RHDG

CCCSWA STRATEGIC MARKETING CAMPAIGN-COMMERCIAL PROPOSAL **BY RIEZEBOS HOLZBAUR GROUP**

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SCOPE OF WORK

Introduction

To preserve the local environment and increase awareness of waste reduction, the Central Contra Costa Solid Waste Authority (CCCSWA) has asked RHDG to develop and implement a year round waste reduction campaign along with predetermined metrics for success.

CCCSWA has tasked RHDG with creating a supporting campaign that can be used to consistently remind ratepayers of the importance of waste reduction, community and personal benefits, how easy waste reduction is, and waste reduction tips.

Audience

- Central Contra Costa commercial ratepayers
- Central Contra Costa community & business leaders

DESIRED OUTCOMES

- Increase audience perception of the importance of waste reduction
- Increase awareness of community waste reduction goals
- Position waste reduction as an attainable community goal
- Increase awareness of waste diversion tips
- Increase awareness of CCCSWA
- Increase tons of food waste diverted from the landfill

MESSAGING

- Waste reduction is important to the environmental health of our community
- Our community goals are [insert CCCSWA waste reduction goals]
- We all have a shared responsibility in protecting our environment
- Reducing waste can help you save money on your garbage collection service
- Recycling and yard waste collection is free, so the more you recycle, the more you can save
- Waste reduction is easy and here are a few tips to help
- When we adopt environmentally responsible practices, like waste reduction, at home we are modeling positive behaviors for our children
- Consumers value businesses that support CCCSWA waste reduction initiatives

PROPOSED INITIATIVES

Campaign Look and Feel

RHDG will develop a look and feel for the Waste Reduction campaign that will be implemented across a number of pieces to help the CCCSWA efficiently leverage available audience touch points.

DELIVERABLES

- (3) program logo or logotype concepts to client
- Final program logo or logotype file, for optional inclusion on businesses websites and collateral
- Usage guidelines

Webpage

RHDG will work with CCCSWA to design a Waste Reduction webpage that corresponds to the look and feel of the Waste Reduction Campaign. This webpage will be a resource for residents and businesses of Central Contra Costa to get specific tips on waste reduction, personal and community benefits, and learn more about community waste reduction goals. The webpage content will be updated periodically to reflect seasonal tips and information.

We also suggest using the website as a way to collect email addresses so subscribers can be sent electronic versions of news updates and future campaign collateral.

DELIVERABLES

- Webpage design
- Webpage content development (RHDG/CCCSWA)
- Webpage implementation (RHDG/CCCSWA)

Online Survey

Understanding your target audience's needs, wants, and attitudes towards waste reduction will help CCCSWA to develop a more strategic approach for future behavioral change when it comes to waste reduction. Keeping the cost of market research in mind, RHDG will work with CCCSWA to develop an online survey that can be publicized through a bill insert and posted online.

We will be able to analyze this data to adapt the waste reduction campaign content to address ratepayer feedback.

DELIVERABLES

- Survey design (RHDG/CCCSWA)
- Bill insert design/content
- Web implementation (RHDG/CCCSWA)
- Data analysis

Seasonal Advertising

To increase campaign visibility and audience behavior change, we will draw from the campaign look and feel to develop ads for placement in local publications and websites on a seasonal basis.

We will attempt to identify partnerships with local businesses and organizations to have resized posters or flyers of campaign advertisements posted i on site and delivered through their existing organization communications (newsletters, e-mails, etc.).

A key metric for advertising effectiveness will be to measure participation in waste reduction programs, events, or initiatives that are promoted. Additionally, we will use the ads to drive website traffic and then track traffic data.

DELIVERABLES

- Media identification & buy coordination
- 4 ad concepts based on campaign look and feel (RHDG/CCCSWA)
- 4 ad designs and corresponding resizes pending media selection, including partnership posters and flyers

Press Releases

To increase community awareness of the program, we recommend distributing press releases when newsworthy developments occur to highlight waste reduction efforts. Press coverage can be a cost-effective way to increase community awareness.

DELIVERABLES

- Identify opportunities to report program progress as data becomes available and new developments occur. (CCCSWA and as needed RHDG)
- Press release writing (CCCSWA and as needed RHDG)
- Distribution and media outreach (CCCSWA and as needed RHDG)

Post-Campaign Report

RHDG will produce a post-campaign report that will measure advertising impressions, program and event participation, as well as website traffic.

COMPARABLE CAMPAIGNS

CITY OF PALO ALTO ZERO WASTE DEPARTMENT

BRING YOUR OWN BAG CAMPAIGN & COLLATERAL

Dates of Service

December 2008 – Present

Campaign Objectives

The goal of the Zero Waste Bring Your Own Bag (BYOBag) campaign is to increase the use of reusable bags by Palo Alto shoppers. In 2009 the City of Palo Alto passed a groundbreaking ban on plastic bag use in grocery stores. The ban required the City to revisit their past approach to the BYOBag campaign in order to capitalize on the policy change while maintaining buy-in from both Palo Alto shoppers and retailers.

Methodology

Through market research, RHDG found that the largest barrier for Palo Alto shoppers to BYOBag participation was remembering to physically bring reusable bags with them to go shopping. Although generally supportive of the BYOBag campaign, research found that retailers preferred an approach that put the emphasis on consumer behavior, rather than store operations.

Adapting the existing BYOBag campaign to better fit the attitudes of the target market, RHDG developed the "Talking Bag" campaign to provide local residents with a memorable yet friendly reminder to bring their reusable bags with them whenever, wherever they shop. The "Talking Bag" marketing and advertising campaign was implemented across a variety of mediums including print and online banner ads, utility bill inserts, h-frame signage, and a full suite of in-store advertising, as well as through reminder kits comprised of window decal, post-its, a refrigerator magnet and pad for grocery list that were given away to shoppers. RHDG and Zero Waste staff reached out to stores and partnered with them to place and distribute campaign signage and collateral. RHDG was also able to coordinate the launch of the City of Palo Alto's BYOBag campaign with the Bay Area Recycling Outreach Coalition's (BayROC) regional BYOBag television campaign. To kick off both efforts, RHDG organized a press conference and conducted media outreach to attract local press coverage.

Results

Initial media, store, and resident feedback have been very positive. The balanced campaign message addressed the needs of both shoppers and retailers, allowing the City to partner with a large number of retailers to help place campaign signage and distribute collateral. The city will conduct an inventory of reusable bag use in early 2010 to determine overall campaign success.

zero WASTE
PALO ALTO

PROGRAM BUDGET

RIEZEBOS HOLZBAUR GROUP, LLC

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Project Team	Hourly Rate
Account Director	$ 95
Exec. Creative Director	$ 95
Creative Director	$ 90
Account Manager	$ 75
Project Manager	$ 75
Marketing/Comm. Manager	$ 75
Marketing/Comm. Coordinator	$ 75
Copywriter	$ 75
Lead Graphic Designer	$ 70
Web/Graphic Designer	$ 70
Graphic Designer	$ 70
Proofreader	$ 55

Service	Fee
Campaign Look and Feel Program Logo Or Logotype Concepts To Client, Usage Guidelines	$ 5,000
Webpage Webpage Design, Content Development, Implementation	$ 3,000
Online Survey Survey Design, Bill Insert Design, Content Development, Web Implementation, Data Analysis	$ 3,000
Quarterly Advertising Media Buy Coordination, Ad Concepts, Media Design And Placement	$ 7,000
Program Brochure Tri-fold Brochure Design, Content Development Production Costs- $2,500 (Quantity-5,000)	$ 7,500
Press Releases Identify Opportunities To Report Program Progress, Press Release Writing, Distribution And Media Outreach. 1 Per Quarter, Total Quantity–4	$ 3,600
Post-Campaign Report Post-Campaign Report That Will Measure Advertising Impressions, Program And Event Participation, As Well As Website Traffic.	$ 1,000
TOTAL	$ 30,100
Media Buy	
CC NEWS GROUP *Contra Costa Times/West County Times* 2 column x 7" ad- BW July 5th, 12th, 19th • September 6th, 13th, 20th • Dec 3rd, 6th, 10th	$ 2,578 each month-long campaign
The Valley Times/San Ramon Valley Times 2 column x 7" ad- BW	
Tri-Valley Herald/San Jaoquin Herald 2 column x 7" ad- BW	
Media Package Six 1-month long placements per year on CC News Group	$ 10,312
GRAND TOTAL	$ 40,412