



# BOX IT. BIN IT. SORT IT.

## Campaign Overview

# SLOGAN: “BOX IT. BIN IT. SORT IT.”

## KEY MESSAGES:

1. CHANGES ARE COMING
2. IT’S WORTH THE EFFORT
3. WE ALL NEED TO DO OUR SHARE

*A fourth message, “We’re all in this together,” was dropped due to its prevalence in COVID-19 messaging*



# ROLLOUT

# PROMOTIONAL MATERIALS

- Communications material for this campaign included:
  - **219,601** collection guides
  - **163,535** informational postcards mailed to residents
  - **39,168** letters to businesses and multi-residential property owners
    - 16,500 initial notice, 20,668 reminders and 2,000 for off-campus student housing owners
  - **Nine** different branded “swag” items: T-shirts, hats, rulers, Blue Box banks, ring holders, pencils, magnets, microfibre cloths and Frisbees
  - Updated branding for promotional and educational materials
  - **32** pop-up banner displays at local stores, **10** staffed displays at farmers’ markets, **3** at Regional landfills



# PROMOTIONAL MATERIALS - Slide 2



Example of truck decals

- **86** vinyl decals for each collection vehicle, with new logos and slogans
- **27** customized PowerPoint presentations about how service changes affect business
- **10** videos: 6 live-action, 4 animated
- **68** social media posts, with 7 boosted
- **80** print media, **9** digital media and **5** radio ads
- **56** days of billboard, bus and transit shelter ads
- A new web page



# PROMOTIONAL MATERIALS – Slide 3

- 18-day Green Bin contest
- Three fleet magnets and four fleet stickers
- One virtual vendor fair hosted by Brock University
- Distribution of business newsletters and eblasts



# DBA GUIDE DISTRIBUTION

DBA Guide – Fort Erie Ridgeway

- **1,313 collection guides** delivered to commercial properties in DBAs across Niagara
- During these deliveries, Regional staff **fielded 180 questions** from businesses and engaged in **154 discussions** of the service changes longer than five minutes in duration
- **These metrics reflect a high level of business interest** in the changes
- DBAs also received social posts to share and articles to include in e-newsletters and on web sites



# MEDIA ENGAGEMENT

- 7 media releases
- 20 total media pieces: Niagara Dailies, Metroland weeklies (Niagara This Week), YourTV, Newstalk 610 CKTB, CHCH
- Media events with Miller and GFL, media briefing
- Media engagement was largely of an informational nature







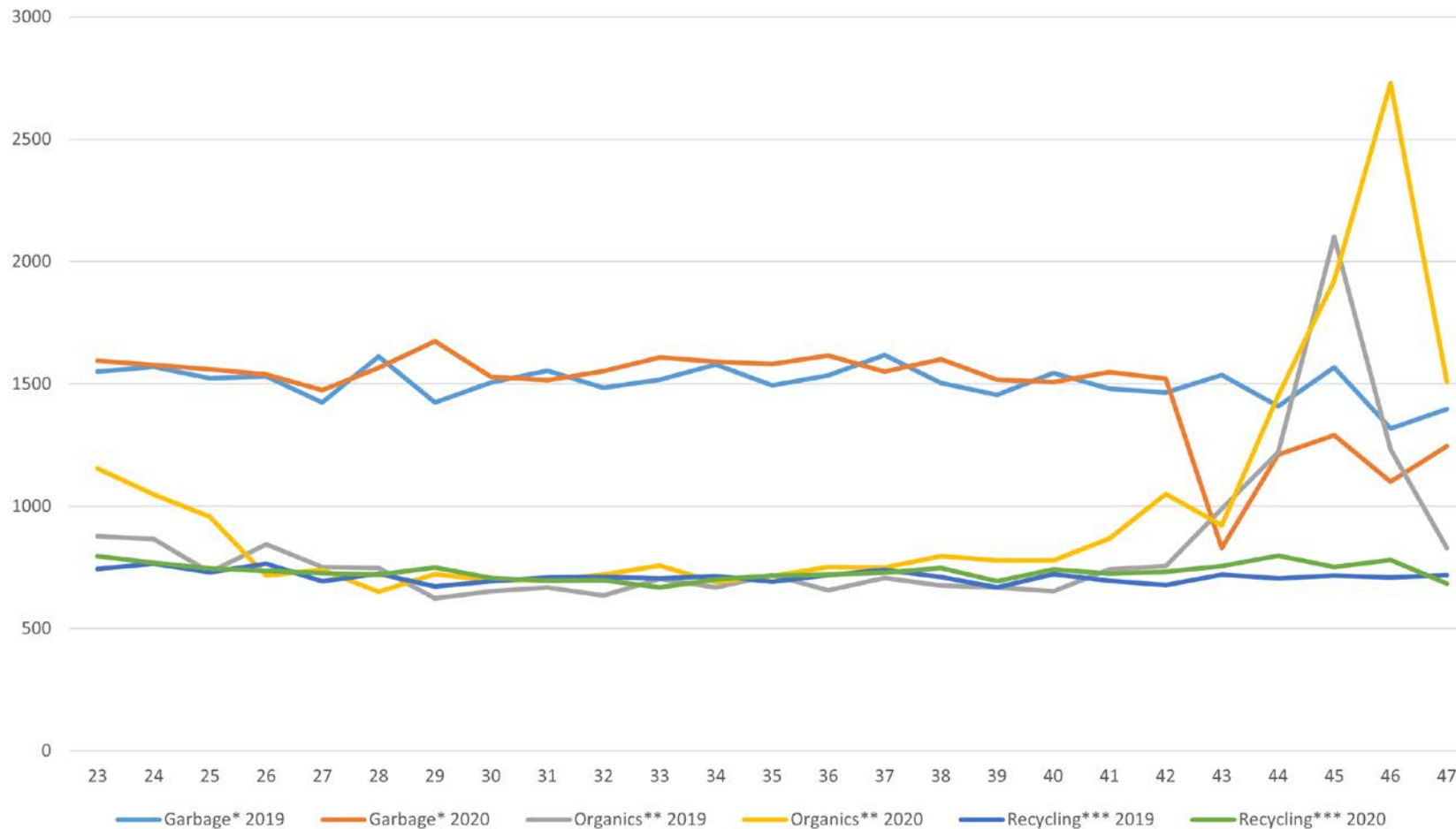
# METRICS

# OUTCOMES

- Between June 20 and Nov. 20 of this year, NRWMM experienced a **146% increase in Green Bin distribution** over the same period in 2019
- In this same period, NRWMM distributed **56% more Blue and Grey Boxes** over the same period in 2019



# VISUALIZING YEAR-OVER-YEAR WEEKLY TONNAGE



Tonnage by week of the year

# CALL VOLUME ANALYSIS

- The shift to new service levels saw Waste Info-Line call volumes increased around the time of the rollout, then rapidly declined
- This reflects increasing questions about the new service changes, followed by a growing acceptance



# WEB TRAFFIC

- NRW's website detailing the service level changed received 22,303 visits between June 1 and November 20
- 24.5% of visitors found the page directly through Google, while 11.9% followed links from social media, mostly from Facebook



# MOBILE APP ENGAGEMENT

## Web and Mobile App (Sept. 9 to Nov. 21, 2020)

- **Web Calendar**

- **51,585** - Number of users with unique addresses that searched for their collection calendars.
- **18,452** - Number of unique addresses that are using reminders.

- **Mobile App (“Niagara Region Waste” App)**

- **23,255** - Number of times the mobile application was downloaded and installed
- **18,376** - Number of devices where push notifications have been enabled.



# ADVERTISING ENGAGEMENT

- 10.6 million engagements through billboards
- 8.2 million engagements through transit shelter ads
- 1.5 million engagements through back-of-bus ads
- 4.4 million total radio impressions
- 80 total print media advertisements, reaching a total audience of 353,353 for 1.7 million impressions
- 2,553 total clicks and 1.1 million impressions from nine digital ads on media websites



Billboard ad



# DIGITAL CAMPAIGN

- Social media results:
  - 68 posts between June 17 and Nov. 13
  - **705,162** impressions and **90,059** engagements
  - **51,001** clicks through to Regional websites
  - **5,101** total comments (positive, neutral and negative)
- **These metrics indicate a high level of awareness of service level changes**
- Overall, the in-market campaign garnered **12.8 million** total impressions, with **8,566 total** click-throughs from digital ads
- Campaign tactics, individually and combined, exceeded comparable industry benchmarks for media efficiency and effectiveness as well as initial forecasted targets







# RECOMMENDATIONS

# RECOMMENDATIONS – Slide 2

- Tell the story: If tonnage of recycled and organic materials continues to increase, emphasize this
- Utilize pre-prepared creative
- Use ambassadors to continue to tell the story
- Consider an annual ad campaign aligned with Waste Reduction Week or the summer months
- Undertake another Green Bin promotional campaign in late spring, ahead of the hot season
- Proceed with plan to update school outreach, including adaptations for the COVID-19 pandemic
- Focus on the illegal dumping campaign, emphasizing rewards and fines





# THANK YOU

This strategy and communications roll-out has been prepared by the teams at Niagara Region Waste Management and the Armstrong Strategy Group/Loud+Clear.