SWANA MARKETING EXCELLENCE AWARD

WE WANT YOUR UNWANTED ELECTRONICS!

IT’S EASY!!

Don’t let your unwanted electronics clutter your garage day after day. Bring them in for free recycling, and we’ll donate to Fort York Museum.

Visit www.to.ca/cityrecycle

City of Toronto, Canada
April 2011 Submission
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EXECUTIVE SUMMARY

The City of Toronto launched a comprehensive marketing/advertising campaign to inform residents about how easy and important it is to participate in the City's electronics (E-waste) collection/recycling service. The ultimate objective was to keep electronics out of landfill and improve Toronto's overall waste diversion efforts.

The "Chuck and Vince - We Want It!" E-waste campaign was implemented in the first week of September 2010 and included a variety of media to capture the target audience's attention. These included daily and community newspaper ads, multi-lingual print ads, radio spots, on-line advertising and video (featured on YouTube and the City's website) and television spots.

The results included a significant improvement in resident participation, and the campaign's unique creative captured immeasurable exposure to Toronto's message via earned/unpaid media attention and through a variety of social media outlets.

STATEMENT OF INTENT

In September 2010, the City of Toronto introduced residents to "Chuck and Vince". This light-hearted garbage duo was first featured in a campaign called "We Want It" to educate residents about how to easily and properly dispose of electronic waste (E-waste). The popularity and success of the initial campaign lead the way for three subsequent campaigns featuring "Chuck and Vince" – household hazardous waste (HHW), Waste Wizard (an on-line search tool) and a campaign targeting multi-residential recycling.

The campaigns were designed to reach Toronto's 2.6 million residents by putting "a face" to waste management through a variety of media, including print, radio, on-line, transit shelters and video. Our expectations were far exceeded when "Chuck and Vince" and the "We Want It" message went viral and garnered unprecedented unpaid media attention through television (including CNN), various blogs, Twitter, websites and print coverage.

Toronto is submitting the "Chuck and Vince - We Want It!" E-waste campaign for the 2011 SWANA Marketing Excellence Award as an example of a comprehensive, multi-faceted marketing campaign that used an unconventional, humourous approach and ultimately broke through to increase resident participation in recycling E-waste.
BACKGROUND

Toronto is Canada's largest city and home to a diverse population of approximately 2.6 million people. With its size and diversity, Toronto faces unique challenges to communicate important information about waste diversion and other solid waste issues. All of our communication and advertising efforts must take into account language differences, cultural diversity and a mix of housing across the City. Almost 20% of Toronto's population does not speak English (2006 census), over one million people are immigrants to Toronto, and almost 50% of residents live in apartments or condominiums.

We always need to think "outside the box" in order to educate our audience and encourage them to sort and dispose of waste correctly. The City's Solid Waste Management Services division has continually expanded its waste programs over the last two decades. With a three-container system - the Blue Bin for recyclable materials, the Green Bin for organic waste and the Gray Bin for garbage - residents are sometimes confused about what can and cannot be recycled, where to recycle it and how to do it correctly. The number and complexity of some of Solid Waste's programs is an added consideration when creating marketing strategies.

Toronto is also faced with the challenge of a particularly sophisticated and heavy media market. With four major daily newspapers and dozens of radio stations alone, we strive to create a buzz in order to break through the clutter to reach our audience.

With a highly scrutinized budget, we use creative marketing and communication campaigns designed to reach residents on a number of complex Solid Waste issues and programs. We use both in and out of home tactics mainly through print, radio, transit shelters and on-line ads.

ELECTRONIC WASTE (E-WASTE)

Toronto is the first and only municipality in Canada to offer curbside collection of electronics. Over the last three years, we have diverted more than 4,000 tonnes of electronics from landfill, moving the City closer to its overall goal of 70% diversion.

Toronto first started accepting electronics for recycling at seasonal Community Environment Days in 1997. Community Environment Days are held in the 44 Wards across the City from April through October and are an opportunity for Torontonians to bring unwanted items for re-use, recycling or safe disposal. Since 2001, residents have also been able to bring unwanted electronics to permanent City Drop-off Depots. In September 2009, Toronto began enhanced service of curbside collection from houses; from July through August 2010, we provided residents who receive curbside collection with an "E-waste bag". The recyclable E-waste bags assist residents in accumulating and disposing of unwanted small electronic devices, alternatively residents can use an open cardboard box beside their garbage bin at the curb. Large electronic items can be set out on the curb without any special requirements. E-waste is collected free of charge and residents do not need to schedule an appointment.
Electronics diverted from landfill are recycled and those components that cannot be recycled are safely disposed of. Toronto's E-waste diversion initiative is made possible through the City's arrangement with Ontario Electronics Stewardship (OES), the industry funding organization.

OES manages a program that encourages responsible reuse and safe recycling of old, used and unwanted electronic equipment. OES accepts 44 types of electronics, including televisions, monitors, computers and components, laptops, printers, copiers, scanners, typewriters, VCRs, DVD players, stereos, cellular phones, telephones and accessories, pagers, radios, i-pods and cameras. According to the OES, nearly four in five Ontario households (78%) have at least one electronic product that is not working or not being used.

**E-WASTE PROGRAM NEED**

On a regular basis, Toronto's Solid Waste Management Services Division monitors statistics related to the collection of various waste materials. Based on these statistics, it was deemed important to increase Toronto's capture rate of electronic materials. The need to communicate the convenience of the new enhanced service that allows residents to dispose of E-waste easily through curbside collection was a priority. Before this change, residents had to make an extra effort to attend a Community Environment Day in their area (held April through October) or travel to a Drop-off Depot.

The E-waste campaign also took the opportunity to remind residents that they can count on the City and its funding partner (Ontario Electronics Stewardship) to properly recycle electronics and safely dispose of any potentially hazardous components.

To support and enhance Toronto and the Ontario Electronics Stewardship's existing initiatives, we developed an E-waste marketing campaign to meet three key goals:

1. Keep electronics out of landfill
2. Increase capture rate of electronics to boost Toronto's overall waste diversion rate
3. Inform residents how easy it is to participate in City’s electronic collection/recycling service

**E-WASTE COMMUNICATIONS PRIOR TO CAMPAIGN**

Prior to providing curbside electronics collection to houses, Toronto accepted electronics at six Drop-off Depots throughout the City and at Community Environment Day events, which are held seasonally in each of the 44 wards across the City from April through October. These options were communicated through a variety of methods, including:

- Annual Solid Waste Collection Calendars – Single-family (curbside) and Multi-residential
- City of Toronto Solid Waste Website
- Local Community newspaper ads for items accepted at Community Environment Days
- Community outreach through City Councillors
AUDIENCE

The primary audience for the E-waste ad campaign was single-family homes with curbside collection. Toronto collects garbage, recycling and organic materials from approximately 450,000 single-family homes.

Secondary audience: Toronto also provides collection service to about 400,000 apartment and condominium units. It was equally important to inform residents in these homes about the electronic items that are accepted for collection and recycling and how to dispose of them safely.
IMPLEMENTATION/EXECUTION

Planning for the E-waste campaign began in the summer of 2010. Toronto worked with its agency, Publicis Canada, to develop the attention-grabbing campaign that became known as "Chuck and Vince - We Want It!". The campaign had a series of overlapping deliverables that had to be met on a tight timeline. The E-waste campaign debuted August 30, 2010. The success of this initial campaign led to three subsequent campaigns using the same spokespeople and the "We Want It!" theme.

The E-waste campaign target group:
- Adults 25-54
- Toronto residents

<table>
<thead>
<tr>
<th>Selected media</th>
<th>Rationale</th>
</tr>
</thead>
</table>
| Daily Newspapers       | • Immediate mass reach  
                        | • Environment suitable to explain products/news/information               |
|                        | • High credibility with readers, used as a resource for knowledge         |
|                        | • Targeted content of electronics advertisers                            |
|                        | • Cost efficient                                                        |
|                        | • Potential environmental editorial                                      |
| Multi-lingual newspapers | • Reach diverse audience through six multi-lingual vehicles in the most commonly spoken languages in Toronto |
| Community Newspapers   | • 53.8% of target audience read any issue within past 7 days              |
|                        | • Direct to households                                                  |
| Radio                  | • Build reach quickly                                                   |
|                        | • Establish frequency among the target group                            |
|                        | • Reasonable cost for media buy and production                          |
| On-line and Video      | • Maximize strong reach, incorporating niche spaces (including Future Shop, Best Buy websites etc.) |
|                        | • Focus investment by strategically targeting desired demographic        |
|                        | • Greater Toronto area targeted - ensure the target is reached at times when the E-Waste message is most relevant (i.e. while searching for new technology to purchase) |
|                        | • Toronto Star (highest circulation daily newspaper) internet homepage takeover on launch day delivers high reach to Torontonians in a cost-effective and impactful way |
| Television             | • Mass reach to target audience during key program hours, such as National Hockey League games, National news, popular entertainment programs |
|                        | • Opportunity to build on success of other media to further message      |
## TIMELINE OF EVENTS

**Electronic Waste campaign**  
*(CoT = City of Toronto)*

### Task/Deliverables

#### Planning
- Agency presentation to CoT: 30-Jun  
- Final feedback/approval on creative and media plan: 23-Jul

#### Radio
- Draft script presentation: 30-Jun  
- Final approval: 23-Aug  
- Creative trafficked/On Air: 30-Aug

#### Video
- Scripts and concept presentation to CoT: 20-Jul  
- Final approval concept and script: 27-Jul  
- Video shoot: 13-Aug  
- Video live: 30-Aug

#### Online
- Creative development: Jul 26-Aug 3  
- Storyboard concept approvals: 10-Aug  
- Creative trafficked: Aug 27-Sept 1

#### Print (4 dailies/9 community newspapers)
- Creative concept/draft copy presented: 30-Jun  
- Final approval creative concept: 27-Jul  
- Material to publications: 27-Aug  
- Insertions: week of Aug 30

#### Print (6 multi-language papers)
- Final approval English copy: 27-Jul  
- Translations due: 05-Aug  
- Final approvals: Aug 25-26  
- Material to publications: Aug 26-27  
- Insertions: week of Aug 30

#### Television
- On-air: week of Sept 27, Oct 4 and Oct 11

#### Truck signs
- January 2011
At the outset, Toronto allocated a fairly large portion of its Solid Waste communications budget towards an E-waste campaign. Ultimately, the popularity and success of "Chuck and Vince - We Want It!" prompted us to subsequently buy television air time (to run the already produced video) and produce truck signs that were mounted on 15 electronics waste collection vehicles.

<table>
<thead>
<tr>
<th>Electronic Waste Diversion Campaign Activity</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>$84,566</td>
</tr>
<tr>
<td>Print, radio and on-line media buy</td>
<td>$460,729</td>
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<tr>
<td>TV media buy</td>
<td>$56,452</td>
</tr>
<tr>
<td>Fees</td>
<td>$61,377</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$663,124</td>
</tr>
</tbody>
</table>

The Ontario Electronics Stewardship (OES) is the industry organization responsible for developing and implementing the provincially-mandated electronic waste recycling program under the *Waste Diversion Act, 2002*.

The majority of electronics collected by Toronto are shipped through approved OES transporters to OES processors and recyclers. The City receives funding from OES to help offset program costs. OES also provided funding to help with the cost of the E-waste bags that were distributed to all single-family households for convenient curbside collection of smaller E-waste items, and with signs on 15 waste collection vehicles (signs are enlarged version of print ad).

In addition, Toronto and OES co-hosted a media event in March 2010 to promote the OES' announcement to expand the list of accepted electronic waste – bringing the total to 44 items.

The "Chuck and Vince - We Want It!" E-waste campaign was created with our advertising agency, Publicis Canada. The premise behind the advertising was to combine a comical brand platform with multiple executions – to let Torontonians know how easy it is to recycle their used electronics. To reach the City's diverse audience, we used a variety of media including, print, radio, on-line, web video and television.

The campaign parodies the genre of low-budget, "we want your gold" style commercials. It revolves around two enthusiastic garbage men who repeatedly exclaim, “We want your unwanted electronics!”
and “We want it!” in classic "trashy" pitchman/infomercial style. The campaign informs Toronto residents that the City offers free pick-up and recycling of electronics placed at the curb on garbage day.

The likeability, exposure and ultimately the recognisability of Chuck and Vince allowed us to build brand recognition. The fact that the spokespeople look like actual members of Toronto's collection staff helped to reinforce the message for our audience that Sold Waste Management Services is the "we" of the "We Want It!" and we take care of proper recycling and disposal of E-waste.

Toronto continues to use Chuck and Vince in other media and for other solid waste campaigns. We subsequently used Chuck and Vince and the "We Want It!" theme in three other campaigns in 2010.

See more ad samples in Appendix.
RESULTS/EVALUATION

TARGET AUDIENCE PARTICIPATION

Response to the "Chuck and Vince - We Want It!" E-waste campaign was tremendous.

The campaign captured both public and media attention which resulted in an increase of electronic waste collected at curbside, through Community Environment Days and at Drop-off Depots.

The following diagram shows an overall increase in the number of tonnes of electronic waste received between the launch of the advertising campaign in late August 2010 through December 2010.

The graph on the left indicates the total tonnage received at six Drop-off Depots throughout the City where residents can bring items for recycling and disposal. The graph on the right shows the tonnage for the ReUse Centre which is the main hub for trucks bringing E-waste items collected curbside from residents.

Cumulatively, the amount of electronic waste collected increased by 42% over a five-month period.
MEASURING SUCCESS

When The "Chuck and Vince - We Want It!" E-waste campaign launched at the end of August 2010, the aim was to increase awareness about E-waste collection and proper disposal and increase resident participation. Our expectations were exceeded when the Chuck and Vince videos (one initial video, two spin-off versions) - just one of the campaign media - immediately went viral and captured unprecedented attention for a "government campaign". This exposure was further supported through the print, radio, on-line and ultimately television ads.

In the first two weeks of the video availability on YouTube (August 30 –September 14) it had been viewed 23,052 times. Including:

- 2,433 hits from Facebook views
- 2,864 hits from fark.com (Fark is a popular message board)
- 1,030 hits from toronto.ca website
- 1,033 hits from the Toronto Star blogs.

To date, the E-waste videos on the City of Toronto YouTube channel alone have received over 48,000 views. It has also been viewed tens of thousands of times to date on other YouTube channels and websites.

In the ultimate form of flattery the "Chuck and Vince - We Want It!" E-waste video was also the subject of a spoof on a comedy website (Bite.ca) (http://www.bite.ca/bitedaily/2010/10/we-want-it/).

The City's Solid Waste website also received an increase of almost 500% in the number of visits to the electronics page (http://www.toronto.ca/target70/electronics.htm) which also featured the videos, along with other useful information for residents. Toronto Solid Waste electronics information page hits:

August - 56
September - 670
October - 615
November - 528
From a qualitative measurement perspective, the E-waste "Chuck and Vince - We Want It!" campaign captured the highest amount of unpaid/earned media attention of any another Toronto Solid Waste marketing campaign. The campaign was mentioned on several TV news programs, in all the City's daily newspapers, on blogs, Twitter and various websites.

Click here to view a synopsis of further coverage that the campaign received.

http://www.toronto.ca/wesads/index.htm#garbage

Sample of comments from YouTube included:

"Canada knows how to advertise, I can't believe someone would say this is a waste of taxpayers' dollars, it was obviously extremely cheap to make and has entertained me thoroughly. WE WANT IT!!!!"
brownarmand 6 months ago 8

"Happy to see the city of Toronto taking E-Waste seriously by making a humorous PSA. Well done guys. WE WANT IT." directive0 6 months ago

"I live in Australia yet all I want is to give my electronics to these guys."
Worley90210 1 month ago

"Just saw this on the news and came to look it up. :) LOVE IT. Now I wish I lived in TO"
jakkaru 6 months ago

The Blog http://www.trendhunter.com/trends/we-want-it called the campaign a "... huge marketing success for one of the city’s most essential programs."

While the exposure of the "We Want It!" message went far beyond our target audience, the global impact exceeded our expectations, and ultimately captured the attention of our local audience. This success contributed towards meeting the change that Toronto was seeking in the campaign objectives:

- Keep electronics out of landfill
- Increase capture rate of electronics to boost Toronto's overall waste diversion rate
- Inform residents how easy it is to participate in City’s electronic collection/recycling service.

There is always room for improvement because Toronto understands that it is important not to rely on the success of one limited campaign to sustain resident involvement. There are plans to re-run the same creative in 2011 in various media.

Solid Waste staff also continues to measure on a regular basis the amount of electronic waste received through curbside collection, Drop-off Depots and Community Environment days.
REPLICATION IN OTHER COMMUNITIES

The "Chuck and Vince - We Want It!" E-waste campaign was effective in teaching Toronto residents about the ease and importance of recycling and proper disposal of unwanted electronics.

Toronto achieved its goals on a tight timeframe and with a strict budget. The simple, straightforward message with humourous delivery could easily be replicated in other communities that want to encourage the recycling of any items that can avoid landfill.
APPENDIX OF SELECT MARKETING SAMPLES AND MEDIA COVERAGE

On-line Videos

Chuck and Vince, "We Want It!" -- City of Toronto's Electronic Recycling Program
http://www.youtube.com/watch?v=91OXkMkesBe&p=14679B2858AA6B50

Print Ads – Dailies, Community Newspapers, Multi-Lingual Papers
Spanish version of print ad

Chinese version of print ad
Radio script: 30 sec

Chuck: Yo, I’m Chuck.
Vince: Yo, Vince here.
Chuck and Vince: And …we… want… your… unwanted… electronics!

Music: Hip Hop Beat
Chuck: You got an old TV?
Chuck and Vince: We want it!
Vince: You got an outdated computer.
Chuck and Vince: We want it!
Vince: You got an old cell phone?
Chuck and Vince: We want it!
Chuck: Give Toronto your unwanted electronics. We’ll take ‘em free. It’s easy.
Vince: Just put them out on garbage day.
Chuck and Vince: Free pick up. You don’t pay.
Vince: We recycle it safely. No questions asked. Just go to toronto.ca/ewaste or call 311.
Chuck and Vince rapping: We want it! We want it. Old electronics we’re on it.
SFX: Vince making drum box sound with his mouth.
Chuck and Vince: Electronic waste. We want it. City of Toronto. We’re on it.

On-line ads (Big Box version)
Website content
City collects electronics for recycling: Unwanted electronics "We want it!"
http://www.toronto.ca/target70/electronics.htm

Media coverage – click for links

*Toronto Life Magazine*
City of Toronto ad goes viral, hits CNN

Toronto's new recycling program takes cues from Cash for Gold

*Toronto Star*
Did the City of Toronto get a sense of humour???

Globe and Mail (live links not available)
"We want it!": Behind the scenes on the city’s hit ad campaign"
"Toronto goes campy to get e-waste to the curb"

*Marketing Magazine*
City of Toronto tries amateur vibe for new campaign

*GOOD BLOG*
Yo, Toronto: Chuck and Vince Want Your Electronics
http://www.good.is/post/yo-toronto-chuck-and-vince-want-your-electronics/
**blog TO**
*Will Chuck and Vince go viral again?*
http://www.blogto.com/city/2010/11/will_chuck_and_vince_go_viral_again/

**CityCaucus.com**
*Trash talk: a least one city gets the message on waste*

**Treehugger.com**
*Toronto On E-Waste: "We Want It!" (Video)*

**YouBentMyWookie.com**
*Somewhere In Toronto Chuck and Vince Want Your Old Electronics*