

Creative Brief - EPA SMM Program

Why are we advertising?

We will make consumers aware of the growing need for responsible e-waste management.

Who are we talking to?

We're talking to 25-to 34-year-olds who know what's up with technology and have the funds to experiment with it. These Trendy Techies know when their phone contracts expire but are probably going to upgrade before then anyway. Their homes are basically duplicates of Best Buy, so don't ask them for a spare outlet. They use social media to influence the rest of us, so check out their Facebooks for advice before walking into that Apple store. And even though they try to be eco-conscious, they're not always sure where their old devices end up.

What do we know about them that will help us?

"I pride myself on always having the newest technology. I love fresh devices that run fast, are more reliable and are less prone to error. I'll tell other people about my new devices on social media because I'm one of the first to experience them."

"When I'm done with a device, I either sell it or give it to one of my kiddos to play with. After that, I think it ends up in one of our closets. I know I'm not supposed to throw any electronics in the trash, but I'm not sure why or what else to do with them."

What do we want them to take away?

Trendy Techies feel guilty about their apathy toward recycling, prompting them to practice responsible e-waste management and encourage it from others through the Sustainable Materials Management program.

Support

In 2009, E-waste occupied 2% of America's landfills but accounted for 70% of the country's overall toxic waste.

In the US alone, about 400 million units of consumer electronics are thrown away each year.

Tone

Direct. Straight Talk. Guilt-provoking.

Mandatories

EPA logo, Link to an engaging landing site

Creative Sparks

"If I don't do it then other people won't do it, and if no one does it, it's a problem." - Paul, 31

The amount of e-waste in the world is equal to 420 Willis (Sears) Towers, 415,555 Statues of Liberty or 2,174 St. Louis Arches.

In 2013, if you laid every Apple product end to end, the chain would have reached from Vancouver, B.C. to Bogota, Colombia.