



**Residential Recycling Campaign Advisory Team  
Meeting 3  
9/18/2006**

**September 14, 2006  
9:00 AM – 11:00 AM  
Association of Minnesota Counties  
125 Charles Ave  
St. Paul, MN 55103**

**Attendees:**

Dawn Erlandson, Paul Gardner, Angie Timmons, Kaia Johnson, Dan Ruiz, Linda Gondringer, Stephanie Fox, Cindy DeRuyter, Tim Pratt, Carolyn Smith, Kris Hageman, Samantha Yocom, Joy Miciano, John Jaimez, Jennefer Klennert, Dean Elstad

**Welcome and Introduction**

Angie Timmons, Hennepin County, gave welcome and introductory comments.

**Agenda Item #1. Presentation of communications plan.**

Stephanie Fox, Tunheim Partners, first discussed the importance of earned media to this campaign. Ms. Fox highlighted the success of using earned media as a communication strategy with the 2006 Minnesota State fair and CRT promotions. The value in using earned media as a communication tool is that it is more believable to the public.

Ms. Fox noted that the team intends to solicit earned media surrounding America Recycles Day, November 15. America Recycles Day was created eight years ago and does not currently receive much media attention. In order to generate earned media exposure for America Recycles Day in 2006, a news hook must be created. The suggested news hook for 2006 is to visually represent an amount of paper generated in a certain time period, for example how much paper the Twin Cities metro region generates in one day. The purpose is to provide an interesting visual for the media, as well as pose a challenge to viewers. The team proposes to work with the Rock-Tenn facility in St. Paul to provide the paper and other visuals. Paul Gardner volunteered to make a connection with Rock-Tenn to discuss this opportunity.

**Comments from the Team:**

1. The team expressed approval of this idea, noting that Rock-Tenn can provide many interesting visuals, particularly the large piles of paper.
2. A suggestion was made to use a pile already created at Rock-Tenn to calculate the figure to be used, so that a new pile would not need to be created.
3. The team discussed other ideas, such as capturing a truck dumping a load into the pile or having a person perform some kind of stunt using the pile.
4. It was noted that America Recycles Day has now merged with the National Recycling Coalition to become America Recycles, a network of recycling

people. America Recycles Day is still promoted on November 15, however past events have not been a success in gaining media attention. An integrated effort as proposed is likely to be more successful.

5. A suggestion was made to incorporate the value of the paper currently being discarded. This includes promoting the environmental and economic benefits missed by not recycling.
6. RAM will be sending a press release to business editors for America Recycles Day. The release will focus on the fact that recovered paper is the number one export by volume in the United States.

Ms. Fox continued outlining the communications plan, noting that an issue of Green Tips will be sent on November 14 with a sole focus of paper. The intent is to make the issue more "viral", meaning that people will be more likely to forward it to others.

Angie Timmons noted that GreenGuardian.com will be updated to coincide with the campaign. This will include adding information from the tool kit and refreshing all the recycling pages to make them more useful and current. The changes will be posted by October 20.

Dawn Erlandson, Aurora Strategic Advisors, outlined some of the advertising options discussed by the project management team and the factors considered for each option. Options discussed included community newspapers, magazine belly bands, television, grocery bags, and bus advertising. The factors used to evaluate these options were availability in 2006, reach, frequency, cost and effectiveness. After evaluating the above options based on these factors, the team decided to pursue alternatives.

Ms. Erlandson continued by outlining the advertising options that the project management team recommends. They include 200 restroom stall advertisements in 124 family restaurants throughout the metro-area and web banner advertisements on MPR.org, KARE11.com, and WCCO.com. The restroom advertisements will provide 3 million media impressions. The web banner advertisements may be tailored to specific pages and will provide varied media impressions according to value purchased.

Angie Timmons noted that the restroom advertisements will be placed for November and December 2006. The web banner advertisements will run November 8 through November 22 in order to avoid being overshadowed by campaign advertising and the holiday season. Condensing advertising efforts into this time frame will allow for greater impact and frequency.

The project management team intends to request an additional \$30,000 from the SWMCB Board to fund the proposed advertising. A decision will be made at the September 27 SWMCB Board meeting.

**Comments from the Team:**

1. It was noted that some restrooms now have video advertising on LCD screens. While there are not sufficient resources to explore this option for 2006, it will be considered for future years.
2. It was suggested to sponsor a contest to create a 30 second advertisement on recycling. The contest could be opened on November 15 and close in

January or February of 2007. This would provide an additional news hook for earned media and we could use the winning advertisement as part of promotions in 2007. Tim Pratt, City of Roseville, volunteered to be the lead on this project.

3. Additional suggestions for future advertising included advertising in Lifetime Fitness restrooms and cash register display screens. National Cash Register (NCR) now makes advertising available on the screen shown to customers. Advertising space can be purchased to appear when certain items are purchased. The project management team will consider these options for future years.

## **Agenda Item #2. Presentation of campaign theme.**

Angie Timmons introduced the testing process that was used to test the campaign themes presented at the August 3 meeting. The project management team conducted 33 interviews with women from Hennepin, Ramsey and Anoka Counties. The interviews were conducted with women 25-54 in parks, service centers and retail locations. The women were shown each ad in random order and then asked several questions about the ad. When asked which ad they preferred, the results were as follows:

- 60% Rethink Recycling
- 21% Phrenology
- 19% Save the World

Ms. Timmons noted that while the results of the testing are not statistically significant, the project management team feels comfortable with the results received by the testing and is moving forward with the "Rethink Recycling" theme.

Ms. Timmons also noted the key findings about the target audience that came out of the testing.

1. Our target of "committed, but confused recyclers" is appropriate.
2. They liked the "real" images of what they could recycle.
3. They liked the list in the phrenology ad; they want to know what they can and can't recycle.
4. They are not willing to call. They will visit a website, but would rather get the information they need directly from the communication piece.

### **Comments from the Team:**

1. The team expressed some concern regarding an earlier discussion of the restroom advertising campaign and if it would vary from the selected theme. It was noted by the project management team that the theme and look will be consistent in all promotions.
2. It was asked if non-recyclable items should be highlighted in some of the tool kit items, as one of the key findings was that the audience wants to know what they can't recycle in addition to what they can.
3. Some concern was expressed regarding the demographics of the women interviewed and the placement of the restroom advertising. It was noted that variety is important in both the testing and placement of advertising. The project management team noted that the testing was not skewed to a

particular demographic, and that the restroom advertising would be placed in a variety of restaurant types and locations.

**Agenda Item #3. Tool Kit: Update on progress.**

Angie Timmons outlined the status of the tool kit, beginning with the background fact sheets. These include fact sheets on the campaign goals and objectives, benefits of recycling, information on individual types of paper, and the campaign terminology. Ms. Timmons noted that the terminology had been slightly modified with suggestions from the copy writer. The suggestions were:

1. Re-write to list specific item types, not categories. List more items, and call them by their common names.
2. No's highlight the biggest problems first (i.e. pizza boxes and egg cartons) and deletes items that are not a significant problem (i.e. facial and bathroom tissue).
3. Lump like things together where possible.
4. Develop a food box guideline for use when there is room, for example on a web site. Even with the clearer yes and no list, it's still easy to get confused. There's value in explaining why boxes from the fridge or freezer can't be recycled.

The team expressed concern over use of term 'electronic boxes', noting that it is confusing to residents. The project management team asked the team to consider alternatives to this term and submit suggestions.

Angie Timmons outlined the images to be used in the campaign tool kit. Black and white and color images of all recyclable paper materials will be provided in the tool kit. Following a discussion at the August 3 meeting, the project management team decided to re-shoot some of the campaign images. The revised images include:

- Mail to show more office and school paper
- Boxboard to show electronic and bathroom boxes
- Image of just bathroom boxes
- All paper image to incorporate electronic & bathroom boxes, and office and school paper

Ms. Timmons noted that the Hennepin County Attorney's office reviewed the images and did not see any legal concerns regarding displaying specific brand names.

Angie Timmons outlined the promotional materials for the campaign tool kit. They include templates for an advertisement, utility bill and direct mail piece; four articles for newsletters; and a list of teasers or tips. Sample templates of the advertisement, utility bill and direct mail piece were provided to the team for review and comment.

**Comments from the Team:**

1. The team provided positive feedback on the content and layout of the pieces.
2. It was noted that the 'no' text should be darkened to make sure it stands out.
3. A comment was made on the action statement in the advertisement. It was suggested that the action statement be revised to stand out more or specifically direct readers to recycle items shown in the above image.

4. A question was raised about the electronic format of the documents. It was noted that all documents will be provided in both Adobe and Quark for easy use by printers. Information on how to use the pieces and include county and city logos will be included in the style guide.
5. A team member inquired about recommended text for placement on websites. It was noted that a 2-3 sentence statement about the campaign, as well as a longer web article, will be drafted and included in the campaign tool kit.
6. A discussion ensued regarding the communication plan if the SWMCB Board does not approve the \$30,000 budget amendment. The project management team noted that there is still a very strong foundation for the campaign, with significant promotional activity at the County level and the earned media plan.

Next Steps:

<u>September 27</u>	<ul style="list-style-type: none"> <li>• Finalized materials available on swmcb.org</li> <li>• Present at RAM/SWANA</li> <li>• Board makes decision about advertising plan</li> </ul>
<u>October</u>	Update website, begin local/partner implementation, PR activities, media buy (tentative)
<u>November 8 – 22</u>	Significant campaign presence
<u>October - December</u>	Campaign planning for 2007