SAVE A LIFE E-WASTE AWARENESS CAMPAIGN

MIXEDGREENS | Boston, MA USA

Emerson College | Global Marketing Communication and Advertising
SAVE A LIFE E-WASTE AWARENESS CAMPAIGN

MIXEDGREENS | Emerson College | journalism.emerson.edu/SaveALife/

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The Debriefing

One of the latest trends among young consumers is to buy the most advanced, sophisticated, and up-to-date version of electronic equipment on the market. While the results are positive in the eyes of manufacturers and consumers, neither group fully recognizes the negative impact this purchasing frenzy has on the world and its inhabitants. Although the mountains of electronic waste produced each year are growing exponentially, there are actions people can take to prevent this from becoming an overwhelming problem. By reducing, reusing, and recycling electronic products, consumers and manufacturers around the globe can do their part to defuse the issue.

The task at hand is to develop a multimedia communications plan for the United Nations E-Waste effort, one that targets 15-30 year olds and is tailored to the circumstances found within a chosen market. Since there are many different stakeholders involved in the problem of E-Waste, we have decided to target the group that can incite the most effective change-- the consumer. The main objective of our campaign is to make consumers recognize E-Waste as a universal threat, then to inform them of actions they can take to help. By urging people to learn more, we’re triggering activism on an individual level and making our target audience the catalyst for change.

In attempting to broadcast our message through overcrowded airwaves, we’ve developed a concept that’s malleable to a global audience, while consistently delivering a unique, indispensable message. The criminal theme we’ve chosen, punctuated with the tagline “Save a Life,” employs creative elements that drive home an unusual and unfamiliar point for most consumers. The message, however, is clear: by not recycling electronic products, we’re committing a crime, contributing to the death of the planet and other forms of life, including our own.

By utilizing a wide variety of media outlets, we will reach the breadth and width of our expansive, diverse target market in delivering a comprehensible, concise message. Our official E-Waste website serves as the cornerstone of our campaign, functioning as the focal point of our media mix. Once consumers have logged onto the website, they’ll be instantly connected to not only a global community, but also various ways that they can get involved on a local level. Our most prominent media objectives are to encompass as many large cities in the United States as possible and to capitalize on new and innovative grass roots and experimental media vehicles to reach our target market. We want to use our media channels to engage our audience, and at the same time, succeed in educating them on the problem.
Our Assignment

Develop a multimedia communications plan for the United Nations E-Waste effort. The plan must target 15-30 year olds and be tailored to the circumstances found within a chosen market. This plan must also fall within the appropriate budget for the chosen market ($12,333M for the United States). In addition to the regionalized multimedia campaign, a 60-second television spot is to be developed. This spot must be translatable into four languages so that it may be aired internationally.

Our Assignment

Campaign Parameters

The year-long campaign will run from January to December of 2007

Media flights capitalize on periods when consumers purchase electronics

Utilize a variety of media and promotion strategies including traditional media, OOH

Guerilla and PR

Employ crime as a metaphor to generate awareness

Use the “Save a Life” tagline and “E” power button logo

UNEP Objectives

Inspire responsible consumption of electronic products

Offer a sustainable solution to the E-Waste problem

Increase awareness of the problem among key stakeholders: consumers, governments, businesses
The Crime

What is E-Waste?

E-Waste is currently defined as “Electronic equipment that is no longer useful as originally intended, but can be reused or recycled into a new product.” The amount of electronic waste being generated each year is growing drastically because of the advancements we are making in technology. Every time a more sophisticated or advanced cell phone, MP3 player, television or computer comes out on the market, there is an older model discarded.

Although the amount of E-Waste being produced by each country is growing rapidly, there are actions people can take to prevent this from becoming a problem in the future. By reducing the amount of electronics that people are buying each year, reusing older electronics and/or recycling electronics properly we can hopefully diminish this problem that is currently taking over the world.

The Suspects

Consumers

For every person working to prevent and control the problem of E-Waste, there are thousands more who are perpetuating the problem. E-Waste is harmful to the environment, people’s health and economies all over the globe. This problem is extremely complex and multilayered, with a number of stakeholders involved. The problem is growing exponentially and it is imperative for all stakeholders involved to take action—but the first step is with the consumer. If each individual takes responsibility for the life of their own products, and begins to demand action from governments and companies, then real progress can be made. Regulations and laws can be put into place, and companies will begin to engineer their products with an end in mind. Consumers have the power to enact change on a global scale, but few are even informed of the problem. If people have the resources to begin educating themselves on the issue, we will all be well on our way to a greener planet.

NB: The Situation Analysis is based on a variety of sources that can be referenced in Appendix 2.
The Suspects

Companies

The manufacturers and distributors of these goods also need to take initiative and offer a plan of action in order to prevent this problem from spiraling out of control. Some companies, however, have already acknowledged the problem and have started to take initiative. IBM, for example, offers services to businesses of any size and will dispose of most IT equipment- that includes desktops, laptops, monitors, laser printers and PC servers. Dell is another company that will remove computer equipment in an environmentally friendly, safe way. The company will even go so far as to give you the option of recycling used equipment or selling your hardware for a predetermined price, if it still holds value. HP also honors its environmental obligations to the European Union’s Waste Electrical and Electronic Equipment, and has made strides in designing products that are less harmful when dismantled. The company also provides recycling information for each new product it produces, giving consumers a resource for education.

Countries

According to current statistics, the U.S., Germany, and the United Kingdom generate the most E-Waste in tons per year. But while these countries are the ones generating it, it’s the Asian countries, specifically Southern China, who become the recipients of these hazardous imports. Dubai appears to be one of the primary pre-distribution centers between Europe and South Asia.

There are currently a number of regulations to prevent developing countries from exporting hazardous waste under the name of “recycling” to these underdeveloped countries. The Basel Convention was adopted on March 22, 1989 and the central goal is stated as “Environmentally sound management.” The Basel Convention aims to protect human health and the environment by minimizing the production of hazardous waste.

As of 2006, the U.S. has not complied with the Basel Convention; however, many countries that have made the agreement have yet to fully comply. The U.K. and Australia, for instance, have ratified with the Basel Convention, but continue to export the majority of their E-Waste.

The underdeveloped countries who accept E-Waste and recycle the electronics are also adding to the problem. Governments are not enforcing laws controlling the import of hazardous waste as they stand to benefit financially.
The Suspects

Organizations

There are a number of organizations trying to prevent the problem. Call 2 Recycle, for instance, is a non-profit organization that was founded in 1994 to facilitate the recycling of rechargeable batteries in the U.S. and Canada. They have been able to recycle more than 26 million pounds since the inception of the organization. This year, another group called Earthworks is going to launch a campaign to recycle at least one million cell phones, seeking to keep toxic metals out of landfills.

Greenpeace is also recognizing the new, rapidly emerging waste stream, believing that the manufacturers are the ones who have benefited monetarily and should be responsible for the life cycle of their products. Greenpeace is encouraging manufacturers to stop using hazardous materials and to come up with new designs for the most harmful electronic devices.

By starting at the root of the problem, the initial design of the product, we won’t have to worry as much about the end of the product’s life. eBay’s Rethink initiative calls for a coalition of industry, government, environmental, and non-profit organizations to dedicate themselves to fighting E-Waste by reselling, donating, or recycling used consumer electronics.

Summary

The problem remains that while there are many countries, companies, and consumers who are trying to prevent and control the problem of E-Waste there are even more who are creating the problem. E-Waste is harmful to the environment, people’s health and economies all over the globe. This problem is complex and multilayered with a wide variety of stakeholders involved. The problem is growing exponentially and it is imperative for all stakeholders involved to take action.
### Recycling Properly

- Reduces the amount of toxins going into the environment
- Prevents future generations from having to deal with the environmental ramifications
- Reusing electronics is more economical and affordable
- Solves a global problem, unifying people with a single goal

### Benefits

- Ignorance regarding the E-Waste problem
- Hard to measure if E-Waste is being “properly recycled” or being dumped
- Technology is being updated at a rapid rate
- Possible theft of hard drives and personal information when computers are recycled or reused

### Opportunities

- Will generate thousands of new jobs in various sectors
- Engineers and manufacturers will have a new project to work on, e.g. finding a way to make environmentally friendly electronics
- Our target country, the U.S., has the capability to influence others in their actions and incite global change
- Companies who participate in e-cycling will be helping the environment, as well garnering good PR

### Threats

- Regulations in environmental and labor laws in other countries can’t be enforced, causing harm to workers’ health and the environment
- Consumers always want the latest or newest model of electronic device
- Manufacturers will be hesitant to restructure their products and encourage people to reuse their devices

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**SWOT Analysis**

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<th>Weaknesses</th>
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Target Selection

Considering there are several stakeholders involved in the problem of E-Waste, it’s imperative to analyze the ways in which each stakeholder influences the other. This will determine which of the three groups - governments, consumers and businesses - will be the most effective target. Focusing on the most influential group will allow the message to be transferred to the remaining stakeholders, as the three are inherently linked. The chart below illustrates how each group affects the others.

In terms of purchasing decision, buying behavior, and direct activism through organizations, it’s clear that consumers yield the most power over the other two groups. If this target market were to become well-versed on the E-Waste issue and begin demanding change, their echoes would be heard far and wide.

**Government**
- Pass laws
- Enforce laws
- Manage international laws and groups

**Companies**
- Lobby for laws
- Donate to campaigns
- Produce products brought to market

**Consumers**
- Lobby for new laws
- Join influential organizations
- Purchase decisions
- Buyer behavior
- Join influential organizations
Region Selection

The United States is not only the prime offender in the E-Waste problem, but it’s also among the most ignorant regions in the world with regard to environmental issues. With very little regulated support from the government and electronics producers, the U.S. is the ideal target for the launch of our E-Waste campaign. As the U.S. is also a principal manufacturer and distributor of electronic devices, it’s important that this problem is confronted at the source. Rather than merely exporting the E-Waste crisis, the country needs to face and solve the problem at home in order to avoid the high environmental and economic costs in the future.

In response to the sheer volume of electronic devices, coupled with the disconcerting lack of awareness on the part of the consumer, the United States is the region we will actively be targeting in our multimedia campaign.

“it is estimated by the EPA that by the year 2007 there may be as many as 500 million surplus computers and monitors in the United States alone. The electronics waste stream is the fastest growing environmental problem in the country.”
Target Audience Overview

The target market is defined as men and women from 15 to 30 years old in the United States of America. This campaign focuses on consumers, the group that was determined to be the most influential of the various stakeholder groups. From its inception in the 1990s, the World Wide Web has become a ubiquitous part of life in the United States. As a result, the target group of 15-30 year olds is more likely to understand and identify E-Waste with popular electronic devices, such as computers, MP3 players, cellular phones, and so on. A common trend among this age group is the race to own the most up-to-date electronic devices in order to gain popularity among one’s peers, and to be “cool.”

Regardless of the amount of information and experience our audience has with electronics devices, most are ignorant of the effects of this technology on the environment.

There are a number of difficulties in dealing with a younger target market as a whole; this demographic, as it stands, stretches across 15 years and two generations. While 15-30 year olds possess some similarities, it is necessary to segment further into age groups with comparable behaviors, attitudes and lifestyles. In order to effectively reach this over-communicated audience, it’s necessary to create awareness that will motivate response.

Target Audience Segmentation

Tech Savvy Teens—15 to 17 year olds

They are in control of their parent’s purse strings and purchasing power, having spent upwards of $550 billion in 2005 alone. Being merely infants during the rise of the Internet, this segment is obviously much more attuned to, and subsequently dependent upon, the electronic era in which they grew up. This fast-growing segment currently accounts for a large portion of the 18 million teens online. Not only are they part of a large online audience, but they also possess strong influence in electronic purchases within households. Such influence is prompted by the increase in desire to download music and chat online using various electronic devices. Trends and peers are huge influencers of this market. Television has lost quite a bit of steam with this audience, most likely a result of the fact that the number of advertisements this group sees on TV has more than doubled from the late 1970s.

NB: The Target Segmentation is based on the analysis of several generational studies and in-depth market research that can be found in Appendix 2.
Target Audience Segmentation

The Cyber Clique—18 to 24 year olds
This trend of electronic über-consumption is booming on the college campus scene with $24 billion in discretionary dollars of their $122 billion spending power being expended on things such as computers, TVs, printers, cell phones, DVD players, stereos, and gaming systems. Much like the 15-17 age group, these consumers grew up during the rise of the Internet, resulting in electronic savvy and solid acceptance of the increase and use of electronics. Socializing is their most common use for the Internet; however, it does also have a major effect on their media usage habits. This group wants “newer, better, different.” Members of this group often live at home with parents in order to save money, also having an effect on their purchasing decisions.

Interactive Xer’s—25 to 30 year olds
This group represents the tail end of Generation X. As a result, they are often defined as independent, realistic, often skeptical and nostalgic. They are comfortable with, and expect to communicate through technological avenues. This target was slightly older during the development of the Internet, and began to learn about personal computing and technology as it became available. While they are quite tech-savvy compared to older generations, they are somewhat behind in comparison to younger groups. It is important to separate this group from the Baby Boomers and not attempt to use leftover campaigns to attract them. They like to be interactive—graphics are key—and are moving away from newspapers. Good value and quality are also of extreme importance to this market.
Tech Savvy Teens - 15-17 Year Olds

Age: 16
Gender: Male
Ethnicity: Caucasian
Location: Boston, MA

**Free Time Activities:** Playing sports, hanging out with my friends & going to the mall

**Types of Electronics Used:**
PC, cell phone, iPod, HDTV & digital camera

**Main Information Sources:** Internet, friends & parents

**Media Habits:**
What types of media do you use?
TV, Radio, Internet & Magazines

How often do you use each medium?
Daily

Any specific networks or publications?
MTV, FOX, Teen People, Sports Illustrated, KISS Radio

**Do you recycle?** No

**Are you aware of E-Waste?** No
Cyber Clique 18-24 Year Olds

Age: 22
Gender: Male
Ethnicity: Caucasian
Location: Denver, CO

*Free Time Activities:* “What free time?”

*Types of Electronics Used:* Laptop, PC, cell phone, iPod, HDTV, Blackberry, digital camera

*Main Information Sources:* Internet, word of mouth & TV

*Media Habits:*
What types of media do you use?
TV, Radio, Online, Magazine & Newspaper
How often do you use each medium?
Daily
Any specific networks or publications?
FOX, Rolling Stone, U.S News, WB, NBC, ABC, local newspapers & XM radio

*Do you recycle?* Yes

*Are you aware of E-Waste?* No
Interactive Xer’s 25-30 Year Olds

Age: 27
Gender: Female
Ethnicity: Asian-American
Location: Dallas, TX

*Free Time Activities:* Shopping, cooking & working out

*Types of Electronics Used:* Laptop, PC, cell phone, iPod, HDTV, TIVO & digital camera

*Main Information Sources:* Internet & friends

*Media Habits:*
What types of media do you use?
TV, Internet & Magazines
How often do you use each medium?
Daily
Any specific networks or publications?
ESPN, US Weekly, eBay & specific TV shows

*Do you recycle?* Sometimes
*Are you aware of E-Waste?* No
Create awareness of the E-waste problem and the UN’s initiative to find a solution

Aid stakeholders in finding a solution to the problem in their home country and abroad

To be prominent in the minds of the overly communicated group of consumers

Generate word of mouth influence between stakeholders of the E-waste problem: consumers, governments and businesses

Leverage consumer insights to ensure that communication is relevant and important to the lives of target market groups

Implement communication that is unique and engaging, helping members of the target market take notice
Cracking What the Consumers Know or Don’t Know

This general 15-30 year old target market is one that is overwhelmed with messages on a daily basis, and therefore very unlikely to respond to lecture-formatted messages. They are a difficult group to define due to the vast amount of diversity. Although, with technology as a vital part of today’s society, it is rather alarming that the majority of this group is unaware of the growing E-Waste problem. An increasingly common trend is to have the most up-to-date technological devices; it is understood that this group seeks out interactive and unique activities and events. They want to be entertained and informed in one shot. This target market is also, above all, unaware that they are huge contributors to a widespread global problem.

What is There to Know? Important Points to Communicate

E-Waste is somewhat of a complex issue to communicate to this demographic, considering the amount of ignorance that abounds in younger target markets. The concept of E-Waste, being foreign to so many consumers, is particularly tricky; the “E” prefix is often related to more positive terms such as email, e-business, etc. As a result, the idea of E-Waste automatically does little more than bring to mind thoughts of junk mail. The main goal of our campaign is to generate awareness of E-Waste and encourage consumers to learn more about it, to educate themselves on the topic. We’ve determined that this group is not likely to respond positively to the introduction and solution to the problem at the same time. This is why we are first choosing to focus on educating people on the issue, and offering up solutions and getting people involved.

The communication solutions must aptly convey the fact that E-Waste is a worldwide problem, soon to be of epic proportion. However, in order to make it relevant to the target audience, the creative campaign must portray the ways in which E-Waste affects consumers, and how consumers in turn affect the problem. This can be done by first raising awareness among the target, informing them of the magnitude of the problem, and then directing them to a website to learn how they are affected and how to help.

How to Communicate the Message

In order to get through to 15-30 year olds, it is necessary to allow them an opportunity to get involved. Informing the target of this problem and guiding them to the website is the first step to interaction. A variety of communication tools will be used on television, in print ads, online and through events, to not only spark an interest in the E-Waste issue, but also create the desire to actively learn more about it.
Why Crime?

The main objective in the development of our creative strategy is to engineer a consistent theme that easily crosses the boundaries of age, gender and nationality. In the majority of our target countries, environmental crimes are not normally front-page news; in developing a theme, we wanted to clearly indicate the severity of the issue in an innovative, intriguing way. It was from here that the ‘criminal’ idea was developed, as it serves as an unconventional means of communicating a message that contains new ideas (the concept of E-Waste) and yet very familiar concepts (recycling, environmental responsibility). The elements of a crime scene are universally recognizable, and incorporating this motif with electronics and the betterment of the environment is an unusual combination- one that will pique the audience’s curiosity.

In order to reach the breadth of our target market, it’s imperative to deliver a base message that easily anchors a widespread, often convoluted issue. It’s for this reason we’ve chosen the tagline “Save a Life”- a phrase with a dual meaning that translates across all cultures and drives the point home in a simple, functional way. Not only can it be taken literally-saving lives through the elimination of toxic chemicals and products- but it can be used as a metaphor as well. It’s the environment’s life that needs rescuing, in addition to that of its inhabitants. The message that’s directly being delivered through our print ads, featuring a chalk outline of an electronic device, is that the life span of many technological products is never fully realized by consumers. E-Waste is an issue that not only threatens human life, but it’s respect for the product’s life that will begin to incite change. By anthropomorphizing, or animating, these products, we’re repackaging an old message in a new way.
The Logo

By employing a recognizable insignia to accompany our ads, we're essentially branding the concept of taking action against E-Waste, beginning with consumer education. This element of the message is ultimately indispensable if the campaign is to evolve with time, as well as with our consumers. Once the theme we've focused on has run its course, the logo will maintain a sense of continuity from campaign to campaign. This branding will also offer us the option of getting involved in the developmental stages of products in the future; by putting our logo on electronics that were designed to be easily disposable or recyclable, companies would be able to benefit monetarily from the sale of environmentally friendly goods. In using our logo as a sort of “stamp of approval,” or as an ingredient brand for different products, we will be able to promote better awareness of the issue and simplify a consumer's purchasing decisions.

Television

The current TV spot is designed only to run for a short period of time, in order to plant the initial idea of recycling electronics in the consumer's mind in addition to transmitting the visuals of the E-Waste damage in conjunction with the logo. Eventually, public service announcements will be run that serve to thoroughly inform our environmentally conscious audience of the E-Waste issue.

For the demographic that is less concerned with the environment, a hip, edgy campaign will be run simultaneously, more akin to the first few seconds of the current 60-second spot. The commercial that's currently attached to our media kit is a blend of both informational PSA and trendy, youth-oriented ad, something that will appeal to a wide variety of audiences. Over the course of the campaign, the commercials will become more specific to our various demographics. All media, however, regardless of content, will end in the same title card, thus driving home the heading “Find out more about E-Waste,” and aiming at drawing the audience to the official website.
Print

Our print ads make a strong link between the criminal theme and the issue of E-Waste, using a chalk outline to indicate the ‘death’ of an electronic product. They’re not only easily translated across languages and cultures, but these images are also designed to take full advantage of a variety of mediums. Whether printed in a magazine like *Rolling Stone* or *Vogue*, or plastered along the length of a bus, these ads are easily transferable.

Save a life. Find out more about E-Waste. Appropriate disposal of electronic waste can save lives.

Guerilla

One of the benefits of this campaign theme is the natural way in which it lends itself to creative outdoor advertising. There are an infinite number of opportunities to explore; recreating faux crime scenes in public parks, for instance, would raise awareness in an unconventional, imaginative manner. This will also spark word of mouth marketing and press coverage, two things that are vital to the survival of any major marketing mix.

The Podcast of our commercials, available through our website, will enable consumers to carry the message with them at all times. If our audience is motivated to get involved, they’ll inspire their peers to do the same; Podcasts make our advocates’ jobs just that much easier.

Please see Print Ads PDF link at journalism.emerson.edu/savealife/
Website

The official Save a Life website acts as the cornerstone for our media mix. It’s the most important element in our campaign; it not only provides a direct solution for consumers, directing them to actual recycling centers in their own neighborhood, but it also generates a reliable source of information for consumers. With one website, we’re able to fully educate our audience about the situation in every region of the world, in a number of world languages, giving them links to various organizations and an open forum for questions.

Perhaps most importantly, the website succeeds in creating both a virtual and physical community for people who want to get involved. While our commercials, over time, may serve to keep consumers educated, the website makes it easy for groups of people to communicate with one another. By connecting people on a peer to peer basis via forums, chat rooms, events and gatherings, we’re able to create an actionable task force that can evolve of its own accord. In short, if we’re giving the consumer the tools necessary for change, we leave no excuse for inaction.

See http://journalism.emerson.edu/saveallife/default.htm
For an online demonstration of the Website
To reach 60 percent of the defined target market with a frequency of 4 times with the E-Waste message.

To geographically encompass the entire United States with heavy-up communication in key metropolitan areas, such as: New York, Boston, Chicago, Los Angeles, Dallas and San Francisco.

To deliver highly targeted media that effectively and efficiently reaches the target audience to ensure media waste is limited and budgets are utilized to their utmost potential.

To capitalize on new and innovative grass roots and experiential media vehicles to reach the overly communicated target market.
Overview

- Use traditional media for reach
- Use grassroots and experiential media for frequency and to make the E-Waste message relevant
- Generate word-of-mouth buzz among peer groups in our target market
- Ensure that the media allows for and is appropriate for the integrity of the message
- Reach consumers at the ideal time to receive the message
- Minimize media waste

Detail

Based on the media objectives and an in-depth understanding of the target market, the media strategy will be focused around the theme, “traditional reach with grassroots frequency.” The following media plan has been devised in order to deliver the message that E-Waste is criminal in a way that resonates with the most influential stakeholders—the consumers. As stated previously, this is a target market that can be cynical of advertising; it’s important that the media outlets used to reach them utilizes a combination of traditional media and guerilla tactics.

The way in which this market consumes media presents a challenge to any advertiser. Because this group uses traditional media less often to gain information, media advertisements like commercials are usually skipped or ignored. However, with a highly targeted media plan that correlates with the interests of this group, it is possible to effectively convey the E-Waste message using traditional media.

Because this target group is so adept at tuning out traditional media outlets, it’s important to include grassroots media in the mix. Innovative experiential media will create the word-of-mouth buzz necessary to add credibility to the issue, and to make it popular or acceptable with younger consumers. This type of media will also bring the E-Waste problem directly into the local environment of the consumers, making communication more personally relevant.

In order to seed the E-Waste message in the most efficient manner, it’s necessary to schedule the media at a time when our consumers are most open to the message. The plan will focus on times when new technology consumption is high, such as Back-to School, the Holiday Season and through the New Year. We also plan to leverage the Earth Day communication and heavy-up our advertising and other promotions through April. We will avoid times like summer, when most members of the target market are on vacation and less likely to think about the disposal of electronics.

In order to minimize media waste, the media strategy will be designed to capitalize on specific programming and vehicles that are a part of our consumer’s lives.
Television

While television is not the dominant medium for our target, it is still an important medium to utilize in reaching a large portion of our audience. Cable television will be the main broadcast vehicle, with media purchased on stations such as MTV, VH1, Style, E! Entertainment, TNT and USA. Network television will also be used on a program-by-program basis in order increase reach and stay relevant to our target. Programming such as The Bachelor, Fear Factor, One Tree Hill, Everwood, Smallville, The O.C., Desperate Housewives, Extreme Home Makeover and Scrubs are examples of possible programming choices.

In order to minimize the chance that our E-Waste message will be missed due to new digital video technology, in-program mentions will be negotiated to increase awareness. Extreme Home Makeover and other reality shows will be used as partners for incorporating an E-Waste message into their programming. Scripted programming, like The O.C., will be approached to add mentions of E-Waste into their weekly storylines.

Finally, since this is a nonprofit message, media buyers will negotiate one free public service announcement (PSA) spot for every spot purchased on television. Utilizing PSA's in broadcast negotiations will allow media dollars to be maximized.

Online

The web is the most important medium to this target; members of our demographic devote more hours to this form of media than any other. This does not, however, make advertising on the Internet any easier to grab attention than traditional outlets. Regardless of how many hours our consumers may spend online, users have quickly become proficient in ignoring or avoiding Internet advertising. As a result, all media purchased online must be innovative and utilize the latest technology in order to entice the interest of the target market. Partnering with specific, popular sites to sponsor content will be a large part of the online effort.

The sites chosen will be essential to making the E-Waste message credible. The members of our target group place a lot of stock in the sites they visit most, and if those sites endorse the E-Waste message, then our audience is likely to do the same. Finally, we will maintain a blog along with the traditional online advertising. The blog will be run by a member of the target market and will convey the E-Waste message in a personal way that will demonstrate the many ways in which this problem affects the lives of young people in the US.
Magazine

Running print ads in magazines is a way that we can reach a broad range of our target audience, as well as being relevant to their lives in terms of specific hobbies and interests. The plan will focus on two magazines with broad reach (Us Weekly and Rolling Stone) and five magazines with a small niche audience. The niche magazines will focus on interests such as PC gaming, computer programming, and outdoors magazines, as they are important and relevant to our target market.

Guerilla and Grassroots Media

Along with the experiential media, guerilla and grassroots tactics will be utilized to seed the E-Waste message. This will involve bringing the problem of E-Waste to the forefront of our consumers’ minds by placing the message into their local neighborhoods.

Online Movie Contest

The E-Waste campaign will sponsor a “Solution to E-Waste” online movie contest. Participants will be able to enter a home movie of their own creation that shows how they would (or are working to) solve the E-Waste problem. The winner will be featured on the Save A Life website.

Class/Club Sponsorship

The criminal campaign will work to sponsor science classes and environmental clubs in high schools and colleges around the country. Since this is an environmental problem that affects us all, schools will be interested in being a part of the communication. This will put the message directly in the hands of the target market, as well as helping schools stay involved in their communities.

Retailer Partnerships

The E-Waste campaign will partner with electronic stores such as Best Buy and Circuit City to offer promotions, discounts and contests to those that recycle their E-Waste. Also a program will be initiated to ensure consumers are aware of the E-Waste problem when they are purchasing an electronic product.

Corporate Sponsorships

We will also partner with the corporate manufacturers of electronics. We will offer corporations good press and a place on the our website for their cooperation in communicating the E-Waste problem as well as ensuring they are compliant with E-Waste laws.
As stated previously, this target market tends to be cynical of traditional media advertising. In order to combat that issue, as well as make the E-Waste message relevant to their lives, experiential media will be used. The basic premise of experiential media is to create relevance by making the advertisement an experience for the target market. While this type of communication is in the early stages of use, it has been known to be incredibly effective in creating awareness. Not only does the actual “event” draw consumers’ eye, but the public relations buzz that follows allows the message to linger long after the experience is over. The following examples are forms of advertising that the target market cannot ignore.

**Experiential Media**

- **Crime Scene**
  Faux crime scenes will be set up in public spaces in our heavy-up markets: New York, Boston, Chicago, Los Angeles, Dallas, and San Francisco. Flashing lights and yellow crime tape will be used to draw in passers-by, and representatives will be handing out E-Waste information and answering questions. These sites will also be used to collect electronic devices that consumers would like to recycle. The ideal placement of these crime scenes will be near colleges, public parks and busy intersections.

- **E-Waste Trucks**
  Trucks containing an E-Waste crime scene enclosed in glass will be driven around our heavy-up markets of New York, Boston, Chicago, Los Angeles, Dallas and San Francisco. The driving routes will focus on areas around high schools, colleges, bars, clubs and hip restaurants.

- **Sidewalk Painting**
  The “start button” featured throughout the creative executions will be used as a call to action in order to push the E-Waste website. The logo will also be painted on sidewalks and parking garages in major metropolitan areas, sparking curiosity and urging consumers to the website to learn more.

- **Earth Day Events**
  An E-Waste “Crime Scene Lab” will be arranged as a part of various Earth Day activities. Consumers interested in the problem can learn more and ask questions of E-Waste experts.
Media Flow Chart

<table>
<thead>
<tr>
<th>Campaign</th>
<th>&quot;Save A Life&quot; Campaign</th>
<th>Client</th>
<th>Target Audience</th>
<th>Schedule UTC Start</th>
<th>Start Date</th>
<th>USA</th>
<th>Jan/05</th>
<th>F.Y. 2007</th>
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<tr>
<td>America</td>
<td></td>
<td>United Nations</td>
<td></td>
<td></td>
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<table>
<thead>
<tr>
<th>Media Channel / Website</th>
<th>Frequency of Ads Transmission</th>
<th>Creative Unit Time / Length</th>
<th>Estimated Cost per Transmission (USD)</th>
<th>Total Cost (USD)</th>
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<tbody>
<tr>
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<tr>
<td>Spot TV (Prime)</td>
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<td>15 sec</td>
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<tr>
<td>Spot TV (Daytime)</td>
<td>35 x 10</td>
<td>15 sec</td>
<td>300</td>
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<tr>
<td>Spot TV (Late Night)</td>
<td>35 x 10</td>
<td>15 sec</td>
<td>300</td>
<td>1,050</td>
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<tr>
<td>Spot TV (satellite)</td>
<td>35 x 10</td>
<td>15 sec</td>
<td>300</td>
<td>1,050</td>
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<tr>
<td>Spot TV (local)</td>
<td>35 x 10</td>
<td>15 sec</td>
<td>300</td>
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</table>

Please see Media Flow Chart PDF link at journalism.emerson.edu/savealife/
# US Campaign Budget

## Production

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<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tbody>
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<td>Television</td>
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<td>Print</td>
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<tr>
<td>Website Development</td>
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<td>Online Advertising</td>
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<td>Experiential / Guerilla</td>
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<td><strong>Sub Total</strong></td>
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## Media

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<th>Amount</th>
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</thead>
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<tr>
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<td>Print - Magazine</td>
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<td>Online Advertising</td>
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</table>

**Total** 12.333 MM
Through the Global Lens

The task presented from the UN was to develop a campaign to generate awareness of E-Waste in a specific region, as well as, develop a television spot that can be translated into four languages. While we completed that task by focusing on the US in order meet objectives, we went above and beyond and addressed the problem with a global lens. The E-Waste issue effects everyone on the planet and eventually any communications campaign issued through the UN will need to reach people around the world. For that reason the enclosed campaign was designed so that with slight modifications it could be used in countries and cultures across the globe.
How Is This Campaign Global?

- We used crime as a metaphor for E-Waste because people from every culture are familiar with crime and its effects on society. This communication technique ensures the E-Waste message will be relevant in any culture.

- The execution of the television spot was done with a global lens. The actors in the spot represent a wide variety of ethnic groups. Also there are no on-camera speaking roles, just simply a voice over narrating the situation. This allows for easy translation and use around the world. Finally, the scene in the alley is not country specific and could represent any alley in any country around the globe.

- All experiential and grass roots media can easily be duplicated on a worldwide scale and have the same intended effect.

- The print ads feature chalk outlines of electronic devices and not people. This allows for easy translation and use of these ads in a variety of countries. There is no need to re-shoot with new talent when launching the campaign in a new area.

- The website was designed offering solutions in the United States, but it can easily be altered for other countries. For example, the content will be translated but for the most part, remain the same. The only new information that will need to be added is the section on how to take action. The zip code locator will be replaced with the appropriate tool for the specific country.
How to Gauge Signs of Success

Success of this campaign will be measured on how effectively the plan created awareness of the E-Waste problem in the United States among the consumers of 15-30 years old.

- Determine the level of E-Waste awareness with primary research in select markets throughout the course of the campaign, including a follow-up survey once the campaign is completed.
- Track the number of Internet site hits.
- Monitor how deep unique visitors enter into the Internet site.
- Record the number of attendees at live promotional events.
- Record the number of participants in online movie contest.
- Survey other stakeholders, such as the government and companies, in order to determine if consumers are leveraging their influence.