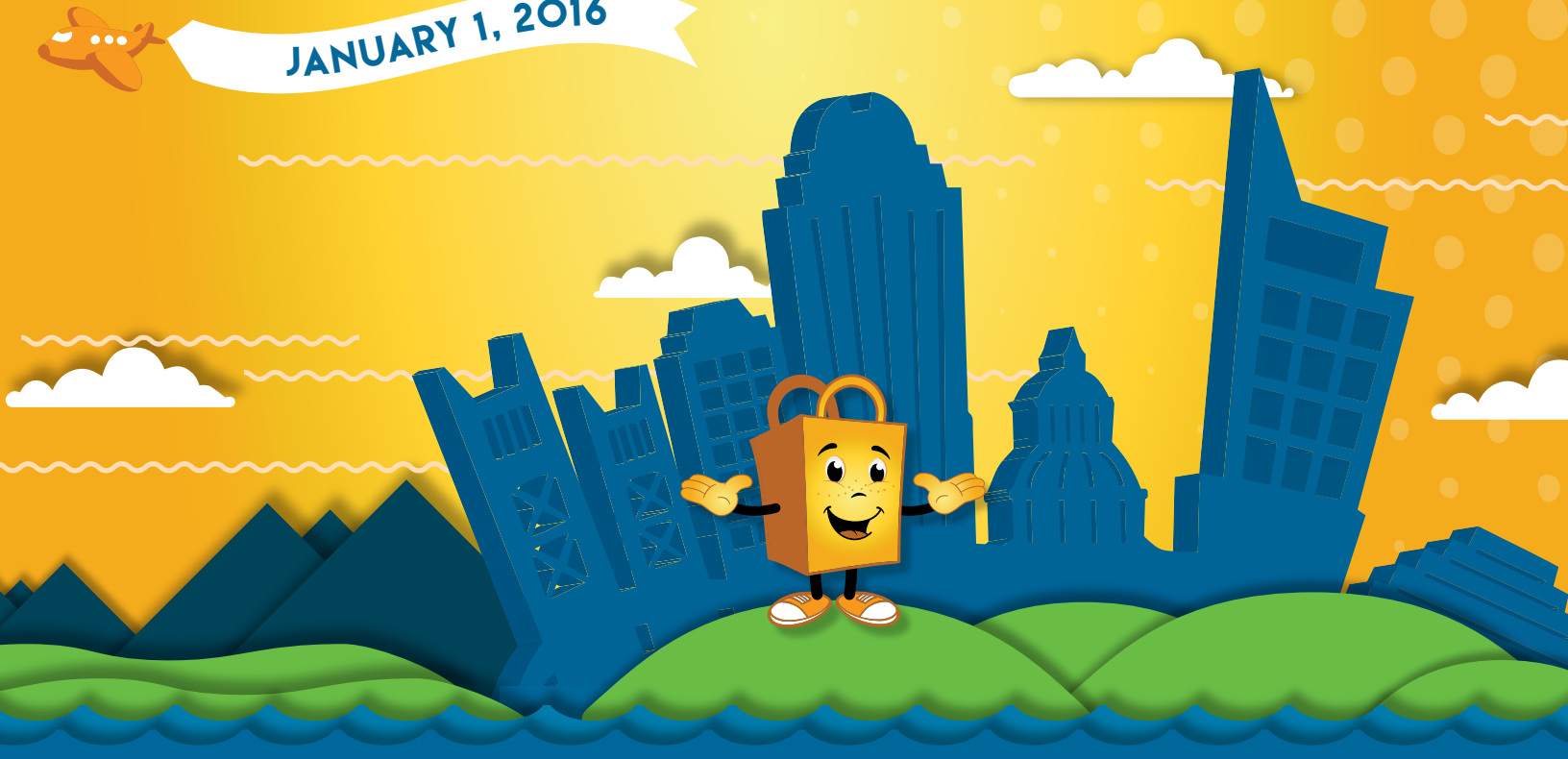


BRING YOUR OWN SAC!

JANUARY 1, 2016



SACRAMENTO PLASTIC
BAG BAN CAMPAIGN

BRING YOUR OWN SAC



SACRAMENTO PLASTIC BAG BAN CAMPAIGN

INTRODUCTION

SUMMARY

On March 31, 2015, the City of Sacramento unanimously approved the single-use plastic bag ordinance. The ordinance intent is to reduce litter and non-compostable materials in landfills, making Sacramento a cleaner, more sustainable city. As of January 1, 2016, single-use plastic bags are no longer provided at many businesses in Sacramento.

To prepare local retailers and shoppers for this change, the City of Sacramento Department of Public Works, Recycling and Solid Waste Division, hired Circlepoint to develop a campaign brand, community engagement strategy, and accompanying marketing and advertising materials. The goal of the campaign was to motivate behavior change to reduce the use of single-use plastic bags and encourage the use of reusable bags.

PROJECT OBJECTIVE

The two main objectives of the campaign were to:

1. **Prepare local retailers for the ban, provide them with easy-to-use resources and motivate them to comply with the ban requirements.**
2. **Prepare local shoppers for the ban, motivate them to use reusable bags and raise awareness about the benefits of a more sustainable lifestyle.**

The client's vision was to make it easy for retailers and shoppers to adapt their behavior to align with more sustainable practices, and to inspire local civic pride about being part of a greener, cleaner City of Sacramento.



METHOD (THE BLUEPRINT FOR SUCCESS)

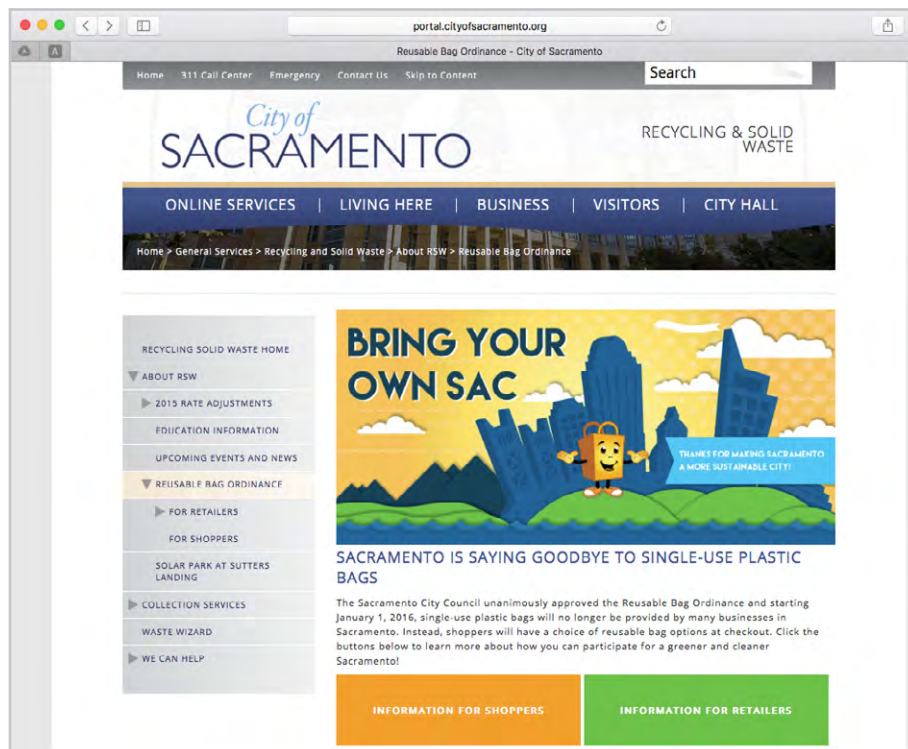
A variety of interactive, social, digital, and print materials were developed to promote awareness and compliance of the ordinance. Collaborating closely with the client, Circlepoint developed campaign branding, messaging and creative assets to resonate with target audiences and appeal to their motivations. We chose a specific mix of in-person, print, interactive and social channels based on analysis of our target audiences and a deep understanding of their motivations, barriers and preferred channels.

PHASE I

To kick-off the campaign, the project team designed web pages for both retailers and shoppers. The retailer's page featured a "get ready" toolkit with a factsheet, posters for employees and customers, counter pop-up display and an "action plan" for the ban. The outreach materials educate retailers, employees, and customers while outlining step-by-step how to comply with the ordinance. The shopper's page featured educational information about the new ordinance and encouraged the use of a reusable bag on their next shopping trip.

Local Retailers

Our first effort to reach retailers about the upcoming ban was a courtesy mailing in August 2015, which included an introductory letter and compelling factsheet. This mailing resulted in 9 proactive calls from larger chain stores to ensure their compliance. After that initial mailing, we developed a retailer toolkit which included a detailed factsheet, poster for employees and pop-up counter-top display. All of these materials are also available for download online at that campaign website.



We chose a specific mix of in-person, print, interactive and social channels based on analysis of our target audiences and a deep understanding of their motivations, barriers and preferred channels.



Reaching Multicultural Audiences

The City of Sacramento is home to many distinct cultures. To effectively reach as many people as possible with the messages about the ban and using reusable bags we translated outreach materials into Chinese, Vietnamese and Spanish.

BRING YOUR OWN SAC

SAY "SO LONG" TO SINGLE-USE PLASTIC BAGS

Help Sacramento go greener by being a part of the reusable bag revolution!

WHEN AND WHERE WILL THE BAN HAPPEN?
Starting January 1, 2016, single use plastic bags will no longer be available in the City of Sacramento at

- Grocery stores
- Large Pharmacies
- Convenience Stores
- Markets
- Stores that have a grocery or pharmacy as one of their departments (Target, Walmart, etc.)

WHY IS THE CITY LIMITING USE OF PLASTIC BAGS?
Single-use plastic bags are a major source of litter! They take hundreds of years to degrade and are harmful to our environment. By switching to reusable bags, you can help significantly reduce the amount of waste that goes into area landfills.

WHAT DOES IT MEAN FOR ME?

- Bring Your Own Sac! Save money and live green by bringing your own reusable bags.
- You are welcome and encouraged to bring any reusable bag with you to carry out items, even bags from other stores.
- You can also buy a paper or reusable bag at check-out - stores subject to the ban must make recyclable paper or reusable bags available for purchase for a minimum of \$1.10 per bag.

KNOW YOUR BAG

YES: Bring Your Own, Buy Paper, Use Reusable Plastic

NO: Single-Use Plastic

VISIT BRINGYOUROWNSAC.ORG FOR MORE INFORMATION AND HELPFUL TIPS.

Recycling & Solid Waste
CITY OF SACRAMENTO

BRING YOUR OWN SAC

WHY COMPLY?
The Bring Your Own Sac ordinance is a City law and can be enforced with fines starting at \$250 for non-compliance. The ordinance is intended to reduce litter and non-compostable waste in landfills, making Sacramento a cleaner, more sustainable city.

SAY "SO LONG" TO SINGLE-USE PLASTIC BAGS
To reduce litter and landfill, many retailers in the City of Sacramento will no longer be permitted give away free plastic bags starting January 1, 2016. Paper and reusable bags will be sold, not given away, to encourage reuse.

HOW WILL THE BAN AFFECT YOUR BUSINESS?
If your business is a grocery store, large pharmacy, convenience store, market, or stores that have a grocery or pharmacy as one of their departments (Target, Walmart, etc.) you can no longer provide single-use plastic bags to customers. Instead, you can offer reusable bags that meet the City standards (see below) for a minimum of \$1.10 each. Customers may bring any bag they like for their use in the store. For more information on whether your business is covered under the law, please see the reverse or visit: BringYourOwnSac.org.

CHOOSE THE BEST BAG FOR YOUR BUSINESS
Three different kinds of bags may be provided under the ordinance. Businesses will need to charge a minimum of \$1.10 per bag to subsidize the purchase of reusable bags. The detailed standards for bags that are permitted by the ordinance are available on line at BringYourOwnSac.org. All businesses are required to abide by these standards when selecting bags for sale.

BE PREPARED, VISIT BRINGYOUROWNSAC.ORG

Recycling & Solid Waste
CITY OF SACRAMENTO
www.BringYourOwnSac.org
sanctep@cityofsacramento.org

TRAIGA SU PROPIA BOLSA

¿POR QUE CUMPLIR CON LA NORMA?
La norma Traiga su propia bolsa (Bring Your Own Bag) es una ley municipal y se puede imponer con multas a partir de \$250 por incumplimiento. La norma pretende reducir la basura y los vertederos, haciendo Sacramento una ciudad más limpia y más sostenible.

DIGA ADIÓS A LAS BOLSAS DE PLÁSTICO DESECHABLES
Para reducir la basura y los vertederos, muchas tiendas de la ciudad de Sacramento ya no tendrán permiso de regalar bolsas de plástico a partir del 1 de enero de 2016. Para fomentar la reutilización, se venderán, y no se regalarán, bolsas de papel y bolsas reutilizables.

¿QUÉ MANERA AFECTA ESTA PROHIBICIÓN A SU NEGOCIO?
Si su negocio es una tienda de alimentos, una gran tienda, una tienda de comestibles, un mercado o tienda que tienen comestibles, o tienda como una de sus departamentos (Target, Walmart, etc.) ya no podrá ofrecer bolsas de plástico desechables a sus clientes. En su lugar, puede ofrecer bolsas reutilizables que cumplan con los estándares de la ciudad (véase a continuación) por un mínimo de \$1.10 cada una. Los clientes pueden traer cualquier bolsa que quieran para usar en la tienda. Para obtener más información sobre si su negocio está cubierto por la ley, vea al reverso o visite BringYourOwnSac.org.

ESCOJA LA MEJOR BOLSA PARA SU NEGOCIO
Según la norma, se pueden ofrecer tres tipos diferentes de bolsas. Los negocios deberán cobrar un mínimo de \$1.10 por bolsa para subvencionar la compra de las bolsas reutilizables. Los estándares detallados para las bolsas que permiten la norma están disponibles en línea en BringYourOwnSac.org. Todos los negocios están obligados a respetar estos estándares cuando seleccionen las bolsas para su venta.

ESTÉ PREPARADO, VISITE BRINGYOUROWNSAC.ORG

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Research

Preliminary research for the campaign included an audit of the client's existing outreach materials and online landscape. Circlepoint conducted a breadth of visual research to understand current trends in behavior change and sustainability marketing, ensuring that the resulting campaign would be both distinctive and appropriate for the market.

PHASE II

The next phase of the campaign targeted shoppers by utilizing print advertisements, radio public service announcements, pop-up events at grocery stores and social media channels to raise awareness of the ordinance. The outreach materials featured community-focused imagery with targeted messaging and clear calls to action. A steady drumbeat of social media infographics, quizzes, prizes, and face-to-face engagement accompanied to ensure continued engagement and participation.



MEDIA STRATEGY

EDITORIAL CALENDAR

Working closely with the client, Circlepoint developed a detailed editorial calendar to activate print, digital and radio channels in a streamlined effort ensuring consistent messaging and effective levels of market saturation. Our strategy was to reach audiences with the right message at the right time.

SOCIAL ADVERTISING

Our digital media strategy included two Facebook advertising campaigns, targeting Sacramento residents who use the social network in English and indicated they have environmental interests. By the end of its run, the campaign resulted in close to 100,000 impressions within the Sacramento market.

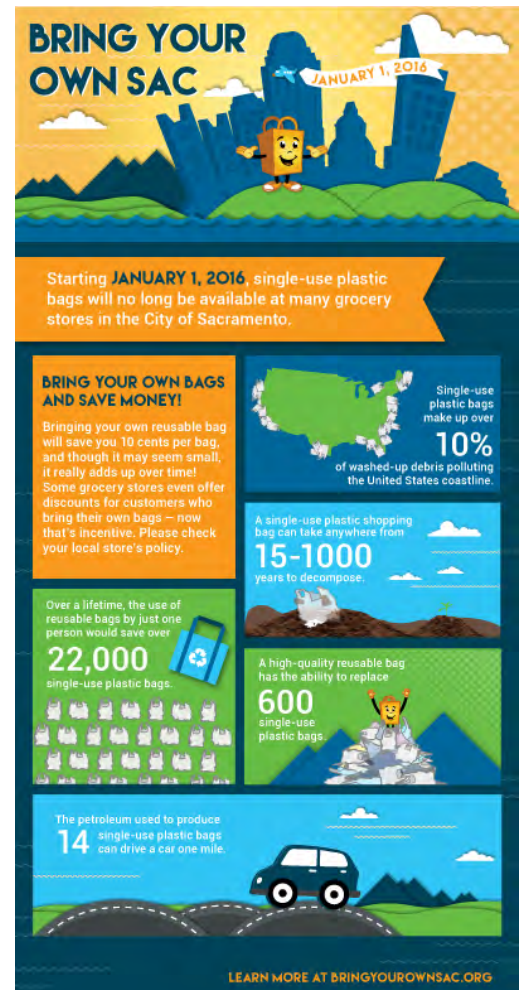
#BYOSAC CONTEST

As part of our social engagement strategy, the team came up with the #BYOSac contest. The idea was to get people to post a photo of themselves with a reusable bag using the #BYOSac to win one of the reusable bags we developed for the campaign. The contest familiarized people with the campaign, created a



#BYOSac contest: Mayor of Sacramento, Kevin Johnson, with the reusable campaign bags.

channel for giving away the great branded reusable bags and also helped humanize the campaign by putting faces with the behavior. The contest also gave us a clear call to action for local officials to participate and help spread the word.



RESULTS

RETAILERS

Of the 350+ local retailers affected by the ban, we were able to connect face-to-face with over 100 local retailers and distribute toolkits to help them prepare. This proactive effort went a long ways towards building trust with retailers and overcoming misconceptions. At this time, over 90% of the local retailers are in compliance with ordinance requirements.

PUBLIC ENGAGEMENT

Our efforts to engage resulted in 4 well-attended pop-up events at local retail and grocery stores. These events enabled us to connect one on one with hundreds of residents.



EARNED MEDIA

The campaign resulted in 10 news articles from media outlets including Fox 40, the Sacramento Bee and Sacramento Business Journal, reaching a combined audience of over 300,000 readers/viewers.



1,195,952

TOTAL CAMPAIGN
IMPRESSIONS



100
LOCAL RETAILERS
ENGAGED



90%
COMPLIANCE FROM
RETAILERS



4

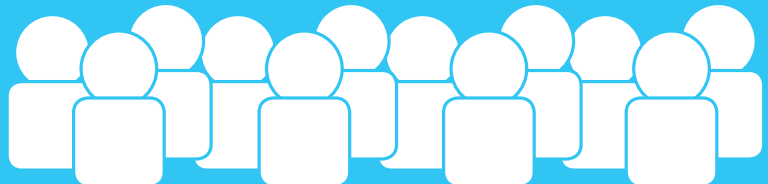
POP-UP EVENTS AT GROCERY
AND RETAIL SITES



10
MEDIA
STORIES



236
RADIO SPOTS



300,000+
READERS/VIEWERS REACHED

RESULTS CONTINUED

SOCIAL MEDIA & WEB

The Facebook ads were seen by 49,000 people (reach). More than 1,400 people engaged with the ads (liked, shared or clicked-through to the campaign website), and clicked on the ads to visit the campaign website. This represents a 2% click-through rate, which is a strong success rate for social media advertising (2.5% is currently the national average for Facebook news feed ads). Thirty participants took the Facebook quiz to test their reusable bag IQ and more than twenty people shared the post to encourage their networks to take the quiz. The reusable bag contest was a big success with close to 300 people engaging with the post close to 50 people posting photos of themselves with their favorite reusable bags.



The social engagement and other outreach efforts resulted in over 23,000 unique visits to the campaign website, making the campaign pages the second highest ranking pages across the sacrecycle.org platform.

Web Statistics

The team used Google Analytics to track engagement on the campaign web pages. Between July 1, 2015 - January 31, 2016, the pages garnered 23,133 pageviews, 10,631 sessions (or visits), with an average session duration: 1:32. Of this engagement, 7,647 of the visits were from new users.

 **4,478** FACEBOOK LIKES

 **30** PARTICIPANTS TOOK THE FACEBOOK QUIZ

300 PEOPLE ENGAGED IN THE REUSABLE BAG CONTEST

50 PEOPLE POSTED PHOTOS OF THEMSELVES WITH THEIR FAVORITE BAGS

49,000
PEOPLE REACHED BY
FACEBOOK ADS

2%
CLICK-THROUGH
RATE

7,647
NEW USERS

1,400
PEOPLE ENGAGED BY ADS

23,000
WEBSITE PAGEVIEWS



CREATIVITY

CAMPAIGN CREATIVE

The project creative could have met campaign objectives by simply informing our target audiences about the ban, but the team took it to the next level by injecting fun, joy and civic pride into the campaign theme.

The campaign slogan, "Bring Your Own Sac" is a creative play on words that makes reference to both to the City of Sacramento and the topic of reusable bags/sacks. The "Bring it" call to action lends the campaign a personable, casual tone that softens the ask for behavior change. The result was a positive, empowering campaign that encouraged target audiences to rally (and change behaviors) in support of a green, cleaner, more sustainable City of Sacramento.

The campaign creative uses an animated bag character to educate audiences about the environmental benefits and cost savings to encourage the use of a reusable bag. The artwork is joyful and fun, with positive messaging that promotes awareness and compliance of the ordinance. The character's approachable and smiling appearance creates an easy connection that spans a range of audiences. The concept enabled us to keep the messages current and exciting by showing the bag character modeling behavior in a variety Sacramento landscapes and scenarios. For example, the Sacramento New Years' Eve graphic, showing the bag character preparing to launch the ordinance or "drop the bag" on January 1, 2016.

It was also important to respond to the comments we received via social media and overcome existing misinformation around the ban, which we did through a series of fun, informative "mythbuster" infographics.

BUDGET

The campaign budget was \$44,970.00, which included the direct costs of mounted posters and Facebook advertising. We monitored our budget and timeline weekly, to ensure that the project stayed on track.

