



Two social marketing approaches were piloted in 200█. One pilot provided residents with information through direct mail and a demonstration lawn. The second pilot tested direct mail combined with home visits. That neighbourhood with home visits increased the grasscycling participation rate from 42% to 78%, with 93% reporting they planned to continue.

## **200█ Campaign**

The 200█ grasscycling campaign was targeted at residents who already knew what grasscycling meant, or were already practicing grasscycling, at least some of the times they mowed.

The public education campaign involved two main areas of activity: retail support and advertising. Local major retailers and garden stores were visited by Program Specialists who set up posters and brochures, and provided staff and customers with grasscycling information.

Advertising consisted of 30-second TV spots and bus boards. The Waste Hotline and website provided support information. The grasscycling website visits multiplied ten-fold to over 5,700 hits during the campaign period.

The message of the 200█ campaign focused on the 'healthy lawn' benefit of grasscycling. Supporting message were 'how easy it is to grasscycle' and 'how to grasscycle'. A green lawn, mower, vitamin-like clippings and big blue sky provided graphic appeal.

## **3. Strategic Approach**

The survey taken in fall 200█ found that marginally more females, and residents in the age group 18-34, were more likely to grasscycle. The survey of 200x found that households without dependents were more likely to try grasscycling. Although results to date are very positive, the next campaign can look at addressing the male audience and younger aged householders.

Increasing public education can be achieved through greater community involvement with Program Specialists. To generate more excitement in stores and events, the addition of a motivational component can be added. Launching the campaign earlier in the year to align with retail spring set up and offer a 'merchandising' team will also create better retail exposure. When the season is in full swing, Program Specialists are available to appear at more community events.

The message to help residents understand grasscycling and how it will benefit their health and the health of the environment can be emphasized more. Residents need to know all the positive results which hopefully will also dissolve inaccurate myths about grasscycling.

For the 200█ campaign, the Waste Branch should continue to promote grasscycling with increased effort in the following:

1. **In-Market Timing:** With better alignment to seasonal activities.

2. **In-Store service:** By alleviating stores of the responsibility to display materials and having greater control on materials and display.
3. **Ad campaign:** Existing collateral and advertising materials are acceptable for use for another year, however consideration may be given to:
  - Message, addressing 'why grasscycle', as people would like to know that 'grasscycling reduces waste, for a better environment.' Extension of the 'healthy lawn' message and relate it to a 'healthy you' – mow more often/get fresh air and exercise/for a healthy environment.
  - Include a promotion to draw attention. Last year a local retailer supplied a push mower for a free draw at the Home & Garden Show. If this retailer and/or other retailers would sponsor push mower giveaways we can drive traffic to stores to pick up entry forms or go online to obtain information. (Skill testing question could help entrants to learn what grasscycling is or demystify the myths of creating thatch.)
  - **Community activities:** Increase presence of Program Specialists in community events, home shows and resident home visits.

#### 4. Target Audience

Primary: Adults, 25+ homeowners with no dependents, slightly skewed to males  
Live in the City.

Are environmentally-conscious and need to know the benefits of grasscycling.  
Need assurance that it is a healthy practice and that their lawn will look good.

#### 5. Key Messages

Grasscycle for a greener, healthier lawn.

Benefits of grasscycling:

- Healthy for your lawn (natural nutrients feed the lawn, less waterin)
- Healthy for you (exercise and fresh air)

Supporting messages:

1. It's easy!
2. Leave clippings on the lawn.
3. Mow frequently. Trim higher.
4. Naturally feeds nutrients and moisture to the lawn.
5. Reduces waste.
6. Is good for the environment.
7. Go to [www.city.ca/grasscycling](http://www.city.ca/grasscycling) for more information.

With promotion:

- Enter to win a new lawn mower!

- Visit retailers displaying the 'grasscycling' sign (sponsor names).
- Or visit [www.city.ca/grasscycling](http://www.city.ca/grasscycling) to enter/for more info.
- Answer the question: What is grasscycling?

## 6. Campaign Tactics

**In-Market Timing:** With better alignment to seasonal activities, the grasscycling campaign will:

- Begin with **early** contact and distribution of materials to garden/lawn retailers from January to March.
- Presence at renovation and home shows which occur early, in February and March.
- Develop media relations/interviews in April to June.
- Depending on the start of the growing season, begin advertising in early May (depending on snowfall/grass growth) and run to July.
- Maintain and increase community outreach with presentations, event presence, home/lawn visits from July – August.

**In-Store service:** By alleviating stores of the responsibility to display materials, the Program Specialist will:

- Make contact with stores in January to arrange presentations for staff training and overview/reminder of the grasscycling education program.
- Determine store collateral requirements for posters, tags, and brochures based on the previous years' set up.
- Display of posters, etc will be handled by the Program Specialists in March-April, with store approval where required.

**Promotion:** Include a promotion to draw attention. Last year a local retailer supplied a push mower for a free draw at the Home & Garden Show. If this retailer and/or other retailers would sponsor push mower giveaways we can drive traffic to stores to pick up entry forms or go online to obtain information. (Skill testing question could help entrants to learn what grasscycling is or demystify the myths of creating thatch.) Website would have contest entry, only by sending an email (?).

**Ad campaign:** Existing collateral and advertising materials are acceptable for use for another year, however consideration may be given to:

- Message, addressing 'why grasscycle', as people would like to know that 'grasscycling reduces waste, for a better environment.'
- Extension of the 'healthy lawn' message and relate it to a 'healthy you': move more often/get fresh air and exercise/for a healthy environment.
- Depending on a sense of when the growing season begins (no late snow!), begin TV interstitial advertising earlier if possible (depending on TV buy availabilities, and hopefully without interference from the City Clean Up and Good Growing interstitial campaigns).
- Continue with transit advertising, utilizing last year's boards if available.

- With or without a promotion, mass distribution of hang tags can be used as a household mailer, either bulk mailing to residents, or have Program Specialists to hang onto doorknobs. Possibly only to selected neighbourhoods due to cost.

**Integrate grasscycling information:** With other City collateral/materials/websites: Waste Calendar (icons & reminder), Good Growing information...

**7. Media Relations**

Interviews with: local newspapers, Morning TV, and Radio shows.

**8. Campaign Response**

Response/contest entries to the campaign will be directed to:

- a. Retailers
- b. [www.city.ca/grasscycling](http://www.city.ca/grasscycling)
- c. Waste Hotline, [REDACTED]
- d. 2<sup>nd</sup> Floor, [REDACTED] or retail location

**9. Action Plan**

<b>Activity</b>	<b>Waste Br.</b>	<b>Comm'ns</b>	<b>Art/Prod'n</b>
Final brief/plan	<b>Nov 14</b>	<b>Nov 14</b>	
Brief designer		<b>Nov 27</b>	<b>Nov 27</b>
Creative and media presentation	<b>Dec 11</b>	<b>Dec 11</b>	<b>Dec 11</b>
Approvals	<b>Dec 21</b>	<b>Dec 21</b>	
Production complete	<b>Jan 26</b>	<b>Jan 26</b>	<b>Jan 26</b>
Retail Contacts and Merchandising	<b>Feb - March</b>	<b>March</b>	
Home & Garden Show	<b>March 23</b>		
Ad & media campaign	<b>May – July</b>	<b>May – July</b>	
Outreach ongoing	<b>to July 31</b>		
Campaign evaluation	<b>September</b>	<b>September</b>	

## 10. Budget

Proposed allocation:

Artwork	\$ 1,000.
TV buys	\$ 40,000.
Transit	\$ 30,000.
Posters	\$ 1,500.
Mailers (\$.22 ea)	\$ 40,000.
Printing	\$ 3,000.
Promotional Mowers	\$ 2,000. Or Sponsored

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Approx \$120,000.

### APPENDIX I – Grasscycling Program Specialist Team

The Program Specialist will be the Grasscycling campaign ambassadors from the Waste Branch. The Grasscycling Team's outreach activities will target green houses and other related retailers and operators:

(list of retailers and operators)

Materials for the Grasscycling Team will include introduction letters, posters, hand tags and displays: Shirts, aprons, buttons, presentations, staff training, hang tags, push mower demo, shows and community events (Horticultural Society).

Promotion will require minimum 2 push mowers, draw boxes, entry forms.

### Master Composter's List of Garden Centres

(list of Garden Centres with addresses and phone numbers)