

# **ReCollect Rollout Promotions for Waste Management UTC**

1/16/15

## **Pre-launch Testing**

Prior to introducing the app to customers, Waste Management and C+C will extensively test the app and widgets core features to ensure a positive user experience and data accuracy. Specifically, we will test:

- Accuracy of pickup schedule information through spot checks of addresses in app/widget database.
- Accuracy of printable collection calendars provided to users based on address.
- Directions for all items listed in the Waste Wizard feature. These directions will be tested against the most current version of Waste Management's guidelines for King and Snohomish County and will be updated to reflect changes in the future.

Once app data has been uploaded by ReCollect, Waste Management will test the app and widget internally for inaccuracies and bugs. Waste Management will then provide access for King County and Snohomish County to test before the app is made available to customers.

## **Promotion Phase 1: Limited rollout and testing**

The tactics below would be used as a soft launch for the app, giving us time to test the best strategies for a widespread announcement and give us time to work out any bugs in the roll out process before officially introducing the app to all King and Snohomish UTC customers. These tactics are tentatively scheduled for February/March 2015.

### **Mailing pilot**

C+C recommends starting with a small mailing promotion in which we would select one route in King County and one route in Snohomish County to receive a direct mail piece announcing the launch of the app/widget and providing sign up details. The response rate to this mailing would be compared to the bill insert distribution (described below) to determine the most cost-effective way to reach customers in the future. Direct mail will be used with wider customer lists if this tactic results in lower cost-per-signup than bill inserts.

### **Pledge participant email**

Send a special email announcement of the widget and app to Waste Management customers that have provided their email addresses through pledge forms.

### **In-app sweepstakes**

To incentivize signups, both the mailing pilot and pledge email tactics would be supported by a giveaway promotion, potentially featuring kitchen compost containers, gift cards or other inexpensive prizes. Winners would be drawn at random from people who sign up for the service before a set cutoff date.

### **App launch pilot survey**

One month following the pilot mailing and pledge email, we would distribute an online survey through the app/widget campaign function to gauge user satisfaction with the app, request feedback and determine if any modifications are necessary.

## **Promotion Phase 2: Full rollout**

The tactics below will be targeted at all relevant customers in the app launch area and refined based on learnings from Phase 1. These tools will also be tracked for effectiveness and adjusted as needed to optimize budget allocation. These tactics are tentatively scheduled for May/June 2015.

### **Bill Insert**

Send bill inserts to all customers in the King and Snohomish UTCs announcing the app and sign-up incentives. C+C will work with Waste Management to develop messaging and set delivery schedule; messaging will be refined based on Phase 1 learnings.

### **Social media advertising in appropriate zip codes**

Run Facebook ads pointing Waste Management customers located in relevant UTC zip codes to the widget. Ads would be targeted only to ZIP codes that are predominantly made up of WM customers. C+C will work with WM to identify the best ZIP codes for this tactic.

### **Zip code-targeted online ads**

Run online ads targeted to key zip codes in the King and Snohomish County UTCs. Ads would point users to the App Store and Google Play to download the ReCollect app. Ads could run on local news sites like Everett Herald, KING and KOMO, as well as larger sites like Google, Pandora, Spotify, etc.

## **Ongoing support tactics:**

The tactics below would be implemented continuously, or used at intervals to provide ongoing upticks in signups.

### **Call center signups**

Train all call center staff to include mentions of the new app and widget in UTC customer service calls. Staff could even sign up customers for collection reminders while they have them on the phone.

### **Mailing mentions**

Include mentions and a link to the widget and app in all mailings to customers, including guidelines mailings, promotional mailings for Compost Days, and food scrap bin offers and more.

### **Outreach event tie-ins**

Include information about the app and widget at all WM booths or other event experiences. Booth staff could use an iPad which can demonstrate the app and sign up customers on the spot for reminders. Customers that signed up at the event could also be entered in a drawing for a gift card. Small cards with sign-up instructions could also be distributed.

## **In-app deals and promotions**

Provide special offers through the app's "campaign" feature to provide rewards to app users. These could include food scrap container giveaways, special invites to Compost Days events, and more.

## **Next steps:**

### **December**

Week of 12/22

- Finalize promotion plan
- Finalize launch campaign budget

Week of 12/29

- Creative brief for phase 1 under development by C+C

### **January**

Week of 1/5

- Creative brief for phase 1 under development

Week of 1/12

- Refine testing schedule and app data

Week of 1/19

- Creative brief for phase 1 promotion materials reviewed by WM
- Identify materials needed for call centers
- Start drafting draft copy/design developed by C+C for:
  - print materials
  - pledge-taker email
- Finalize data for app/widget

Week of 1/26

- Continue developing draft copy/design for phase 1 materials
- Draft call center materials

Week of 2/2

- Send direct mail/pledge email creative to WM for review
- Start testing of app features

### **February**

Week of 2/9

- Creative in review/start on revisions

#### Week of 2/16

- Revise direct mail/pledge creative based on WM feedback
- Wrap up testing

#### Week of 2/23

- Final approval on creative
- Final print campaign prep
- Counties sent campaign creative

### March

- App soft launch campaign starts
- Soft launch campaign monitoring
- Issue user survey
- Identify zip-code targeting options for online advertising/social media advertising

### April

- Phase 2 creative development:
  - Social media ads
  - Online ads
  - Bill insert
- Coordinate media buying strategy with KW media

### May/June

- Phase 2 promotions roll out