

MAY 2021

**Oregon E-Cycles**  
Branding & Messaging

IMPLEMENTATION

# GUIDE

**rockit**science

Larkspur

 Benenson  
Strategy  
Group

DEQ Contract #052-19

ORPIN #DEQ-1320-19

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*Audiences: Who to talk to*

*Messaging: What to say*

*Channels: How to reach*

# INTRODUCTION

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# INTRODUCTION

**In 2021, the Oregon Department of Environmental Quality created this new portfolio of materials to refresh the state's Oregon E-Cycles program and make it easy for stakeholders to:**

- **motivate more people to properly dispose of their unused electronics, and**
- **ensure that as many people as possible have the Oregon E-Cycles program in mind and know how to use it when they need it**

Recent research conducted by DEQ revealed that two-thirds of households in Oregon have old, unused electronics stored away that are eligible for the Oregon E-Cycles program. The vast majority of these households have at least one old, unused TV. Other eligible devices stored away include laptops, printers, tablets, desktops and monitors.

The prevalence of households with old, unused electronics stashed away at home underscores the need to refresh the Oregon E-Cycles program across the state.

These new materials are built upon messages and imagery that are research-tested to be most resonant among all people in Oregon, and especially among those who revealed that they needed more information and motivation to recycle their old, unused electronics.

The materials are also designed to be convenient to use by stakeholders, and to provide visibility and information in the places where people expect to hear about e-cycling.

The content provided within these materials may also be adapted to other forms of communications as needed.

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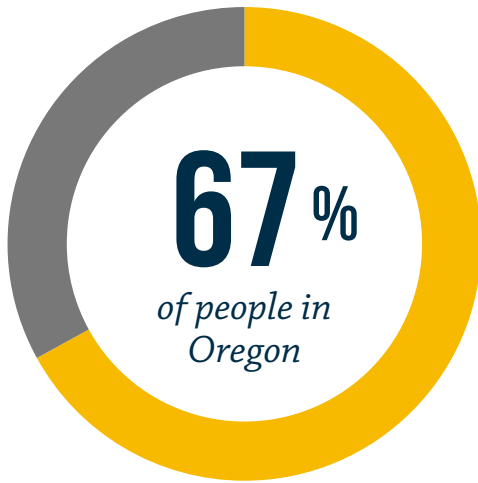
For more information or questions on these materials, please contact:

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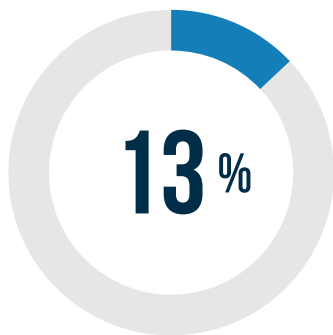
**WHO WE WANT  
TO REACH**

# COMMUNICATIONS PRIORITIES



*Have at least one old, unused electronic in their home that is eligible for the Oregon E-Cycles program*

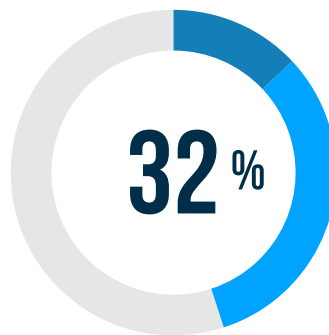
## Key Audiences: **Communications Priorities**



### **#1** MOVE TO ACTION

*Readily persuaded by new messaging to become “absolutely certain” to e-cycle*

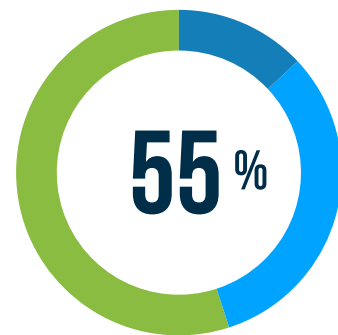
*Need to know: where to e-cycle & how to delete data*



### **#2** BUILD AWARENESS & MOTIVATE TO ACT

*Need greater awareness and inspiration to e-cycle*

*Need to know: why and where to e-cycle*

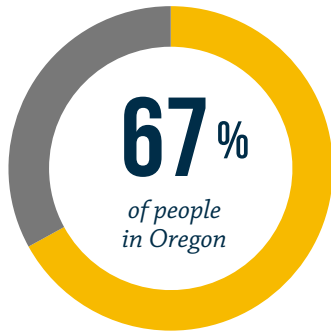


### **#3** REMIND

*Have e-cycled and expect to do it again but still have old, unused electronics at home*

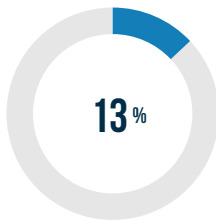
*Need to be reminded: where to e-cycle*

# AUDIENCE & MATERIALS

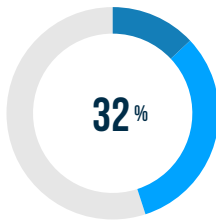


*Have at least one old, unused electronic in their home that is eligible for the Oregon E-Cycles program*

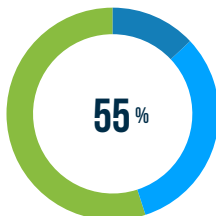
## Key Audiences: Communications Priorities



**#1** MOVE TO ACTION



**#2** BUILD AWARENESS & MOTIVATE TO ACT



**#3** REMIND

## Reach Online

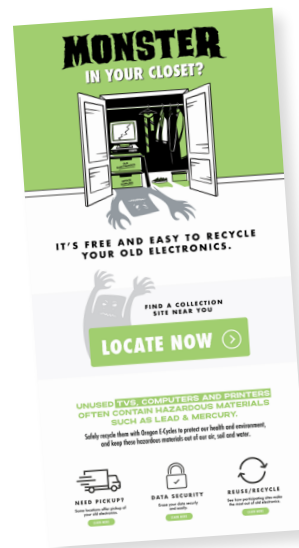


## Reach in Retail



## Reach @ Home

*Find everything you need online*



# **MATERIALS & GUIDELINES FOR USE**



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# MATERIALS AND GUIDELINES FOR USE - REACH ONLINE

## Social Media Materials



**Assets:** Three illustration scenarios available as well as device specific options. Static, square format, animated and video social posts. To be combined with live text when posting.

## USAGE RECOMMENDATIONS

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**Organic:** Postings leveraging DEQ and partner owned social channels such as Facebook & Twitter. Organic reach to current followers.

**Frequency Recommendations:**

Seasonal = 1 post per week for 4 weeks and daily for 5 days leading up to recycling event.

2 Month Wave = 1 post per week for 8 weeks

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**Paid:** Paid promoted postings, leveraged by DEQ and partner owned social channels such as Facebook & Twitter, that reach audience segments defined in the research. Paid reach extends audience well beyond current followers.

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# MATERIALS AND GUIDELINES FOR USE - REACH ONLINE

## Digital Ads



## USAGE RECOMMENDATIONS

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**Organic:** Available for use by partners and stakeholders for display on their web properties.

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**Paid:** Paid placement through Google's ad network would allow for targeting of specific regions, zip codes, audience types and electronics shoppers. Other opportunities may also be leveraged such as paid banner placement on websites with similar interests, audience types and/or affiliations.

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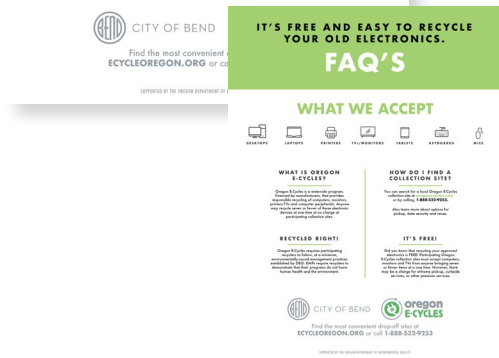
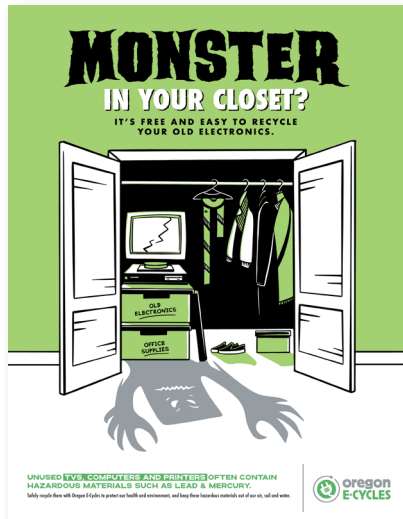
### Options:

All ads are animated and represent the most common Ad sizes available today which are:

- Medium Rectangle (300x250px)
- Half Page (300x600px)
- Large Rectangle (336x280px)
- Leaderboard (728x90px)

# MATERIALS AND GUIDELINES FOR USE - REACH @ HOME + RETAIL

## One Sheet Flyer



## USAGE RECOMMENDATIONS

### One Sheet Flyer:

The one-sheet 8.5" x 11" flyer is an additional program support piece that can be utilized by DEQ and stakeholders.

Flyer can be printed or distributed digitally and features core program messaging, what items are accepted and contact information.

Co-branding opportunities and two content options for the back are also customizable.

# MATERIALS AND GUIDELINES FOR USE - RETAIL AND AT DROP-OFF SITES

## Point of Presence

## USAGE RECOMMENDATIONS



**Point of Presence:** Shelf talkers allow for easy messaging retention or education on electronics recycling.



### Options:

Three illustration scenarios have been created to demonstrate electronics in the closet, garage, and office.

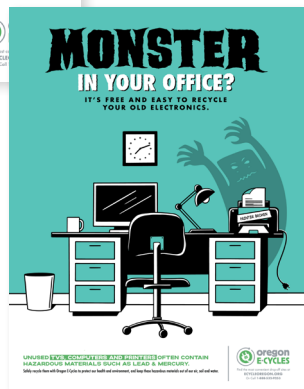
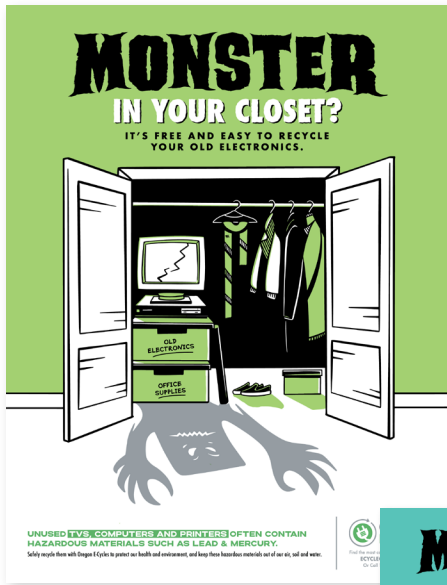


Additional point of presence options include what electronics are accepted within the program.



# MATERIALS AND GUIDELINES FOR USE - RETAIL AND AT DROP-OFF SITES

## Posters



## USAGE RECOMMENDATIONS

**Posters:** Posters provide a highly visible and cost effective way to display campaign information across a variety of locations where people expect to see it, including Oregon E-Cycles drop off sites, electronics retailers, community boards, transit stations and vertical billboards.

### Options:

Three illustration scenarios have been created to demonstrate electronics in the closet, garage, and office.

Additional poster options include a core campaign poster, co-branded version, and location based version to be displayed at participating drop-off sites.

### Dimensions:

8.5 x 11

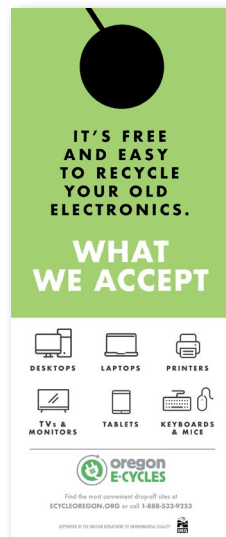
18x24

### Versions:

- All (3) Illustrations
- (3) Campaign Posters
- (3) Co-Branded Posters
- (6) Location "Here" Posters
- (3) Drop Off Posters

# MATERIALS AND GUIDELINES FOR USE - REACH @ HOME

## Bill Inserts & Door Hangers



## USAGE RECOMMENDATIONS

**Bill Inserts:** Can be distributed in both printed and digital formats. For use by haulers and local governments that send bills to customers. Can also be used by utilities or others that send bills or other mailings to Oregon households.

**Door Hangers:** Printed front and back to deliver to homes.

**Recommendations:** Haulers and local governments or NGOs who can dispatch workers or loungers to leave on doorknobs. Targeted zip codes, distribution and implementation may be executed in waves around seasonal events or as resources allow.

**Assets:** (1) core campaign illustration, and co-branded versions available for use.

# MATERIALS AND GUIDELINES FOR USE - REACH ONLINE

## Website Presence



## USAGE RECOMMENDATIONS

### Website Usage:

**Website:** The website will serve as a central hub, allowing website visitors to quickly get the information they need, apart from the current multi-purpose Oregon E-Cycles site.

The splash page offers a cohesive and shared visual standard with all outreach materials and is designed to guide consumers to our top calls to action:

- Find a collection site near you, or
- Get phone number to call to find the closest collection site

Additional secondary information desired by site visitors is provided, including guidance for electronics pickup, data security, and reuse/recycle, and a reminder of what items are accepted for free drop-off.

Google Analytics & Tracking will be implemented in order to gauge outreach impact and traffic to/from the splash page.

Link: [EcycleOregon.org](https://www.ecycleoregon.org)

# MATERIALS AND GUIDELINES FOR USE - REACH @ HOME + ONLINE

## Newsletter Templates



## USAGE RECOMMENDATIONS

**Newsletter Templates:** Various template formats are provided to give DEQ and stakeholders flexibility when talking about electronic recycling. Newsletters can be distributed in print and/or digital formats and have options for co-branding.

**Recommendations:** Leveraged by DEQ for stories and features, and by stakeholders for localized customized content across their service areas.

**Template Assets:** (3) layout options included as live Adobe InDesign files are:

- Editorial
- Visualized States
- Co-Branded Editorial

**Written Assets:**  
(3) Stories developed:

- Article #1 – In Good Company
- Article #2 – Spring Cleaning
- Article #3 – Just the Facts



# KEY ARTWORK, ELEMENTS & FILES

# KEY ARTWORK & ELEMENTS

## Key Artwork + Elements

# MONSTER IN YOUR CLOSET?

IT'S FREE AND EASY TO RECYCLE  
YOUR OLD ELECTRONICS.



DESKTOPS



LAPTOPS



PRINTERS



TVs &  
MONITORS



TABLETS



KEYBOARDS  
& MICE

IT'S FREE  
AND EASY  
TO RECYCLE  
YOUR OLD  
ELECTRONICS.

## USAGE RECOMMENDATIONS

**Key Artwork:** Various campaign elements and key artwork can also be used to create easy-to-use materials and expand upon current tactics.

**Included are items such as:**

- Headlines
- Subheads
- Icons
- Copy blocks
- Illustrations
- Web Elements



**UNUSED TVS, COMPUTERS AND PRINTERS OFTEN CONTAIN HAZARDOUS MATERIALS SUCH AS LEAD & MERCURY.**

Safely recycle them with Oregon E-Cycles to protect our health and environment, and keep these hazardous materials out of our air, soil and water.

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# KEY ARTWORK & ELEMENTS

## Newsletter Content

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### ARTICLE #1 – IN GOOD COMPANY

#### **Monster in the Closet? You're in Good Company**

After more than a year plus of COVID-19 quarantine, are you feeling a little cramped? Feeling like there's too much stuff and not enough space?

If your excess stuff includes electronics that you no longer use, you're in good company. Over two-thirds of households in Oregon report that they have old, unused electronics taking up space in their home. And many share the concern that they want to dispose of them safely, to keep our state free from the hazardous materials they may contain such as lead and mercury that can harm people and wildlife.

"I keep stuff in my closet or under the bed. I'm thinking about buying a container for all these things," said one respondent interviewed about their electronic waste.

Another noted that, "My old computer is a gigantic paperweight. It needs to go away."

#### **What's with all of this e-junk across the state?**

A recent statewide survey conducted by the Oregon Department of Environmental Quality found that survey respondents often simply don't know where to take their unwanted electronics. And the problem exists across all parts of Oregon.

Here's the good news. In Oregon, it's free and easy to safely recycle TVs, computers, printers, monitors and tablets through a no-cost statewide program known as Oregon E-Cycles. The program ensures that harmful materials like lead and mercury often found in older electronics are kept out of our air, soil and water.

Oregon has a toll-free number and website to find out where to drop off electronics for recycling. There are over 200 drop-off sites around the state and finding your nearest location is as simple as calling 888-532-9253 or visiting [EcycleOregon.org](https://www.ecycleoregon.org).

All of these drop-off sites are members of the Oregon E-Cycles program which requires that they follow the program's strict Environmental Management standards that protect our health, environment and open spaces by properly disposing of the equipment they receive.

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# KEY ARTWORK & ELEMENTS

## Newsletter Content Cont.

### Worried about protecting your private information before recycling?

For those items that may have personal information stored on them, here's a simple guide to erasing your data from your computer before recycling it – for PCs and for Apple Macs. More details can be found here <<https://www.oregon.gov/deq/ecycles/Pages/Consumers.aspx>>

After using the e-cycles program, “I realized it was very easy. You just pull up, tell them that you want to recycle some electronic goods. They bring out a little wheeler basket, you just put your stuff in there ... and then you're on your way,” one person in Oregon said.

To learn more, visit [EcycleOregon.org](http://EcycleOregon.org) or call 888-532-9253.

### SIDE BARS –

HERE'S WHAT YOU CAN RECYCLE FOR FREE – LIST w/ ICONS

FIND THE CLOSEST LOCATION TO DROP OFF YOUR UNUSED ELECTRONICS

Call 888-532-9253 or visit [EcycleOregon.org](http://EcycleOregon.org)

HERE'S HOW TO DELETE YOUR DATA BEFORE YOU DROP OFF FOR RECYCLING

Quick guides for PCs and for Apple Macs. More details can be found here. <<https://www.oregon.gov/deq/ecycles/Pages/Consumers.aspx>>

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# KEY ARTWORK & ELEMENTS

## Newsletter Content Cont.

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### ARTICLE #2 – SPRING CLEANING

#### **Include your Electronics in Your Next Spring Cleaning Purge**

With warmer weather comes the tradition of “spring cleaning.” The origins of spring cleaning are debated: some claim the tradition grew out of ancient Persian or Near Eastern rituals, others tie the popularity of a deep clean to the more recent rise of coal and wood burning stoves and fireplaces – which created huge amounts of dust and soot over the long winter months. Regardless of the origins, spring cleaning remains a popular idea in Oregon and across America.

According to a 2021 public opinion survey, 80% of us put time into household spring cleaning every year or every other year. The top two reasons why we engage in spring cleaning are to give our homes a deep clean and get rid of clutter around the house.

No matter how hard we work at spring cleaning, there’s often one area that’s overlooked – our old, unused electronics. Another recent survey found that most of us in Oregon have broken or obsolete TVs, computers, printers or other electronics hiding in plain sight at home. These electronics languish in closets or under sofas, in attics or storage and generally evade our spring cleaning efforts.

One person in Oregon, when asked about the electronics lurking around the house, shared, “I have very little space and have this big, massive box that probably has seven laptops in it. It is going to be hard to even lift that thing and get it out of the house.”

While most of us don’t have seven old laptops taking up space at home, chances are we have some electronics lying around that we don’t use and don’t want but haven’t done anything about. And this generally includes electronics that are eligible for free recycling, according to new research conducted by the Department of Environmental Quality.

These unused electronics can be an eyesore, taking up valuable space at home. But these cast-offs present a greater dilemma – if not disposed of properly, the hazardous materials they may contain, like lead and mercury, can contaminate our air, soil and water.

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# KEY ARTWORK & ELEMENTS

## Newsletter Content Cont.

Thankfully, in Oregon the E-Cycles program – supported by electronics manufacturers and overseen by the Oregon Department of Environmental Quality – provides free, easy and safe electronics recycling for people in Oregon.

You can find the nearest electronics recycling drop off location by calling 888-532-9253 or visiting [EcycleOregon.org](http://EcycleOregon.org).

Participating sites are operated to meet the program’s strict Environmental Management standards to ensure that your unwanted electronics are responsibly recycled, making sure any hazardous materials are properly disposed of and any reusable materials are collected for the betterment of our health and environment.

Whether you’re planning on Spring Cleaning this year or next, Oregon E-Cycles provides a quick and free way to make sure unwanted TVs, computers, monitors and printers aren’t left to lurk around your home.

To find out more, visit [EcycleOregon.org](http://EcycleOregon.org) or call 888-532-9253.

## SIDE BARS –

HERE’S WHAT YOU CAN RECYCLE FOR FREE – LIST w/ ICONS

FIND THE CLOSEST LOCATION TO DROP OFF YOUR UNUSED ELECTRONICS

Call 888-532-9253 or visit [EcycleOregon.org](http://EcycleOregon.org)

HERE’S HOW TO DELETE YOUR DATA BEFORE YOU DROP OFF FOR RECYCLING

Quick guides for PCs and for Apple Macs. More details can be found here. <<https://www.oregon.gov/deq/ecycles/Pages/Consumers.aspx>>

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# KEY ARTWORK & ELEMENTS

## Newsletter Content Cont.

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### ARTICLE #3 – JUST THE FACTS

#### Life's Too Short to Stumble over Old Electronics

Life is too short to stub your toe or trip over wires from your old, unused electronics. Nearly seven-in-ten households in Oregon have unwanted electronics taking up space in our homes that are eligible for free e-cycling through the Oregon E-Cycles program.

In a recent survey of Oregon households more than 67% of those surveyed said they were very interested in safely recycling their unused electronics to keep potentially hazardous materials out of our natural environment.

What's holding us back Oregon from recycling more of our unwanted electronics?  
Three things:

1. We want to know what electronics we can drop off and where

People in Oregon can recycle some electronics for free at participating Oregon E-Cycles sites across the state. TVs, tablets, laptop and desktop computers, monitors, printers, keyboards and mice are all accepted. To find the closest location to drop off your electronics for environmentally responsible and free recycling call 888-532-9253 or visit [EcycleOregon.org](https://www.ecycleoregon.org).

2. We want to know how to erase our personal information from our computers before we dispose of them.

Here's a guide to deleting your data from your old PC or Mac before recycling it – for PCs and for Apple Macs. More details can be found here. <<https://www.oregon.gov/deq/ecycles/Pages/Consumers.aspx>>

3. We want to know that our electronics that are dropped off for recycling won't become someone else's environmental problem.

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# KEY ARTWORK & ELEMENTS

## Newsletter Content Cont.

The Oregon e-Cycles program is overseen by the Oregon Department of Environment Quality, which prescribes sound environmental practices that all participating drop off centers must follow. This means that your old TVs, PCs, printers and related accessories will be responsibly recycled.

In Oregon, decluttering and getting rid of unused electronics through the Oregon E-Cycles program is free, safe and easy. To find out more, visit [EcycleOregon.org](https://www.EcycleOregon.org) or call 888-532-9253.

## SIDE BARS –

HERE'S WHAT YOU CAN RECYCLE FOR FREE – LIST w/ ICONS

FIND THE CLOSEST LOCATION TO DROP OFF YOUR UNUSED ELECTRONICS

Call 888-532-9253 or visit [EcycleOregon.org](https://www.EcycleOregon.org)

HERE'S HOW TO DELETE YOUR DATA BEFORE YOU DROP OFF FOR RECYCLING

Quick guides for PCs and for Apple Macs. More details can be found here. <<https://www.oregon.gov/deq/ecycles/Pages/Consumers.aspx>>



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# KEY ARTWORK & ELEMENTS

## **Spanish Translation** *(See folder “Spanish Files”)*

### **Ad Copy** *(Monster in your closet)*

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¿Hay un monstruo en su armario? (Closet)

¿Hay un monstruo en su garaje? (Garage)

¿Hay un monstruo en su oficina? (Office)

Reciclar sus viejos aparatos electrónicos es gratis y fácil.

Los televisores, ordenadores e impresoras sin usar suelen contener materiales peligrosos, como plomo y mercurio.

Recíclelos de forma segura con Oregon E-Cycles para proteger nuestra salud y el medio ambiente, e impedir que estos materiales peligrosos lleguen a nuestro aire, suelo y agua.

Encuentre los puntos de recogida que más le convengan en [ecycleOREGON.org](http://ecycleOREGON.org) o llame al 1-888-532-9253

### **Alt Body Copy** *(Environmental)*

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PROTEJA NUESTRA SALUD Y EL MEDIOAMBIENTE, EVITANDO QUE LOS MATERIALES PELIGROSOS LLEGUEN A NUESTRO AIRE, SUELO Y AGUA. DEJE AQUÍ LOS TELEVISORES, ORDENADORES E IMPRESORAS QUE YA NO UTILICE.

Recicle aquí los dispositivos electrónicos que ya no utilice

Encuentre los puntos de recogida que más le convengan en [ecycleOREGON.org](http://ecycleOREGON.org) o llame al 1-888-532-9253

### **Alternate Copy** *(What We Accept)*

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QUÉ ACEPTAMOS

Ordenadores de sobremesa – Portátiles  
– Impresoras – Televisores/monitores –  
Tabletas – Teclados – Ratones

Con el apoyo del Departamento de Calidad Ambiental de Oregon

### **Alternate Copy** *(Social Posts)*

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- Recicle su viejo ordenador
- Recicle su vieja TV
- Recicle su vieja impresora

### **Alternate Copy** *(Web/One Sheet Buckets)*

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Obtenga información sobre los puntos de recogida de Oregon E-Cycles y los servicios adicionales a través de Internet o llamando por teléfono:

¿NECESITA RECOGIDA?

Algunas ubicaciones ofrecen la recogida de sus viejos aparatos electrónicos.

SEGURIDAD DE DATOS

Algunas ubicaciones y servicios borran sus datos de forma fácil y segura.

REUTILIZAR/RECICLAR

Descubra cómo los puntos participantes aprovechan al máximo los viejos aparatos electrónicos.

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## MATERIALS AND GUIDELINES FOR USE

MATERIALS	TYPES	FILES TYPES
<i>Posters</i>	<i>(3) Illustrations</i> <i>8.5 x 11 Vertical</i> <i>18x24 Vertical</i> <i>Co-Branded Versions</i> <i>(2) Location Alternates</i>	<i>Adobe Illustrator (Live File)</i> <i>PDF's (+ w/bleed)</i> <i>JPEG's</i>
<i>Bill Stuffers</i>	<i>(1) Illustration</i> <i>3.75 x 9 Horizontal</i> <i>Co-Branded Versions</i>	<i>Adobe Illustrator (Live File)</i> <i>PDF's (+ w/bleed)</i> <i>JPEG's</i>
<i>Door Hangers</i>	<i>(3) Illustrations</i> <i>8.5 x 3.5 Vertical</i> <i>Co-Branded Versions</i>	<i>Adobe Illustrator (Live File)</i> <i>PDF's (+ w/bleed)</i> <i>JPEG's</i>
<i>One Sheet</i> <i>Flyer</i>	<i>(1) Illustrations</i> <i>8.5 x 11 Vertical</i> <i>(2) Alternate Backs</i>	<i>Adobe Illustrator (Live File)</i> <i>PDF's (+ w/bleed)</i> <i>JPEG's</i>
<i>Shelf Talkers</i>	<i>(3) Illustrations</i> <i>4 x 11 Horizontal</i> <i>(3) Alternate Options</i>	<i>Adobe Illustrator (Live File)</i> <i>PDF's (+ w/bleed)</i> <i>JPEG's</i>
<i>Newsletter</i> <i>Templates</i>	<i>(1) Illustrations</i> <i>(4) Page Alternates</i>	<i>Adobe InDesign (Live File)</i> <i>PDF's</i> <i>JPEG's</i>

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## MATERIALS AND GUIDELINES FOR USE

MATERIALS	TYPES	FILES TYPES
<i>Digital Ads</i>	<i>(3) Illustrations</i> <i>300 x 250 pixels</i> <i>300 x 600 pixels</i> <i>336 x 280 pixels</i> <i>728 x 90 pixels</i>	<i>Adobe Illustrator (Live File)</i> <i>Gif (Animated)</i> <i>PNG (Assets/Build)</i>
<i>Social Media</i>	<i>(3) Illustrations</i> <i>(3) Alternate Messages</i> <i>Square Format</i> <i>3600 x 3600 pixels</i>	<i>Adobe Illustrator (Live File)</i> <i>JPEG (For posting)</i>
<i>Social Sharing Videos</i>	<i>(3) Illustrations</i> <i>Square Format</i>	<i>Adobe Illustrator (Live File)</i> <i>MP4 (video file)</i> <i>PNG (Assets/Build)</i>
<i>Website</i>	<i>(3) Responsive Versions</i> <i>Single Page Scroll</i>	<i>Adobe Illustrator (Live File)</i> <i>HTML (Code)</i>

# **INSIGHTS FROM THE MARKET RESEARCH**

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# AUDIENCES: Who to talk to

Market research conducted in the second half of 2019 revealed that two-thirds of households in Oregon have old, unused electronics stored away that are eligible for the Oregon E-Cycles program. The vast majority of these households have at least one unused TV. Other eligible electronics devices stored away include laptops, printers, tablets, desktops and monitors.

Most survey respondents said they are aware there is a statewide electronics recycling program and think they know where to recycle their devices, but there is some confusion about which devices and locations are included. Moreover despite having unused and unwanted electronics at home, many have yet to act.

The prevalence of households with old, unused electronics underscores the need to refresh the Oregon E-Cycles program across the state, to ensure that as many people as possible have the Oregon E-Cycles program in mind and know how to access it when they need it.

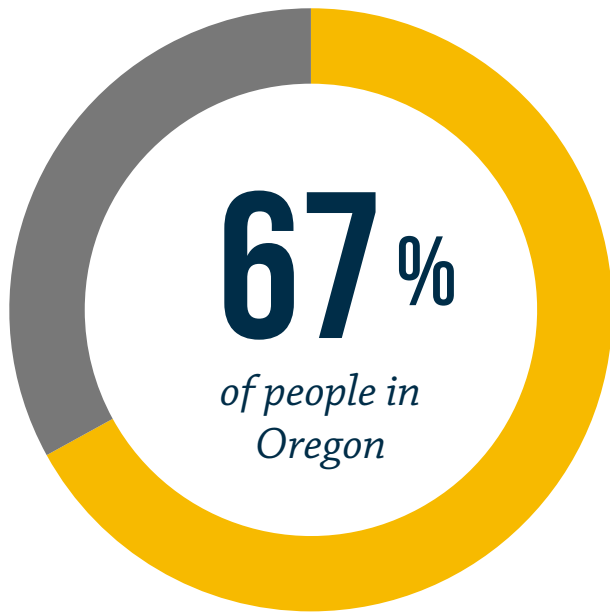
Looking at specific audiences within the state,

- 34% have recycled in the past year, and another 21% say they are certain to do so next time they have an old, unused device, although many within this group of 55% have electronics still stored at home, emphasizing the need to remind them of the program
- the remaining 45% of survey respondents indicated they need more information and motivation to e-cycle, and 30% of this group (equivalent to over 13% of the overall population) are readily persuaded to e-cycle once they hear the messaging that informs and motivates them

To maximize e-cycling across the state, the audience opportunity is thus clear:

- remind all households in the state of the Oregon E-Cycles program so that they have the program in mind when the need arises;
- increase information and motivation among the 45% of households who need more than just a reminder; and
- specifically reach the 13% of households who are most likely to e-cycle once they hear new messaging which informs, motivates, and helps them push through the barriers. We have labeled this 13% the “Switchers” as they are most likely to flip the switch and take action once they receive the campaign messaging.

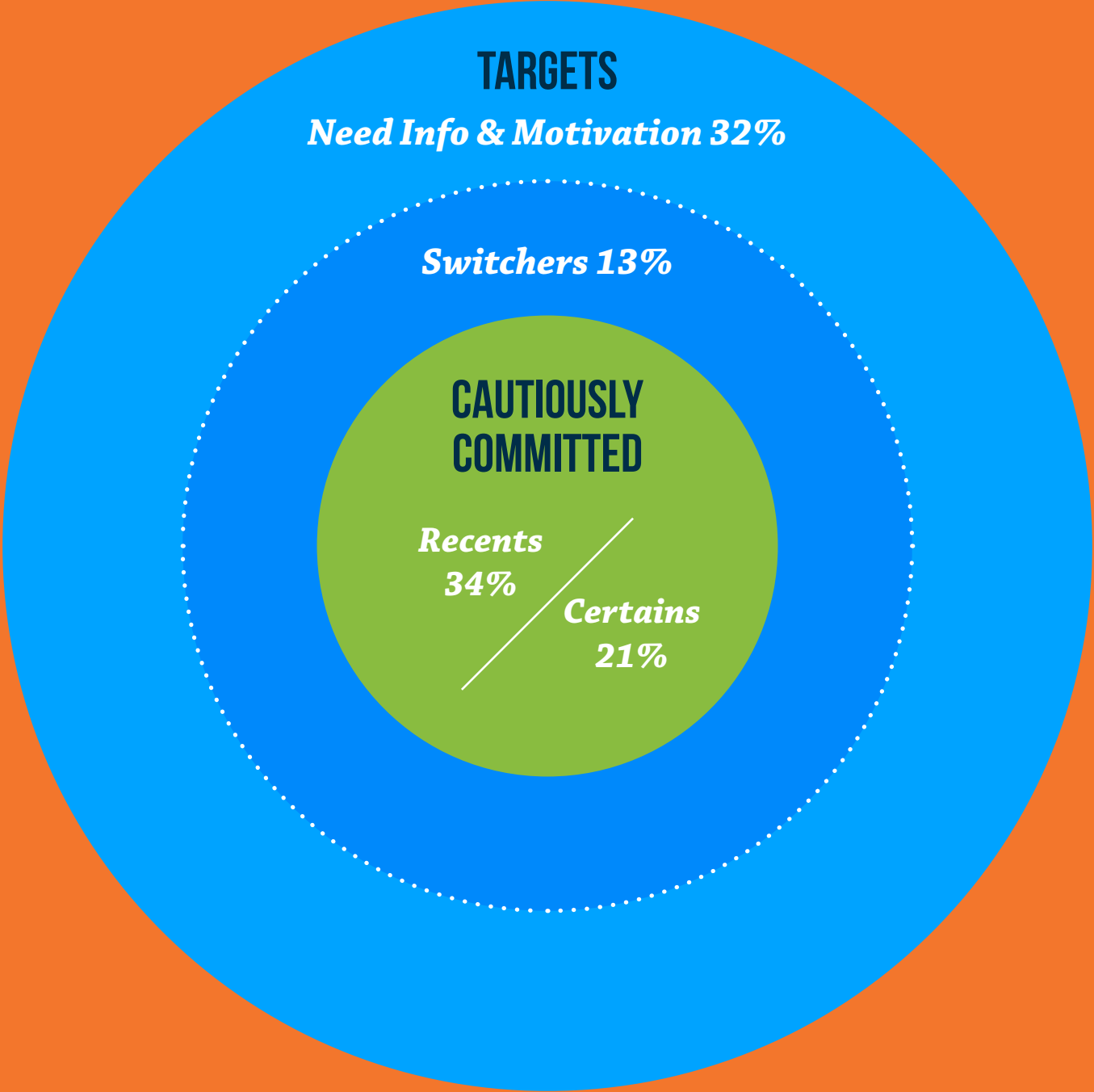
# OLD UNUSED ELECTRONICS ARE SITTING IN HOMES ACROSS THE STATE



*Have at least one old, unused electronic in their home that is eligible for the Oregon E-Cycles program*

DEVICE	% OF HOMES <i>with eligible electronics</i>	
	<i>in use</i>	<i>not in use</i>
TVs	95 %	31 %
LAPTOPS	77 %	34 %
PRINTERS	64 %	27 %
TABLETS	64 %	28 %
DESKTOPS	51%	23%
MONITORS	48 %	21 %

# Key Audiences



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***Have e-cycled in past year  
("Recents") or are certain  
to e-cycle ("Certains")***

## CAUTIOUSLY COMMITTED

- This 55% may take action if we do nothing
- However, upwards of 15-30% have old, unused electronics eligible for recycling with the program stored at home
  - There is more opportunity for action

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***Have not e-cycled in past year and are not certain to e-cycle***

## TARGETS

- This 45% have unused electronics on hand: a minimum of 20-30% currently have at least one type of Oregon E-Cycles-eligible unused electronic stored at home
- They are younger (63% under 50 vs. 54% of total sample)
- They have trashed old, unused electronics in the past year
- They are persuadable to take more action: 85% likely to e-cycle once they heard the messaging (vs. 61% prior to messaging)
- One of the key barriers is that they don't know where to e-cycle: 34% 'have no idea where to recycle' vs. 21% of the general population

***One-third of TARGETS were persuaded by the messaging to become 'absolutely certain to recycle'***

## SWITCHERS

*Similar to TARGETS*

- They have old, unused electronics stored away, ripe for e-cycling
- They are younger and key barriers include not knowing where to e-cycle
- They have trashed old, unused electronics in past year

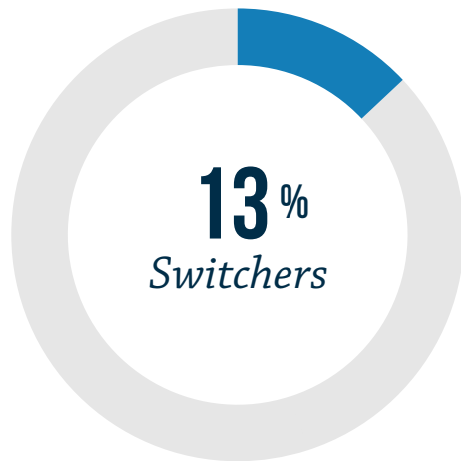
*Additionally Switchers are –*

- More uncertain about how to delete data before e-cycling
- More likely to be women and more likely to be non-white, and specifically, Hispanic
  - An opportunity to reach underserved populations who are especially responsive to e-cycling

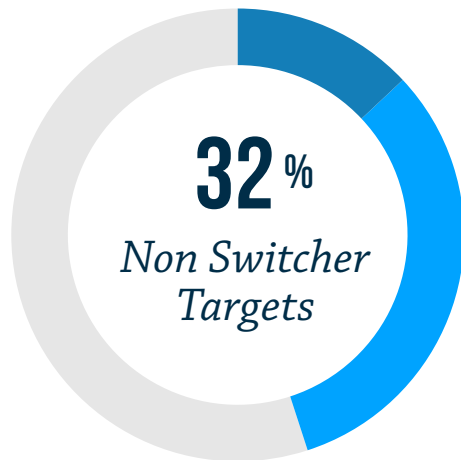


# MESSAGING: WHAT TO SAY

## Key Audiences: **Communications Priorities**



**#1** MOVE TO ACTION



**#2** BUILD AWARENESS & MOTIVATE TO ACT



**#3** REMIND

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# KEY MESSAGING: What to say

A number of messages were tested through the market research. Messaging that highlights the environmental toxins of electronic waste and leans into the convenience of recycling electronics was most resonant across all audiences. This combination provides a unifying message for the Oregon E-Cycles program that is efficient and effective to speak to all audiences. Additionally this messaging drove substantial gains in the motivation to recycle among the Targets – those who needed more information and motivation – moving 30% of this group to switch from uncertain to certain to recycle the next time they have an unused device.

Once we have their attention, the key to driving additional e-cycles action is location, location, location. So the essential next step is to help people find the most convenient e-cycling location. This is the universal call-to-action for all communications. An Oregon E-Cycles web page and the 800 number are core elements of the program refresh, to provide this information and move people to take action.

Additional supporting information at these destinations will be important to aid the Targets, and especially the Switchers, to overcome the barriers and follow through with recycling their electronics. This includes aiding them to preserve and protect their data – helping them backup their data and clear it from their devices before e-cycling. This also includes reassuring them that their unwanted electronics will be disposed of safely, following sound environmental practices.

Some people, and particularly switchers, would prefer to arrange pickup of their electronics for e-cycling, and some would prefer to give them away for re-use rather than trashing. The Oregon E-Cycles program can build good will by also providing this information where people are directed to find drop-off locations.

# TOP REASONS TO E-CYCLE

*among all audiences are consistent with these 3 messages*

***“Recycling keeps hazardous materials out of the environment”***

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***“Recycling electronics is the right thing to do”***

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***“Recycling electronics is a responsibility we all share”***

## NEXT MOST IMPORTANT REASONS TO E-CYCLE

*shared by over 1/2 of respondents and 2/3 of Switchers – suggest key supporting points*

*“Recycling electronics lets me know they’ll be disposed of using environmentally sound management practices”*

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*“Recycling electronics lets me know they’ll be managed as safely as possible”*

*Greatest deterrents to e-cycling – **highest among Switchers** – are important to address*

# TOP 3

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## DETERRENTS

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**01** *“I would rather give away my electronics so someone else could use them”*

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**02** *“I have documents and photos on my electronics that I want or need to keep”*

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**03** *“I don’t know how to delete data safely from my electronics and am worried someone could steal it”*

# NEXT 3

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## DETERRENTS

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**01** *“I don’t know where or how to recycle my electronics”*

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**02** *“I would rather try to sell my electronics”*

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**03** *“It would be too expensive to recycle my electronics”*

# E-Cycles Messaging Architecture

Grab Attention

## A RESPONSIBILITY WE ALL SHARE

When we recycle our unwanted electronics, we are each **doing our part** to keep our state clean, safe and sustainable.

### PROTECTS OUR HEALTH & ENVIRONMENT

Recycling our electronics keeps hazardous materials such as lead and mercury out of our air, soil and water.

### EASY & FREE WAY TO MAKE AN IMPACT

We don't need to do it often but whenever convenient, even if every few years, it keeps toxic materials out of the environment.

**Recycling our electronics protects our health, our environment and our open spaces by keeping hazardous materials from getting out.**

Address Barriers

## PROTECT YOUR DATA BEFORE YOU RECYCLE

### BACK IT UP

Quick and convenient ways to save your documents, photos or files that you want or need to keep [click here](#)

### WIPE IT CLEAN

Its easier than ever to delete your data from your unwanted devices before you recycle.

Reassure

## YOUR UNWANTED ELECTRONICS WILL BE DISPOSED OF SAFELY

Participating e-cycling sites follow sound environmental management practices

Move to Act

## CALL TO ACTION

Where to take your unwanted electronics

...or get a pickup

If you prefer to sell or donate for re-use ...

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# CHANNELS: How to reach the key audiences

People in Oregon are most likely to e-cycle when a device breaks or when they have collected several unwanted devices. And they expressed very clear priorities about who they expect to hear from about the e-cycling program:

- retailers: in-store and online when they are buying new electronics, and on receipts from both in-store and online purchases
- at home: from their trash haulers and from local town and county government websites and social media

The importance of e-cycling information at retail point-of-sale (POS), both online and in-store, cannot be overlooked. Over 1/3 of those surveyed purchased computers online (desktops, laptops and tablets), and the majority of those surveyed purchased TVs, printers and computers in-store (3/4 purchase TVs, 2/3 purchase printers, and over 1/2 purchase computers in-store). And it is at the time of purchase that survey respondents were most interested in receiving information about e-cycling. This data was collected just before COVID shutdowns, so it is possible that more electronics purchasing has shifted online, underscoring the importance of retail POS presence both online and in-store.

Local governments (and NGOs who focus on sustainability programs in local jurisdictions) have the most universal reach to Oregon households, and are trusted messengers for e-cycling information. In jurisdictions where local governments also implement the customer communication programs for haulers, the local governments are an especially resonant channel for delivering e-cycling information.

People in Oregon are also most likely to go online to their local government websites and social media sites to find out where to e-cycle. A new Oregon E-Cycles web page that is consistent with campaign messaging is the single most useful resource for all local governments, retailers, collection sites and other stakeholders, to link individuals to the information they will be looking for. This web page would include location search for the nearest drop-off sites for all people across the state, and additional information to help overcome barriers to e-cycling (see KEY MESSAGING section above).

Switchers include a considerable female and non-white population. They are additionally receptive to seeing e-cycling messages in the community – most notably on signage at the local dump or waste transfer station, and in public places such as in schools, churches and billboards in the community.



# CHANNELS TO GET THE WORD OUT

*Clear Preferences from Survey Respondents*

## RETAIL POINT OF SALE

### **Top preference**

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Retail websites and stores are among the top 3 places where people are most interested to see information about e-cycling

### **Meet them where they are - where and when they are buying**

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Online Retail Sites: Over 1/3 of survey respondent purchase computers online (desktops, laptops and tablets)

Instore: Survey respondents were much more likely to purchase TVs and printers in person (3/4 TVs & 2/3 printers); plus over 1/2 purchase desktops, laptops, tablets in person

## @HOME

### **Top preference**

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Flyer from local waste hauler or pick-up service is among top 3 preferences for receiving information about e-cycling

### **Become top of mind at moment of need**

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Survey respondents were most likely to e-cycle when a device breaks or when they have collected several unwanted devices

### **Build awareness of where to go to get information at time of need laptops, tablets in person**

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Key reference resources are local town and county government web sites + state government web site

## OUT OF HOME

### **Additional channels of particular interest to switchers and non-white populations**

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Billboards in community

Flyers in public places such as school or church (and at dump or waste transfer station)

Radio PSAs (public service announcements)

## WEB PRESENCE

### **Point people from all online and offline materials to get the info they need on how/where to e-cycle**

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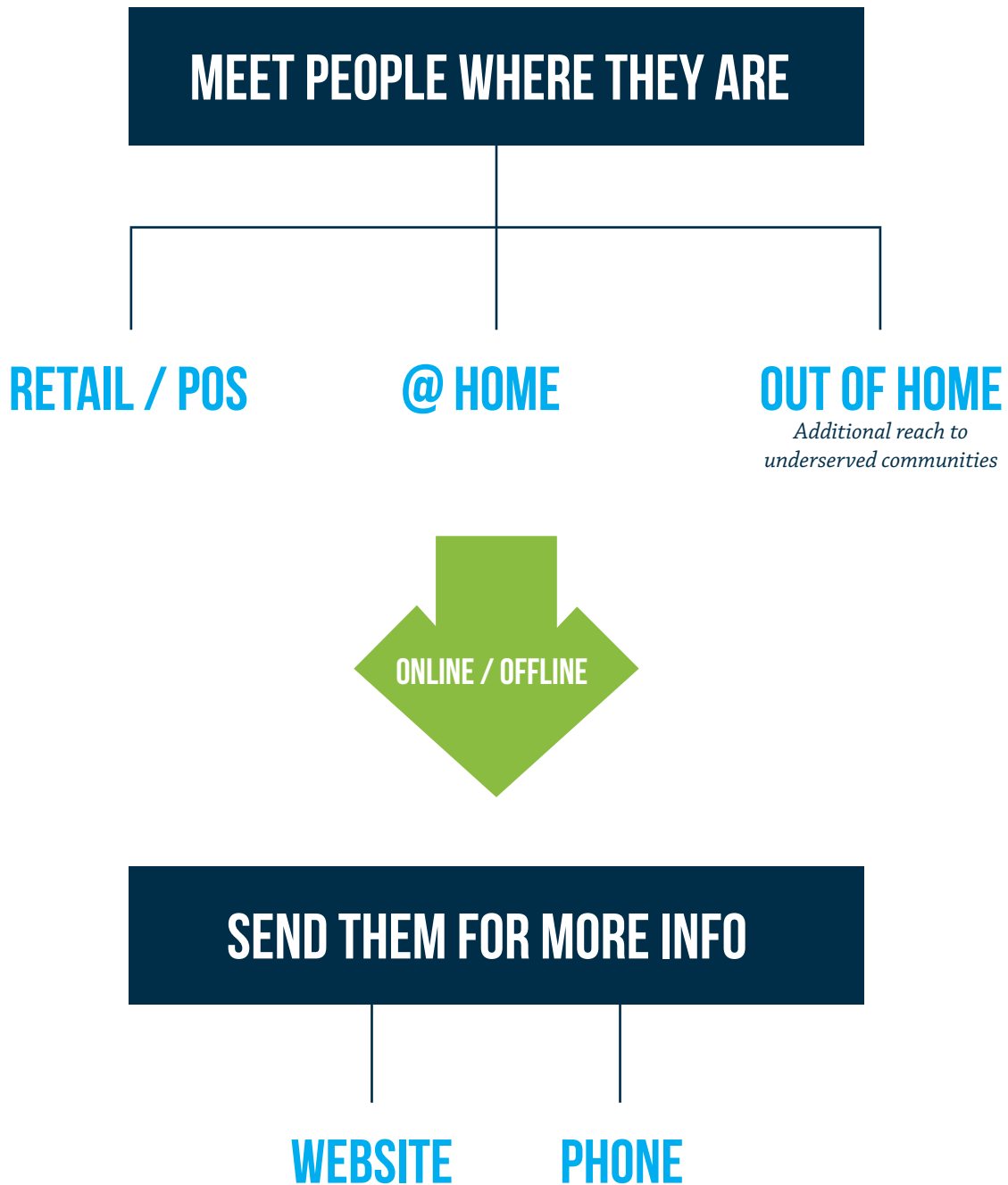
Local town and county government websites & social media

Oregon E-Cycles programs and participants websites & social media (incl retailers, drop off sites, pick-up services, haulers, etc.)

State government websites & social media

# CHANNELS TO GET THE WORD OUT

*Clear Preferences from Survey Respondents*



OREGON E-CYCLES PROGRAM

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[www.oregon.gov](http://www.oregon.gov)  
Department of Environmental Quality