Applied Marketing Strategy to Improve Waste Diversion

An overview of the “Video as Marketing for Waste Diversion” project

Presentation by:
Talitha McAdams
Jonathan Fong
“If you do what you’ve always done, you’ll get what you’ve always gotten.”

-Tony Robbins
Context Setting: Zero Waste Messaging

• Tools of the trade: logical arguments, facts
• Leads to: apocalypse fatigue
• Instead: importance of agency, empowerment

• Take a lesson from the technology “chasm”
  • Innovators, early adopters, late adopters -> chasm mainstream
  • Win new converts as opposed to preaching to the choir
Zero Waste depends on:

- Infrastructure
- Service
- Behavior
“Marketing is no longer about the stuff you make, but about the stories you tell.”

-Seth Godin
Applying Marketing Strategy: Understanding the audience

**Audience**
- identify the audience framework for behavior/outcome/product

**Motivations**
- infer audience drivers/goals/desires

**Language**
- use language specific to audience framework

**Reality Check**
- identify impediments that are infrastructural and services that can/can’t be addressed in the video
Breakdown: “Smart Bears Sort”

**Audience**
- Cal students, generally

**Motivations**
- to be perceived as a “smart bear”

**Language**
- visual language of campus/exams/classroom

**Reality Check**
- presence of infrastructure/services colors
- variable infrastructure not addressed: used generic bins
## Breakdown: “Join the Team”

### Audience
- Cal Bears sports fans

### Motivations
- Team/school spirit
- Group inclusion, helping one-another

### Language
- Sports language, announcer style
- Framing of the story as a team play
- Tone - energetic because it’s going to be shown at a basketball game

### Reality Check
- Props are items common to food service / meals in the video’s plaza location
Experiential Learning

**Skill-building:** leveraging filmmaking skills and understanding of film as a medium for change

**Empowerment:** creating advocates for sustainability in students’ communities

**Investment:** developing buy-in of students in student-run/initiated campus solutions (vs top down)

**Empathy:** maintaining a direct connection with students’ constantly evolving perspectives
What next?

Rethink "outreach"
- Branding project
- Marketing plan
- Video PSA's
- Social media campaign

Build interesting teams
- Photographers
- Film-makers
- Journalists
- Business students
Thank you

• Talitha McAdams: talitha.mcadams@berkeley.edu
• Jonathan Fong: jonathan@jfongtography.com

• “Video as Marketing for Waste Diversion (“VaMWD”)”
• http://tgif.berkeley.edu/index.php/170-vamwd