

# COLLIER

PRESERVE OUR PARADISE - RECYCLE.

Rebranding, Sustainability  
and Trilingual Campaign



# Rebranding, Sustainability and Trilingual Campaign

Collier County's Waste Reduction and Recycling team experienced the issue of reaching different demographics and producing material that is relevant and appealing for residents. Recycling is an important factor in environmental stewardship, requiring active participation from customers. Residents of Collier County include older, affluent retirees as well as immigrants whose first language is Spanish and Haitian Creole. Collier County developed a rebranding, sustainability and trilingual campaign that encouraged residents to recycle right while emphasizing the messaging of preserving our paradise and our environment. As Collier County is a popular tourist destination and known for its beaches, The Everglades and other natural resources, it was essential that the team create a message that incorporates this theme and resonate with its residents. The team came up with, "Help Preserve our Paradise." Collier County has implemented a creative and unique approach to tackle contamination and barriers that public entities face. It has been a successful campaign that has allowed Collier County to build a better relationship with its residents and the public. The campaign consisted of rebranding of its educational and promotional material, promoting sustainability and including educational material in three languages, English, Spanish and Haitian Creole.

## **The campaign consisted of the following:**

- Incorporating more photo focused messaging. Less wording would allow residents and the public to quickly glance over material and understand messaging.
- Materials were printed in the three most used languages in Collier County: English, Spanish and Creole to overcome any language barriers among our target audiences. To ensure that language would not hinder understanding of the messages, we also used photos of recyclable items.
- Implementing visually and aesthetically pleasing material. Promotional and educational material were rebranded to incorporate colors that represented the area.
- Promoting sustainable material and swag. Another major goal is to divert items that go to the landfill. We choose items that incorporate the message of reusing. We ordered reusable water bottles, reusable grocery store bags, reusable utensils, sandwich bags and reusable bento boxes for lunch. Collier County decided to only promote sustainable material instead of trendy items or easily disposable.
- Rebranding educational material to have a tagline. "Preserve our Paradise." Instead of promoting our county, we are promoting our messaging. The public does not know what Solid and Hazardous Waste Management means. That is why we produced a tagline that allows residents to put a meaning behind the action of recycling. As our goal is to change a behavior, we decided to implement a message that would resonate with residents who live in Collier County.

The following presentation will display a before and after of material used to highlight Collier County's Recycling Program, including a new trilingual magnet, a new cart sticker, new videos on recycling and our recycling centers, and the addition of our new promotional material and swag.

**Collier County**  
**RECYCLING**  
Put clean recyclables directly into your cart. DO NOT BAG.

Cans & Bottles	Paper & Cardboard
#1-7 Plastic Bottles & Jars	Phone Books
Glass Bottles & Jars	Egg cartons
Aluminum Cans & Tin Cans	Cardboard (flattened)
Juice & Milk Cartons	Office paper, Magazines, Newspapers & Junk Mail
Plastic Tubs	Shredded Paper in paper bags

**NO!**  
food, grease soaked paper/ cardboard, yard waste, trash, window glass, mirrors, dishes, cookware, tiles, toys, plastic shrink wrap, chemical containers, styrofoam, flower pots, lawn furniture

**PLEASE!**  
Bring these items to a Recycling Drop-off Center: wood, scrap metal, paint, chemicals, batteries, oils, grease, electronics and appliances

Check with your local stores for plastic bag and film packaging reuse and recycling options or find a site at [plasticfilmrecycling.org](http://plasticfilmrecycling.org)

# Before

## Residential Magnet

- Outdated
- Two separate magnets- one for English and one for Spanish
- Too much wording and text
- Pictures are hard to distinguish

**Collier County**  
**RECICLAJE**

Latas y Botellas	Papel y Cartón
botellas y vasijas de plástico	guía telefónica
botellas y vasijas de vidrio	cartones de huevos
latas de aluminio	cartón aplanado
latas de estaño	papel de oficina, revistas, periódicos, y correo no deseado
cartón de jugo y leche	papel picado
envases de plástico	

**NO!**  
vidrio de ventana, espejos, platos, ollas y artículos para cocinar, baldosa, juguetes, poliestireno, madera, desechos de metal, comida, papel impregnado de grasa

**NO!**  
muebles de jardín, pintura, envoltura de plástico, contenedores de productos químicos, macetas de flores, y aceite de motor.

Para más información visite:  
[www.colliergov.net/recycles](http://www.colliergov.net/recycles), o llame al 239-252-2380.

# Recycle This!



What goes in your cart must be **CLEAN, DRY and LOOSE.**  
**NO PLASTIC BAGS. NO BOLSAS DE PLÁSTICO. NO SACHE PLASTIK.**



## Plastic bottles, jars, jugs and tubs

Botellas y envases de plástico  
Boutey ak bwat plastik



## Glass bottles and jars

Botellas y frascos de vidrio  
Boutey ak bokal an vè



## Metal cans

Latas de acero y aluminio  
Bwat metal ak bwat aliminyòm



## Paper, cardboard and cartons

Papel, cartón y cartulina  
Papye, gwo bwat katon ki plati  
ak ti bwat katon

 Preserve Paradise  
[collierrecyclesright.com](http://collierrecyclesright.com)



## After Residential Magnet

- One magnet that includes three different languages; English, Spanish and Haitian Creole
- Photo focused
- Minimal wording
- Easier to read
- Visually appealing



## FILL YOUR RECYCLING CART WITH CLEAN RECYCLABLES



Clean Paper, Cardboard,  
Junk Mail, Newspapers,  
Phone Books & Magazines



Aluminum, Tin  
& Steel Cans



Plastic Bottles & Containers  
marked with #1-7



Glass Bottles & Jars



Dairy & Juice Cartons

## DO NOT INCLUDE - NO BOTAR



Plastic, Chip  
& Pet Food Bags



NO Food Waste



NO Garden Hoses,  
Hangers, or  
Kitchenware



NO Clothing



NO Soiled Paper



## Before Recycle Cart Sticker

- Too much wording
- The “DO NOT INCLUDE” items are larger than the items to include
- Cluttered
- Pictures are hard to read

# Recycle This!

What goes in your cart must be  
**CLEAN, DRY, and LOOSE.**  
**NO PLASTIC BAGS**



## Place only these items in your cart



Plastic bottles, jugs,  
jugs and tubs



Glass bottles  
and jars



Metal cans



Paper, cardboard  
and cartons

## DO NOT include these items in your cart



NO plastic bags



NO food



NO hoses



NO clothing or toys



NO batteries



239.252.2380 [colliercountyfl.gov/recycle](http://colliercountyfl.gov/recycle)



## After Recycle Cart Sticker

- Picture focused
- Consistent photos throughout material
- Minimal wording
- Incorporating QR code for updates and scans
- Uniform messaging

# Before Reusable Tote Bag



- Hard to read
- Too much wording
- Pictures are hard to read
- Outdated

# After Reusable Tote Bag

- Fashionable
- Incorporated QR code for residents to scan in case program changes
- Incorporates messaging to encourage residents to Preserve Paradise
- Timeless
- Coming soon - August



## Before Recycle Commercial

- Outdated
- Hard to stay engaged
- Inconsistent messaging

## After Recycle Commercial



- Modern
- Easy to resonate with
- Visually Engaging

## Before Drop-Off Center Commercial



- Outdated
- Hard to resonate with
- Confusing story line

## After Drop-Off Center Commercial

- Modern feel
- A walk-through experience of visiting a Drop-Off Center
- Engaging storyline
- Realistic

## Before Promotional Material



## After Promotional Material



- New promotional and educational material that represent the message of Preserving Paradise
- Minimal branding with a focus on the message of recycling
- Promoting reusable products instead of easily disposable or trendy products



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Place only these items in your cart



Plastic bottles, jugs, and tubs



Glass bottles and jars



Metal cans



Paper, cardboard and cartons

DO NOT include these items in your cart



NO plastic bags



NO food



NO hoses



NO clothing or toys



NO batteries

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