

Santa Clara Reusable Cups Campaign Overview

Run Dates: April 1 – May 10, 2018

Key Research Findings

What research findings support campaign behavior selection, audience selection, strategies and tactics?

- **Ownership of reusable cups is high** (84-87% have hot or cold reusable beverage cups) **but usage is low** (60% of respondents never used their own reusable cup during their last 10 “to go” beverage purchases.)
- **18-34 year olds** and **Asian/Islander residents are the most supportive** of the use of reusable cups, mandating discounts or fees, and prohibiting sales of disposable cups; they are also more motivated to use reusable cups if there is a discount or fee.
- The primary reason why respondents do not use a reusable cup when purchasing a beverage “to go” is that **they forget to bring it** (64% said this was the most influential factor.) The next most common reason is that **the cup is inconvenient to carry** (25% said this is a factor).
- Another barrier that emerged from the Chinese language intercept surveys, as well as from verbatim survey responses, is that **people do not know it is an option to bring a reusable cup**.
- **Environmental benefits** topped the reason why a resident would use a reusable cup when purchasing a beverage “to go”. The most common reasons are that it reduces waste (39% said this was a primary reason) and it protects the environment (26% said this was the primary reason).

Behavior Identification

Use a reusable cup the next time you buy a “to go” beverage.

Target Audience Segments

Focus on 18-34 year olds and Asian/Islander residents. Our research shows that they are the most supportive of the behavior, of discounts and fees, and of prohibiting sales of disposable cups.

Chinese-speaking residents should be targeted specifically regarding awareness of bringing their own cup being an option—this was revealed as a barrier during the Chinese language intercepts.

Decision Point: Confirm Audience

Barriers & Benefits, from the Research

- **Top Benefit:** Using a reusable cup reduces waste.
- **Second Top Benefit:** Using a reusable cup protects the environment.

- **Top Barrier:** They forget to bring their reusable cup.
- **Second Top Barrier:** It's inconvenient to carry a reusable cup.
- **Other Barrier:** They did not know it was an option to bring a reusable cup when buying a drink "to go". This barrier was mentioned a few times in the online survey, but also came up in the Chinese intercept surveys, in particular. Cultural consultant InterEthnica reported that the reusable cup questions were somewhat confusing to intercept survey participants because they did not know it was an option to bring a reusable cup.

Messaging Framework

Know. What do we want the audience to know?

- Reusable cups can be brought to coffee shops, cafes, gas stations, etc. to fill your own cup instead of a disposable cup when buying drinks "to go".
- Reusable cups are an easy way to reduce waste.
- Reusable cups are trendy—a thing to do—they win you social "points" for being eco-friendly.
- Reusable cups are a social norm in the community.
- You need to put some effort into remembering to bring your own cup.

Feel. What do we want them to feel?

That by using a reusable cup you are:

- Proud of yourself for doing something good for your community and the environment.
- Hip/cool/part of the community— you are part of a bigger trend of people living their environmental values.

Do. What do we want them to do?

- Use your reusable cup the next time you buy a "to go" beverage.

Decision Point: Confirm Framework Know/Feel/Do

Cups Campaign Strategies & Tactics

Two Tracks: 1) Address lack of awareness and 2) Overcome barriers.

Strategy #1: Awareness

Promote “Awareness” that you can bring and use reusable cups at coffee shops, cafes, gas stations, etc. Include awareness that using the cup reduces waste and has an environmental benefit.

Tactics:

1. **Mainstream Content:** Create an ad/video that shows diverse people overcoming barriers, using their reusable cups, and highlight benefits in 3 different situations.
2. **Chinese Culture/Language Content:** Tailor the video/ad with culturally adapted subtitles or VO messaging and create a second version in Chinese language.
3. **Campaign web page** with awareness messaging, as well as content to address barriers, promote benefits, teach people how to remember their cups, and distribute prompts.
4. **Advertising Plan**, see below.

Promotional Plan—April 15-May 15

○ Advertising:

1. Social Video Promotion-Instagram, Facebook
2. YouTube Promotion
3. Display Ad Promotion KPIs= impressions, views. Include geo-fencing around certain high-traffic areas with coffee shops. Re-targeting ads to those who have visited a coffee shop (via phone tracking).
4. Chinese Language Media: run translated video on Chinese media

Measurement

- Impressions/Views
- Click-throughs
- Engagements: Comments, likes

Strategy #2: Address Barrier of Forgetting Your Cup

Create a “Remember” Campaign: Show people how to get over the barrier of “forgetting” your cup.

Tactics

1. **Content (video + ads)** that showcase several popular and effective techniques to remember your cup.
2. **Prompts:** Develop & distribute “prompts” — keychains, decals, and/or signs to help people remember to bring their cup.
 - Consider a texting or email option: an opt-in system for residents to receive texts or emails with messages for using/remembering the cup.
 - Distribute prompts from online requests and in-person intercept events (see below).
 - Leverage follow ups with 6 or so email/text opt-ins, and promote them online to bring in social diffusion.
3. **Advertising Plan:** see below.
4. **Live Intercept Media** (Tabling/Outreach): if possible through media budget. See below.
 - Ideally 1 per city, if supported/staffed by local cities. See below details.
5. **Campaign web page** to address barriers, promote benefits, teach people how to remember their cups, and distribute prompts. Include form/opt-ins for selecting and distributing prompts. (Same page as in Strategy #1).

Decision Point: Confirm Two-Part Strategy—1) Awareness; 2) Barrier of Forgetting Your Cup

Promotional Plan—April 15-May 15

- **Advertising Plan**
 1. Digital Ads- KPI clicks to order prompts. Include geo-fencing around certain high-traffic areas with coffee shops. Retargeting ads to those who have visited a coffee shop (via phone tracking).
 2. Social Video: Instagram, Facebook
 3. Social Ads: To promote prompts
 4. YouTube Video: Promote video
 5. Maybe: Print 1 or 2 ads per paper. Note: Does not really fit target audience.
- **Live Intercept Media, (Tabling/Outreach)** if possible through media budget. See below.
 - Ideally 1 per city, if supported/staffed by local cities. Support materials for this effort would include:
 - Script/checklist: for use online and in person, to guide someone through the process of setting up a system to remember to bring their cup and select the prompt that would work best for them.
 - Pledge with the prompts.
 - Opportunity to opt into text or email reminders to bring/use their own cup.

Measurement

- Online engagements
- Web page views
- Completed forms/signups/pledges
- Comments
- Attendees at Events/Conversations
- Giveaways distributed

Decision Point:

Live intercept media: able to be covered under media budget?

Are cities willing to staff tabling events?

Campaign Schedule

Nov	Dec	Jan	Feb	Mar	Apr	May	June
Plan: Draft	Plan: Approved	Development: Web content Prompts, distribution process Event planning Concepts, Scripts, Web content, Prompt selection Approved	Production: Filming Web content live & tested Prompts production Events Plan Approved	Production: Ad Design Video Editing Creative Final Approval	Launch: Approx. April 1- 15 Digital Print Tracking Distribute prompts Events	End: Approx: May 15 Digital Tracking Distribute prompts Events	Reporting: Contract ends June 30

Campaign Budget

Phase/Task	Contractor Budget	Media Budget
Remaining Budget	\$60,000.00	\$80,000.00
Overall Campaign Management		
Planning/Meeting Attendance	\$9,100.00	
Web Content	\$1,300.00	
Tracking/Management/Prompts	\$5,100.00	
Reporting	\$3,900.00	
#1 Awareness		
Video/Photo/Slideshow	\$4,270.00	
Digital Ads	\$1,560.00	\$5,000.00
Social Ads	\$1,560.00	
Chinese Media		\$15,000.00
#2 Remember		
Video/Photo	\$20,000.00	
Prompts: Develop, Produce	\$5,000.00	\$6,000.00
Digital Ads	\$1,300.00	\$25,000.00
Social Ads	\$1,300.00	
YouTube	\$650.00	
Print	\$1,560.00	\$4,000.00
Live Media/Intercepts	\$3,400.00	\$25,000.00
Total	\$60,000.00	\$80,000.00

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