

RecycleSmart Branding and Recycling Education

Central Contra Costa County, California



Quarterly Newsletter



Social Media Post



Mid-Season Mailer



Website (RecycleSmart.org)



Online Game

Single-family households in Central Contra Costa County were recycling, but needed more instruction to decrease contamination in single-stream recycling carts. And both single-family and multi-family residents need encouragement to recycle their food scraps and landscaping leftovers in order to reach California targets, even as policies and programs evolve.

RecycleSmart hired MIG to create a bold, visually forward website, quarterly newsletters and topical educational mailers that instantly convey how its services make recycling easy. Videos on the home page model desired behavior, “How It Works” infographics demystify the recycling process, and a Kid’s Corner column offers

engrossing articles like “Be a Compost Sleuth!” Inspiring information (an aluminum can has probably been recycled 100 times, and can continue to be recycled infinitely) leads to “aha” moments that can affect behavior.

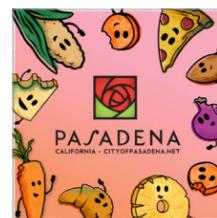
As a result, with MIG’s support, the RecycleSmart service area is one of the best-educated in the region. Residents are achieving a 61%—and rising!—landfill diversion rate. In addition, several accolades have been bestowed on this work: The website won a 2016 Davey Award; the newsletter has won awards in 2017 and 2018 from CAPIO, the Association of Marketing and Communications Professionals and the Academy of Interactive and Visual Design.

City of Pasadena Organics Recycling Campaign

Pasadena, California



Recycling Guides



Digital Ad



Bill Insert



Spanish Print Ad



Postcard



Transit Shelter

In January 2022, the City of Pasadena launched the organics recycling program for residential units, commercial and multifamily complexes and City facilities. With one year before the enforcement of penalties for not complying with SB 1383, the City hired MIG to develop a marketing campaign to educate and inform residents—both single and multifamily—and commercial generators about the expanded use of the yard waste container and to motivate them to help meet the statewide diversion goals for the betterment of our environment.

With a focus on the need to place food scraps and waste into a plastic bag before putting it in the yard waste bin, MIG created a communications strategy and a creative campaign centered around the proposal disposal of organics as well as the benefits and motivations for organics recycling.

Taking an educational but also fun and memorable approach, we created a series of “food friends” to not only provide the proper steps to “Wrap Your Scraps” but also explain the benefits of recycling organics. In the case of the City of Pasadena, they compost yard waste to enrich agricultural soil and process food waste into biogas to fuel cars and generate electricity.

Using bright colors and friendly food scrap characters along with positive and informational messaging has provided a refreshed campaign that makes a mundane task more interesting and fun. The campaign was implemented across various touchpoints including print advertising, direct mail, city-owned assets, marketing materials and website updates. The campaign continues to be implemented throughout the City of Pasadena, reaching the intended audiences with various informational materials.

StopWaste Household Hazardous Waste Drop-off Campaign M I G

Alameda County, California



Bus Advertising (English and Spanish)



Social Media Ads (English and Spanish)



Video



Digital Ads (English and Spanish)

StopWaste, Alameda County's waste reduction and recycling agency, serves a population of 1.6 million people and tens of thousands of businesses. As part of its service, StopWaste manages four hazardous waste drop-off facilities throughout the County. These free facilities accept used paint, expired cleaners, pesticides, e-waste, and other household hazardous waste. During COVID-related shutdowns, use of these sites dropped. StopWaste needed to draw people back to ensure safe disposal of these products, while creating a campaign that would last beyond the COVID moment.

MIG worked with StopWaste to develop a campaign to educate the public on proper disposal of household hazardous materials, as well as promoting its free drop-off facilities. Using a humorous approach, MIG created an

eye-catching cast of characters—from a grumpy paint can to a suspicious weed killer—to teach techniques and get the word out about how to “Send Toxics Packing.” Vibrant colors, amusing illustrations, and colorful designs make this motley crew of characters memorable and guide residents to use StopWaste's facilities.

The campaign was implemented in English and Spanish through short videos, online advertisements, web banners, and bus sides. MIG created additional versions to extend the StopWaste creative to audio and video outlets, making the most of the Agency's modest media budget.

Analysis of the campaign showed a dramatic spike in usage on StopWaste's dedicated Household Hazardous Waste page—from fewer than 4,000 average monthly visits to over 20,000 monthly visits during the campaign period.

West Valley Solid Waste Management Authority M I G

Santa Clara County, California



Brand Book



Website



Bin Label



Single-Family Guide Mailer



Set Out Graphic

WVSWMA provides solid waste disposal services for single-family, multi-family and commercial customers. WVSWMA hired MIG to create a fresh West Valley Recycles brand, website and visually stimulating communications materials to drive recyclables and organics collection.

In close collaboration with representatives from the Authority, its contracted hauler, and four partner municipalities, MIG created a compelling visual identity that reflects the West Valley's tech-forward population. MIG led stakeholders through a brand inquiry process, delivering a selection of brand looks and logo concepts. The final logo design conveys West Valley Recycles' value proposition through its use of blue and green to reflect the recycle and organic solid waste streams, with a pop of orange for accent and visual intrigue. MIG also provided a brand book to define an overall tone and support implementation across partner jurisdictions and agencies.

Embodying the brand refresh, MIG designed accessible, understandable and visually engaging campaign materials to educate customers about solid waste management, share resources that inspire participation in expanded

programs like on-call bulky item pickup, and encourage proper sorting and reduction of solid waste. Branded imagery and marketing collateral in the new brand identity includes a tote bag, newsletter templates, bin labels, set-out graphics and website headers—setting the stage for more branded materials to come.

MIG merged the hauler and Authority's disparate web portals under a unified umbrella, integrating third party widgets and legacy materials with new and enhanced content. The new site celebrates West Valley with a vibrant color palette, simple iconography, clean photography, interactive tools and a user-friendly board portal, promoting West Valley Recycles' services in an optimistic and welcoming manner.

With the branded materials MIG created, West Valley Recycles is poised to conduct clear and consistent outreach that motivates their customers to actively participate in solid waste management. MIG continues its partnership with West Valley Recycles in developing truck signs, cart audit hangers and a brand launch campaign this summer.