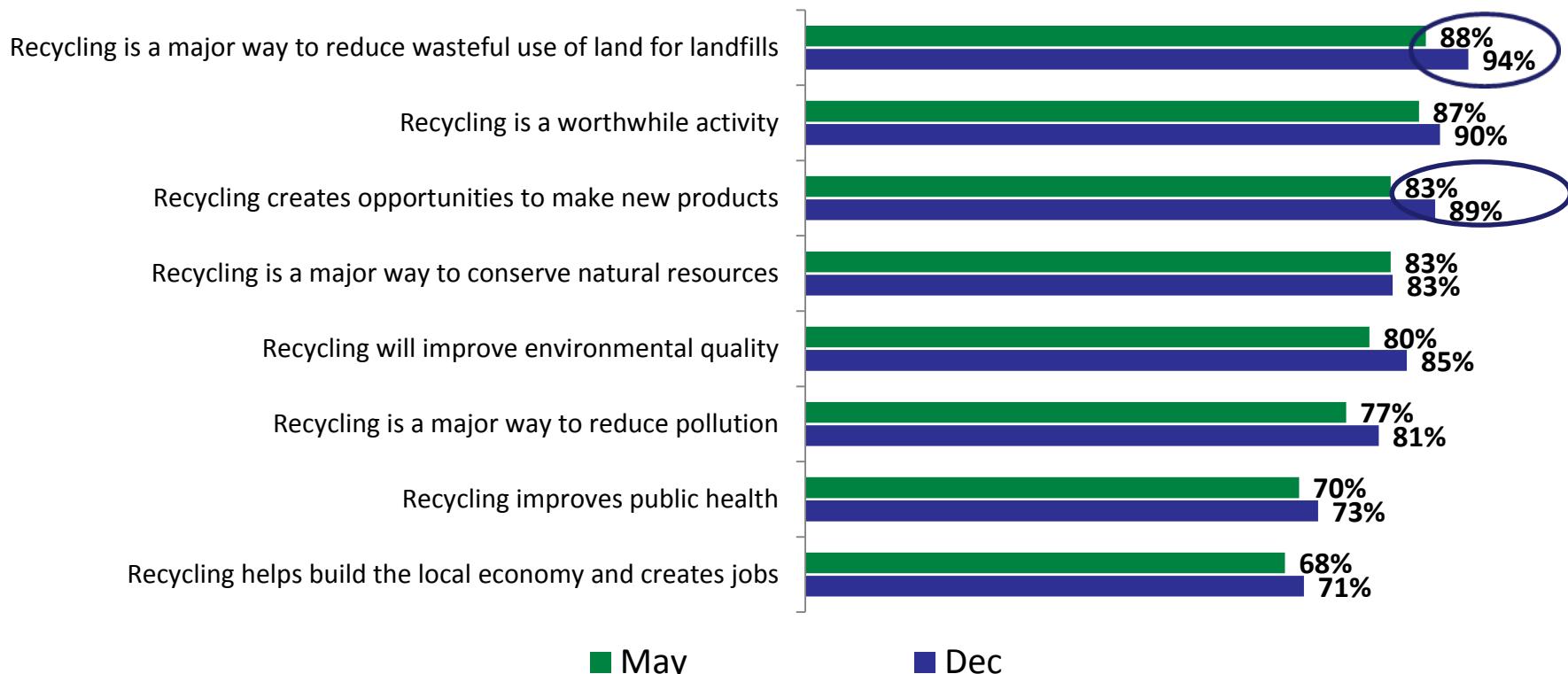
Recognition of TV Assets		May	Dec
Net	Seen/heard any campaign ad	25%	44%*
TV	<u>TV Net</u> Journey Stadium	<u>13%</u> 11% 7%	<u>27%*</u> 22%* 13%*
Radio	When I Grow Up	9%	21%*
Outdoor	Any Outdoor Ad (Bike/Bench/Jeans)	14%	23%*
Online	Any Banner ad (Bike/Can/Jeans)	8%	7%
URL	IWantToBeRecycled.org	6%	7%

Respondents were exposed to video files of the TV PSAs, audio files of radio PSAs, and static images of the outdoor and online PSAs. All ads were rotated to avoid order bias.

Base: n= 150

# Beliefs about Recycling

Statistically significant increase in the percentage of respondents saying that “recycling is a major way to reduce wasteful use of landfills” and that “recycling creates opportunities to make new products,” the core focus of the PSA campaign.



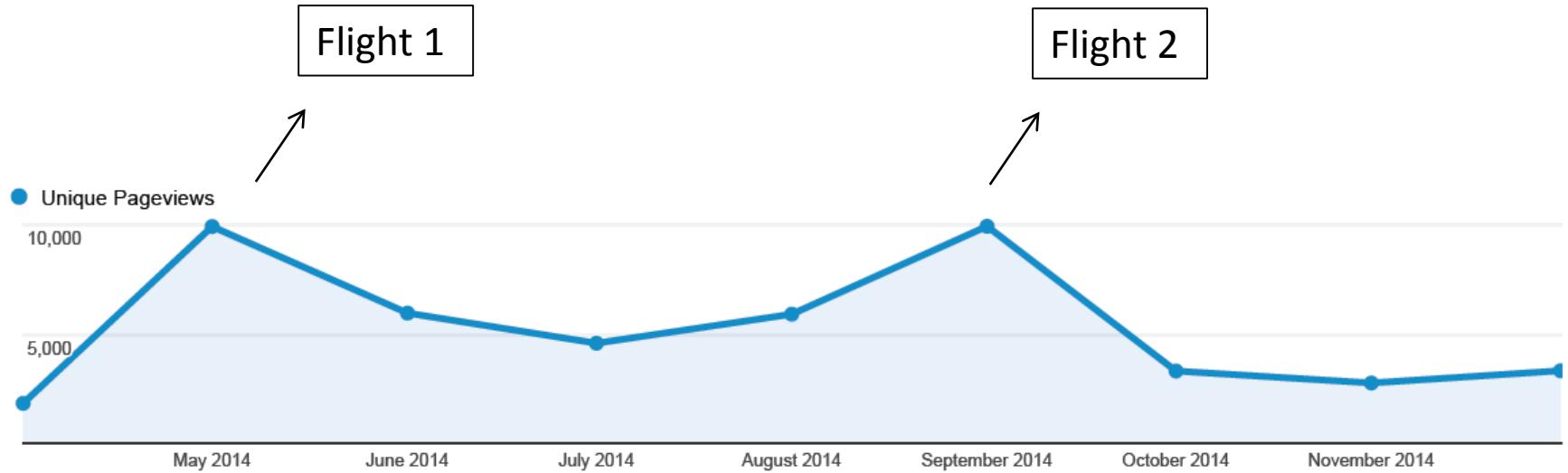
*Q: Please tell us how strongly you agree or disagree with the following statements*

Circle indicates statistical significance at 90% confidence level

Base: n = 150

# Austin Web Data

Visits to Austin Recycling website spiked during planned media placements



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# *Activation*



# Activate the PSAs Locally

- Encourage placement of the ads in **donated** media
  - Reach out to local media. – TV, radio, OOH
  - Run PSAs on TV monitors in your workplace or public buildings, schools etc.
  - Invite other “media” outlets to donate time to run PSA (e.g. movie theaters)
  - Feature PSAs on government-owned recycling trucks or bus stops
  - Run PSAs on government-owned stations

**Guideline: Ads must run in donated media**  
To access broadcast-quality TV files, visit  
[iwanttoberecycled.org](http://iwanttoberecycled.org)



# Activate Online

## Your website

- Post a web banner ad or the campaign logo and link to IWantToBeRecycled.org.
- Customize our sample blog post for your site.

## Social media

- Retweet or share content from Keep America Beautiful
- Make the campaign logo your profile picture.
- Join the conversation on Twitter using #BeRecycled.

## E-Newsletter

- Tell your community/members how you're supporting the campaign, and share links to the PSAs.
- Remind your community where to find out about local recycling options.



# Special Opportunity: States and Municipalities

- **National initiative** involving industry-leading companies, forward-thinking municipalities and nonprofit associations
- **Branding of campaign assets** in donated and paid media
- Expansive, expert **digital and social content** integration and sharing
- Combine national messaging with your local educational outreach



## Contacts for more information

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