

Creative Strategy Worksheet

COMPOST DAYS 2015

Current Date: 2/3/2015

Creative Due Date: 2/9/2015

This worksheet is designed to assist Compost Days 2015 partners with the planning and development of creative for the campaign.

1) **Assignment.** *Define your assignment. What do you intend to do?*

Create ads, in-store displays, school and community garden partner collateral that will:

- Communicate the value of using compost to motivate consumers to purchase.
- Increase utilization of curbside food scrap programs by existing organics customers.
- Educate residents about what can and cannot be composted at curbside.
- Increase understanding of the "compost loop" through the Big Garden Give compost drive.

2) **Target Audience.** *Describe desired target audience as narrowly and clearly as possible. Identify primary (people to whom messages are targeted) and secondary (gatekeepers—someone with a stake in your project or who must approve of your project) audiences. Include standard demographic information as well as factors that may affect or relate to the behavior targeted.*

Primary Audience: King County and Snohomish County residents with curbside composting carts.

This audience is the most likely to purchase compost and use it in their garden. These demographic traits both skew slightly female, and toward single-family homeowners.

Secondary Audience/Gatekeepers: King County, Cedar Grove, Waste Management, SPU (supporting partner), retail/community garden partners (Tilth, WSU Extension Office).

3) **Problem to be addressed.** *What is the problem to be addressed with your materials/media intervention?*

- *Confusion about what goes in curbside compost cart:* Some organics customers put food scraps and food soiled paper in the garbage instead of their curbside compost cart.
- *Lack of composting know-how:* Instruct customers about what the correct items are to put their curbside compost cart, to avoid contamination.
- *Residents unaware of the value of using compost:* Some residents do not know what compost is and why it's valuable to the local community.

4) **What do you want the creative to do?**

Desired Results

What specific attitude, belief, or behavior change are you seeking? What do you want the viewer/listener of your media to do? (Tip: if the answer is something like "have information" or "be informed," you will also want to answer the questions: What do you want them to do with or about the information? Why do you want them to be informed?)

Ads: Should drive the public to purchase deeply discounted compost from area retailers with an inviting “Buy 2, Get 3rd Free” offer.

In-Store Displays: Should drive the public to: 1) purchase deeply discounted compost and kitchen containers, 2) donate to the Compost Drive, and 3) practice curbside composting. The campaign includes an in-store Compost Drive, which will help residents understand the link between curbside composting and growing fresh produce. The Compost Drive works just like a typical food drive model: the public will be asked to donate a bag of compost to benefit local community gardens that grow food for low income residents (through Seattle Tilth and the WSU Snohomish County Extension Office).

Website (will be developed by Cedar Grove): Should drive the public to: 1) purchase deeply discounted compost and kitchen containers, 2) practice curbside composting, and 3) help customers understand what is acceptable to put in the curbside compost cart and why. The website should link to each jurisdiction’s full curbside composting information (“What’s acceptable in the cart”, etc.).

School Partner Collateral: Should motivate kids to: 1) understand the connection between composting their food scraps and food soiled paper in their curbside compost cart and how that becomes compost, 2) how to practice curbside composting, 3) become aware of the importance of putting in the correct items in and keeping contaminants such as produce stickers out, and 4) raise compost for their school garden.

Community Garden Collateral: Should drive community gardens to promote the Big Garden Give Compost Drive.

5) ***Measurement of Success.***

- Compost sales (primary)
- Kitchen container sales (secondary)
- Web traffic (other)
- Earned and paid media
- Retail participation
- Compost donations
- School and garden participation

6) ***Key Communication Idea.*** *This is a simple, one-sentence strategy statement. This should define what you want target audience members to do and why. For example: "You should (behavior, belief, and attitude) because benefit."*

Compost all your food scraps in the curbside yard waste cart because it’s easy to do and they create valuable compost that can be used in gardens and yards. Being aware of what items are accepted in your curbside cart to prevent contamination and make nutrient-rich compost.

7) ***What is the desired brand personality/tone?***

- Engaging
- Knowledgeable
- Fun

- Informational

8) List Campaign Musts and Risks.

- Must reach people in all three areas of the campaign – Snohomish County, King County, and Seattle (secondary market). This encompasses a mix of urban and rural consumers.
- In Snohomish County, must specifically reach UTC customers.
- Compost Days as a whole must meet all three campaign goals, and the overall family of campaign creative should encompass this. However, individual creative pieces may not weigh all three goals equally (for instance, ads, which are a vehicle to drive consumers to retail, will highlight the “Buy 2, Get 3rd Free” offer and not have as much of an emphasis on curbside composting).
- Must use plain language for all audiences.

9) Possible Media Vehicles. *What media (e.g., brochure, poster, magnet, phone card, radio spot, bus board, cab-top ads, and so on) are the best ways to deliver your message? Try to think creatively about this.*

- Paid media (TBD – have included a mix of print/radio/online in past campaigns)
- Partner communication channels (websites, social media, newsletters, e-blasts)
- Gardening/community blogs
- News stations

10) What else is important?

11) Deliverables?

- Ads (ad buy TBD)
- In-store materials (TBD, based on work with retail partners)
- Website (to be created by Cedar Grove – C+C may need to provide text)
- School flyer and revised Compost O’ Natural card
- Community garden flyer

12) Mandatory Elements?

- Campaign Info: All creative must include the campaign name (Compost Days) and website (compostdays.com)

13) Schedule?

Anticipated key campaign dates:

- February 28: All creative finalized (ads, coupon, in-store materials)
- March 1: Website finalized
- March 15 – April 15: Campaign is live (ads go live, in-store signage/displays up). (May be adjusted forward or back one week)