

Odas al reciclaje

Spanish Language Recycling Campaign



Introduction

Waste Management implemented a Latino Outreach Pilot, a recycling education pilot to better determine the effectiveness of outreach methods in changing the recycling behaviors of Spanish speakers in Snohomish County, who make up 7 percent of the population. The Latino Outreach Pilot resulted in valuable insights, which Waste Management leveraged to deliver a culturally relevant Spanish language education campaign to better inform residents about recycling best practices.

Using learnings from its Latino Outreach Pilot, Waste Management sought to develop a Spanish language education campaign to inform residents about recycling best practices in a culturally relevant way. Inspired by the work of Pablo Neruda and his Odes to everyday elements, the team developed the campaign concept of **“Odas al reciclaje”** or **“Odes to recycling”** that pay homage to recyclable plastics, paper and cans that can be re-born again for the benefit of the planet and future generations.

Campaign Goals:

Develop a new suite of culturally responsive Spanish language creative content that increases recycling among Spanish-speakers by:

- 1) Leveraging learnings from the Latino Outreach Pilot
- 2) Providing Snohomish County residents with recycling best practices; and
- 3) Enabling a mechanism to develop strong relationships with the Spanish-speaking community.

Waste Management created a comprehensive Spanish language campaign that featuring poetry, art and music created by local Latino artists including:

- A Spanish broadcast advertising campaign featuring four video PSAs and four radio PSAs across KUNS-TV (Univision Seattle), La Gran D KDDS-FM and Radio Estación de la Familia KLSY-FM. The campaign included in-studio interviews featuring Odes authors with each of the outlets as well.
- A digital advertising campaign featuring video, radio and static and animated ads across Google/YouTube, Facebook, Pandora and KING 5.
- A direct mail campaign to Spanish-speaking households in Snohomish County to provide recycling guidance on how to properly recycle paper, plastics, metal and glass.
- A revised Spanish language website to provide an improved user experience and feature the new education campaign and additional recycling guidance.
- A Spanish language PowerPoint presentation including the odes, recycling best practices and culturally relevant product images for community outreach events.
- An English language media outreach effort to land, for the first time, English language stories **about one of Waste Management's Spanish language education campaigns.**

Phase 1: Planning, Concepting and Community Artist Recruitment

Armed with helpful insights from the Latino Outreach Pilot, Waste Management had an excellent foundation for a well-informed Spanish language creative campaign to effectively resonate with Spanish-speaking customers in Snohomish County. The team better understood how to engage with these customers through advertising and outreach methods, and also what would best motivate them to recycle and what they wanted to better understand about recycling.

Planning

In 2017, Waste Management conducted a pilot tailored to Latino residents in single-family homes in Snohomish County to test different recycling education outreach methods among Spanish-speaking single-family residents. The team approached the pilot through a behavior change perspective, with the goal of identifying which advertising and outreach methods are most effective at shifting **participants' behavior.**

Waste Management developed tailored content and culturally-competent messaging to test how four strategies impact recycling behavior change: advertising, an opt-in text club, direct mail recycling guide/tote bag, and door-to-door outreach. A pre- and post-outreach survey measured which of the tactics had the greatest positive impact on recycling behavior. The pilot program reached all 2,308 Spanish-speaking Waste Management customer households in Snohomish County, and 12 percent of these residents engaged with Waste Management over the course of the pilot.



The pilot determined the following key findings, which were used to inform the development of the Spanish language creative campaign:

- Leverage the most effective advertising methods:
 - TV advertising had the highest recall rate of the advertising methods (48%), followed by desktop (29%) and then mobile (20%)
 - The Spanish language creative campaign would leverage TV advertising foremost and then be supplemented by a digital campaign that would primarily focus on desktop advertising
- Utilize one of the most effective outreach methods:
 - The Latino Outreach Pilot determined that its text message club (67%) and direct mail tools (64%) had the highest recall rates, followed by door-to-door outreach (25%)
 - Because a text message club would be resource prohibitive, the team opted for a direct mail campaign as its primary outreach method for the Spanish language creative campaign.
- Tap into the most effective behavior change motivator:
 - The most common motivator for recycling behavior identified in the pilot was “preserving the planet for future generations” - the concept and theme of the Spanish language creative campaign would tap directly into this motivator.
- Provide best practices guidance to answer **customer’s desires to learn more:**
 - The pilot uncovered that there were certain recycling topics residents wanted to learn more about, including what materials cannot be recycled and the proper way to clean recyclables before placing them in the recycling bin. The campaign would provide that additional guidance through direct mail and revision of the Spanish language website.

Concept Development

By tapping into the motivations that cause Spanish speakers to recycle, the team was able to determine a culturally relevant campaign concept and theme that would authentically resonate with the target audience. In this case, the motivation was being able to preserve the planet for future generations, being able to reuse materials and being able to reduce waste.

Through this campaign, Waste Management partnered with local poets, writers, artists and musicians to create odes that honor paper, plastic, the can and recycling as a whole. The campaign theme focused on **“Pones tu granito de arena,”** a Spanish-language saying that highlights the importance of every single action, which altogether lead to a large and positive contribution to the community. Every action, every grain of sand, makes the beautiful beach, the beautiful planet we leave behind for generations to come. By placing all paper, plastic and cans in the recycling bin, we are placing our grain of sand - a message to our beloved future generations.

Community Artist Recruitment

Another key element that made this Spanish language creative campaign so unique is the bold way in which Waste Management centered the local community artists in its development. The Waste Management team partnered with Seattle Escribe, the largest Hispanic writers group in the Northwest, to launch a contest for writers to submit odes entries that would serve as the foundation of the campaign.



From more than 100 entries total, a winner was picked for each of the four odes categories: *Oda al papel/Ode to paper*; *Oda al plástico/Ode to plastic*, *Oda a la lata/Ode to the can*, and a combined *Oda al reciclaje/Ode to recycling*. Their Spanish and English translations follow:

<i>Spanish Translation</i>	<i>English Translation</i>
<p><i>Oda al papel</i> Papel que sacrificas tu blanca pureza. Eres poema. Eres dibujo de nietas. Avión y barquito. Máscara de princesas. Papel, me duele reciclarte. ¡Eres infancia de mis nenas! Pero sé que igual han de gozarte otras manitas ajenas. - María de Lourdes Victoria</p>	<p><i>Ode to paper</i> Dear paper who sacrifices your own white purity. You are a poem. You are a granddaughters' drawing. Plane and small boat. Princesses' mask. Paper, it hurts me to recycle you. You are my children's childhood! But I know that other little hands must enjoy you as well. - María de Lourdes Victoria</p>
<p><i>Oda al plástico</i> Tu dúctil cuerpo no merece el basurero. Tu suave tacto no merece el olvido. Ven, limpio te guardo junto a otros reciclados. Tú cumpliste, y yo también habré cumplido. - Rita Wirkala</p>	<p><i>Ode to plastic</i> Your malleable body does not deserve the trash can. Your gentle touch does not deserve oblivion. Come, clean I will keep you with other recyclables. You fulfilled your end of the bargain, and I must fulfill mine. - Rita Wirkala</p>
<p><i>Oda a la lata</i> Lata que ya has quedado vacía, Después de satisfacer con comida o bebida, Un enjuague te hará quedar limpia, para llegar al bote de aquel que con conciencia recicla. - Evelin García</p>	<p><i>Ode to the can</i> Can that has now become empty, After satisfying us with food or drink, A simple rinse will make you clean, to arrive in the bin of those who recycle with conscience. - Evelin García</p>
<p><i>Oda al reciclaje</i> tu eres el granito de arena, tu envías un mensaje de amor a generaciones futuras en latas y botellas de plástico limpias, tu escribes un pacto de preservación en papel seco, tu empacas siglos de respeto al planeta dentro de cada bote de reciclaje, tu eres compromiso - Elena Camarillo</p>	<p><i>Ode to recycling</i> you little grain of sand you send a love message to future generations in cans and clean plastic bottles, you write a pact of preservation on dry paper, you pack centuries of respect to the planet within each recycling bin, you are commitment - Elena Camarillo</p>

Celebrating Distinct Cultural Identities within the Latino Community

Once the winning odes were selected, Waste Management partnered with local design company Caracas Stencil Design and musicians Jorge Vazquez Fourlong and Mariachi Fiesta Mexicana to bring the odes to life through art and music. The team worked to reflect distinct artistic and musical styles representative of the local Spanish speaking community's diverse counties of origin - Mexico, Spain and the Caribbean.

Phase 2: Campaign Implementation

Spanish Language Advertising Campaign

A comprehensive eight-week campaign launched across popular Spanish media broadcast outlets Univision Seattle, La Gran D and La Estación de la Familia radio stations.



Photos from Univision Seattle in-studio interview with Oda a la Lata author Evelin García



Digital Advertising Campaign

For the paid digital campaign, Waste Management developed a digital advertising campaign implemented across Google/YouTube, Facebook, Pandora and KING 5.

The digital campaign overall delivered:

- 3.15 million target audience impressions
- More than 236,000 video views
- More than 5,400 website click-throughs



Oda al Reciclaje (Ode to Recyclables) YouTube digital ad and video

Direct Mail Campaign

Because the Spanish broadcast and digital campaigns featured short :30 or :15 video and ads or small digital ads with little room for copy, the team developed a 12-page printed recycling booklet to accompany the campaign. It was mailed to 2,275 Spanish-speaking households. The booklets featured artist acknowledgements, the written odes, beautiful product illustrations and the deeper recycling guidance on how to properly recycle paper, plastics, metal and glass, as requested from customers during the Latino Outreach Pilot.



Oda al plástico

Tu dúctil cuerpo
no merece el basurero.

Tu suave tacto
no merece el olvido.

Ven, limpio te guardo
junto a otros reciclados.

Tú cumpliste, y yo
también habré cumplido.

- Rita Wirkala



PLÁSTICO

Recicla todos vasos, botellas, contenedores, jarras, frascos, y tazas de plástico.
Todos sin las tapas, vacíos y limpios.



Plastic guidance spread from direct mail booklet

Revised Spanish Language Website

Waste Management updated its Spanish language website www.wmnorthwest.com/espanol to improve user experience, feature the new education campaign including through the video links below, and provide additional recycling best practices guidance as requested during the Latino Outreach Pilot. The team leveraged user testing to hear valuable feedback on the website organization, including feedback on how to make it easier for Spanish speakers to pay their bill through the site.

Website links to each of the four odes videos:

- [Oda al papel/Ode to Paper video](#)
- [Oda al plástico/Ode to Plastic video](#)
- [Oda a la lata/Ode to the Can video](#)
- [Oda al reciclaje/Ode to Recycling video](#)



Community Feedback

Waste Management's culturally competent approach and inclusion of local Latino groups helped this campaign resonate with the Spanish speaking audience in Snohomish County. Some of our community feedback included:

- Paula Lamas, anchor for KUNS-TV Univision Seattle: **“This is one of the best Spanish language campaigns I have ever seen - and it speaks directly to our community.”**
- President of Seattle Escribe: **“We are proud to have partnered with Waste Management on this, a campaign made FOR the Latino community and created BY the Latino community.”**
- Maria de Lourdes Victoria, author of *Oda al papel/Ode to paper*: **“What was really exciting was that an agency would think about reaching out to the Latino community with Latinos. When you do that the right way, you’re going to have the cultural sensitivity about the language but you also have the cultural understanding to create something meaningful. It’s the first time I’ve seen an agency, thanks to the marketing department they have, be serious about saying, ‘Let’s do this and let’s do this right.’”**

