Lifting the Veil: Using Marketing to Reduce Problems
“No one understands us.”

- Circle Three Client
Our Goals

- Reduce problems
- Avoid cost
- Educate customers
- Become the only relevant source for information
Why do we have these challenges?
Industry Terms:
We all have them.

Our Coded Language

- Single-Stream
- Bin
- Biogas
- RIC
- MRF
- Mixed-Recyclables
- Baler
- CNG
- NatGas
- Organics
- NaturalGas
- Closed-Loop
- Tipping-Fee
- Compliance
- Container
- Compost
- Tote
- Cart
- Single
- MSW
Avoiding Complexity

If we don’t say anything, we won’t confuse them...
that's under the lid of every single bottle.
Lynne Welsh: Single stream recycling never made sense to me and now I know why.

Mitchell Moody: Idk why it won't let me share a pic, but right on Poland Spring’s water bottles it says empty and then REPLACE THE CAP!!

Joe Hagen: I’m puzzled. Our local recycler tells us to leave the caps on the plastic bottles???

That's under the lid of every single bottle.
If you’re not talking about it, someone else is.

Do you trust them to speak for you?
Communication Done Right is...

Early
Cold, flu, or COVID-19: being sick generates a lot of waste! 😷 Use this handy guide to know what's recyclable and what's not. Share with your friends and stay safe!

**Stay healthy.**

<table>
<thead>
<tr>
<th>THROW AWAY</th>
<th>RECYCLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used tissues</td>
<td>#1 &amp; #2 plastic drink bottles</td>
</tr>
<tr>
<td>Gloves</td>
<td>Tissue boxes</td>
</tr>
<tr>
<td>Masks</td>
<td>#1 &amp; #2 disinfectant wipe bottles</td>
</tr>
<tr>
<td>Disinfectant wipes</td>
<td>Cardboard medicine boxes</td>
</tr>
<tr>
<td>Medicine bottles</td>
<td>#1 &amp; #2 hand sanitizer bottles</td>
</tr>
<tr>
<td>Disposable measuring cups</td>
<td>Soup cans</td>
</tr>
<tr>
<td>Pill blister packs</td>
<td>Soda cans</td>
</tr>
<tr>
<td>Soup or broth cartons</td>
<td>#1 &amp; #2 juice bottles</td>
</tr>
</tbody>
</table>
Communication Done Right is...

Early

Often
Homewood Disposal and COVID-19 — There is no higher priority to our entire Homewood Disposal family than the safety of our employees, customers and communities we serve. During this challenging time, we are closely monitoring the guidance of the World Health Organization, The Centers for Disease Control, government agencies, The National Waste and Recycling Association, and other channels to stay on top of this evolving situation.

At this time, we do not anticipate any changes to the collection of your household or business waste. We ask that customers continue to securely bag all garbage and gently rinse out recyclable containers. As always, recyclables should not be placed in bags. All material should be placed at the curb by 6am on your normal pick up day.

We will continue to monitor this situation and will update as needed, however, we do not expect to make any changes to your waste services.

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Homewood Disposal
April 7

Please help keep our coworkers safe. COVID-19 related items belong in the trash. COVID-19 related items are mistakenly being placed into recycling carts instead of the trash. Personal protective equipment (PPE) like gloves, masks, and glasses are not recyclable. Cleaning supplies like disposable wipes, paper towels and tissues also belong in the trash.

Stay Safe

Please remember that plastic gloves, masks, and medical tubing cannot be put in the recycling bin at home.

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Homewood Disposal was sharing a COVID-19 Update.
April 7

Please Don't Recycle if Your Household has COVID-19 Symptoms

In an effort to reduce potential exposure to personnel, if you or someone in your household has tested positive for COVID-19, or is exhibiting symptoms related to COVID-19, please bag your recyclables and place them in your trash/refuse cart. Please continue this practice until symptoms subside. If there are no signs of COVID-19 in your household, please continue to place your loose recyclables in your recycle cart.
Communication Done Right is...

- Early
- Often
- Relevant
Does It Make Sense To Keep Recycling?

Recycling Issues & What You Can Do

Borden Waste-Away

28K Views - about a year ago

Have you been seeing a lot of reports on recycling - with some cities even halting their recycling programs? Here's the background on why this is, what really happens with your recyclable materials, and what you can do to help.

Over 28,000 views.
Communication Done Right is...

Early
Often
Relevant
Relatable
Fall Reminder: Arwood Waste Celebrates the Holidays with You!

Holiday Waste Pickup Schedule

Arwood Waste wants to celebrate all the holidays with you. We also want to ensure our team gets to enjoy these holidays with their family and friends. We created a Holiday Pickup schedule so you know what to expect and can plan ahead for any changes in your waste collection services.

We want our residential customers to know we haven’t forgotten about you, we are just spending time with our families too. Businesses receiving collection services are handled separately from residential garbage and may have different schedules and procedures. If you have any questions, feel free to give us a call.
What are your challenges?

Identify the drains on time & money.
What platforms do you have available?

Start talking more.
It’s all about me.

How do these problems affect the consumer?

*Spoiler Alert: No one cares about you, the service provider.*
You’ll never be too early.

...or too often.
Remember

- Identify your problems.
- Communicate early & often.
- Make it relevant.
- Repeat. Repeat. Repeat!
Want to talk more?

jessica@circlethreebranding.com

301-697-3438
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