

## Product: "Eco Tower"



- **Product:** A brown and white recycled cardboard-based waste container. Unit has a steel base along the bottom for durability. Designed for use in campus bathrooms with an emphasis on the unit being recyclable. Contains separate receptacles for general trash and paper towels.
- **Price:** Based on the dimensions of the blueprints, the total price would be \$7-10 US dollars (a price based on 12 feet squared of cardboard at \$1.25 US Dollars from boxforless.com, and the steel base costing \$3-4 given current steel prices, with costs of transportation, distribution etc.). The price could be lower, depending on if the unit enters mass production.
- **Place:** The product has emphasis on being used on college campuses, generally where environmental concern is high. The unit could be available online, or could be sold directly to campuses. It could also be marketed to other institutions such as high schools and hospitals.
- **Promotion:** The unique selling point of the unit instantly is that the wastebasket itself is recyclable and not just the trash it is receiving. Could be marketed on campus billboards, online ads, or more at more specific audiences such as in the waste processing industry.

The product's main competitive advantage over other competitors is that it is made from recycled materials, and that cardboard has a shorter decomposition time over plastic or metal (2-3 months, versus anywhere from 6 months to 5 years). Another

advantage is that during transportation and disposal the unit can be collapsed, saving space and therefore money, which the competitors' rigid products cannot do.

### Competitor Product 1: RUBBERMAID "We Recycle"



- **Product:** Blue, plastic 7 gallon wastebasket with standard recycling logo emblazoned in white. Only one receptacle area.
- **Price:** 12 US Dollars, specials offered when buying in bulk. This is important because many prospective buyers (college campuses, offices) will be potentially large-volume orders.
- **Place:** RUBBERMAID is a large, established brand. The product is available from Office Depot, Staples and Amazon.com.
- **Promotion:** The product website highlights the durability and longevity of the receptacle as well as the low price and easiness to clean. Also emphasized are the low-maintenance and the high-visibility of the recycling logo. Together, these points advertise an easy and hassle-free solution for recycling.

RUBBERMAID is a tough competitor because they are a very established brand within the waste handling industry. However, they do not feature any wastebaskets actually made from compostable materials, and their products do not collapse in the way that cardboard does to facilitate easier transportation. This could be a key advantage over the RUBBERMAID predominantly plastic product line.

## Competitor Product 2: WedgeCycle Slim Recycling Bin



- **Product:** Steel, 4.6 square foot blue recycling bin. Removable lid.
- **Price:** 47 US Dollars.
- **Place:** Available on the WedgeCycle website (RecyclinBin.com), through Amazon.com, NorthernTool.com.
- **Promotion:** The product is marketed as being extremely durable (hence the higher price), easiness to clean and ability to withstand weathering. It is also marketed as “sending a clear message” with the multiple recycling logos, and that the design allows it to be used with other recycling wastebaskets.

The WedgeCycle has a higher price, a real advantage that the “Eco Tower” could have, especially when marketing to college campuses that will typically have bulk-orders. Steel is not known to decompose, another disadvantage that the “Eco Tower” has.

**Objective:**

- Create awareness among the target audience of the product (Eco Tower)
- Emphasize importance of the product in today's society
- Expand upon the target audiences' foreknowledge of environmental protection
- Introduce the target audience to the product

**Target audience:**

- Environmentally aware but somewhat apprehensive of buying eco-friendly products
- Mostly female
- 18-24 year old age range, college students
- Audience is aware of surroundings, specifically *when* they are being advertised to
- Engages in media mostly online but spends some time watching television
- Spends a lot of time on Facebook and social websites

**Current position:**

- Majority of the audience is aware of the benefits of recycling
- They consider it a moderate priority
- Wants to get more involved in recycling
- Has a flexible enough income as to allow for purchases based on environmentally-friendly products

**Reposition**

- We want them to think of the Eco-Tower as an essential
- To focus more on recycling in the home
- Think more about recycling of paper waste as a viable recycling option
- To think that by using the product they are helping the environment and future generations

**Features and benefits**

- We want them to think that the product is necessary
- To think the product is worth the investment in order to protect the environment for future generations
- To consider alternatives to be wasteful because of the materials they have been constructed with
- To think the product has a high value for money for the impact it will have on the world

**The tone**

- The Eco Tower has an exponential benefit on the world around us.

**Unique selling point**

- The product is not only cheaper than many rivals but is constructed with recyclable materials, thus giving it two competitive advantages over the competition.

## Final Concept

The concept for the *Eco Tower* product primarily of marketing the product as an ecologically friendly, responsible product choice to a target audience that is interested in recycling but has some reservations. The overarching goal of the concept is to create awareness among the target audience of the product and its benefits over competitors - many of whom are well established and recognized brands. The concept will use two major themes to create brand awareness: the benefits and the alternatives. By combining these two categories, a campaign can be crafted that highlights the main selling points of the product. It is a cheaper alternative (the target audience is wary of spending too much on recycling products) than the competitors, and is made of 100% compostable materials. This is in contrast to the competing products (such as *RUBBERMAID*), which are often made wholly of metal or plastic. The use of questions in headlines is a very effective way of conveying the message that the *Eco Tower* is the consumer's best choice. These examples alone can be used in a variety of ways across different media in order to highlight the product and the brand. An interesting challenge in getting the audiences' attention is that according to the primary research they are very media literate and are often aware when they are being marketed to; the use of witty humor and striking imagery could be a solution to this issue.

Online media would be the primary vehicle for promoting the brand. The target audience spends most of their time online. It is well known that audiences have very short attention spans when browsing online, and so a focus on imagery and little copy would work well here. *Facebook* is the primary website that the target audience as it is

where they spend most of their time online. Sidebar ads would be most effective, as well as a “page” presence. This would allow for ongoing communication with the target audience.

While the target audience does mainly spend their time online, television was also reported to take up a significant amount of their media intake. A benefit of television advertising is that it would bring the product to a wider audience, and that television is often a social experience - especially in college - with more than one set of eyes focused on the medium. A downside is that television can be quite expensive, and that attention spans are quite low.

Radio could be a good choice for marketing to the target audience. As many colleges have radio stations and almost all towns have local ones, it could be a cost effective way to gain brand recognition. Placement on stations targeted to young people would be key. Audiences tend to connect more with radio ads because they are shorter; this means the campaign would require a strong voiceover. This would allow slogans and copy from the print ads and online ads to transfer, thus reinforcing the brand on different media.

Finally, print would be a promising medium because of its wide-reaching potential. Flyers and banners on campus would be cost-effective and available to distribute through campuses nationwide. Print, like radio, could convey the same messages as the online ads, which promotes unity among the various media.

## Possible Headlines

1. Do Your Part.
2. You Can Help.
3. One Planet. One Chance.
4. So Simple, Such Impact.
5. The Easiest Way to Help.
6. Recycling is Sexy.
7. Reduce, Reuse, Really Easy.
8. We Can't Afford Not To.
9. Here's to a Better Tomorrow.
10. Here's to a Cleaner Tomorrow.
11. We'll be Grateful.
12. No Easier Way to be This Green.
13. Recycling. It's not just for hippies.
14. Save Money, Save Energy, Save Tomorrow.
15. Feel Better About Tomorrow, Today.
16. Go Greener.
17. Can We Afford Not To?
18. Now the recycling is recycling.
19. Now, the recycling is recyclable.
20. Your very own Emerald City.
21. Keep it clean, keep it green.
22. Biodegradable, not a biohazard.
23. It's Green.
24. This is the easy part.
25. Get into the green without getting into the red.
26. Support the planet the supports you.
27. Smile if you like recycling!
28. The trash can that *can*.
29. This trash can is made from its contents.
30. Made from 100% post-consumer altruism.
31. This is not a trash can.
32. Compost or clutter?
33. Mother Nature Approves.
34. The solution. Not the problem.
35. Think how many trees you could save.
36. Simple, responsible, affordable. Done.
37. Reduce. Reuse. Recycle. Finish.
38. The recycling solution you don't have to think about.
39. We know you don't like dealing with your trash.
40. Who wants to think about trash?
41. This waste bin is garbage.
42. What goes inside will someday be the outside.

43. The elegant solution to the unpleasant problem.
44. Does the future matter to you?
45. We'd be lying if we said the Earth doesn't approve.
46. Solve it now, don't worry about it later.
47. How can a waste bin be forward thinking?
48. Paper being recycled, cash being saved.
49. Go green for less.
50. The whole green thing? Yeah, we've got it down.