

# ecosphere

CREATIVE TECHNOLOGY BRIEF





# AGENDA

- INTRODUCTIONS
- BUSINESS PROBLEM
- CONSUMER INSIGHTS
- TRUTH & TENSION
- MAIN IDEA
- CAMPAIGN
- QUESTIONS & COMMENTS

# CREATIVE TEAM

LILI WILSON - CREATIVE DIRECTOR

MADYSEN GALIHER - ART DIRECTOR

SENO CHANTHALANGSY - CREATIVE  
PRODUCER

# STRATEGIST

SALLY ADAMS - STRATEGIC PLANNER

# ACCOUNTING

LILLY BRAMA - ACCOUNT MANAGER



# BUSINESS PROBLEM TRIAL



# BUSINESS PROBLEM

Low recycling rates at the University of Minnesota among students.  
Confusion around proper waste disposal methods.

Resulting in increased waste contamination and missed sustainability goals.

Need for a simple, engaging solution to encourage recycling participation.



# CHARLIE HENDERSON





**COMPETITIVE**  
**CLIMATE-CURIOUS**  
**HESITANT NON-RECYCLER**

# TRUTH

THE RECYCLING SYSTEM AT THE UNIVERSITY OF MINNESOTA IS  
**CONFUSING.**

# TENSION

"I WANT TO DO THE RIGHT THING BUT DON'T  
KNOW HOW AND DON'T WANT TO LOOK  
STUPID"





**EVERYONE WINS WHEN  
RECYCLING RIGHT**



# ECOSPHERE: RETHINK RECYCLING



# SCAN AND SNAP SYSTEM

- SCAN ITEM(S) BEFORE DISPOSAL
- ICON APPEARS TO MATCH APPROPRIATE DISPOSAL BIN
- TO PREVENT FOUL PLAY, SCANNED ITEMS ARE STORED IN HISTORY



# MODERN TRASH BINS



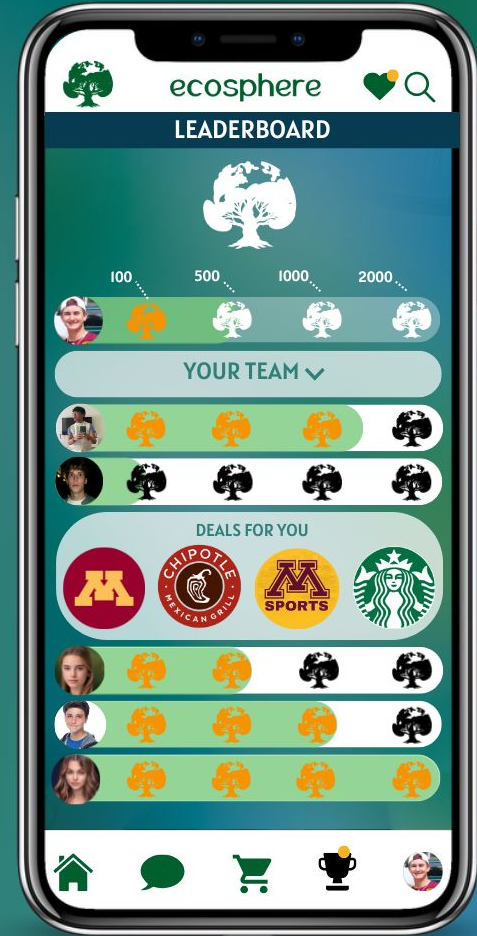
# ECO-REWARDS

EARN POINTS: SCAN ITEMS TO COLLECT POINTS  
FOR EVERY RECYCLABLE

CLAIM REWARDS: USE POINTS FOR EXCLUSIVE  
PERKS

COMPETE WITH TEAMS: FORM TEAMS OF UP TO 8  
MEMBERS TO CHALLENGE OTHERS

GRAND PRIZE: THE TEAM WITH THE HIGHEST  
TOTAL WINS A GRAND PRIZE



# TOP TEN TEAMS

POWERED BY ECOSPHERE



## PRIZE:

\$100 SALLY'S SALOON  
GIFT CARD

1



2



3



4



5



6





**TOP TEN TEAMS**  
POWERED BY ECOSPHERE 

**PRIZE:** \$100 SALLY'S SALOON GIFT CARD

Rank	Team Color	50	100	200	500	750	1000
1	Blue						
2	Red						
3	Yellow						
4	Orange						
5	Green						
6	Dark Blue						





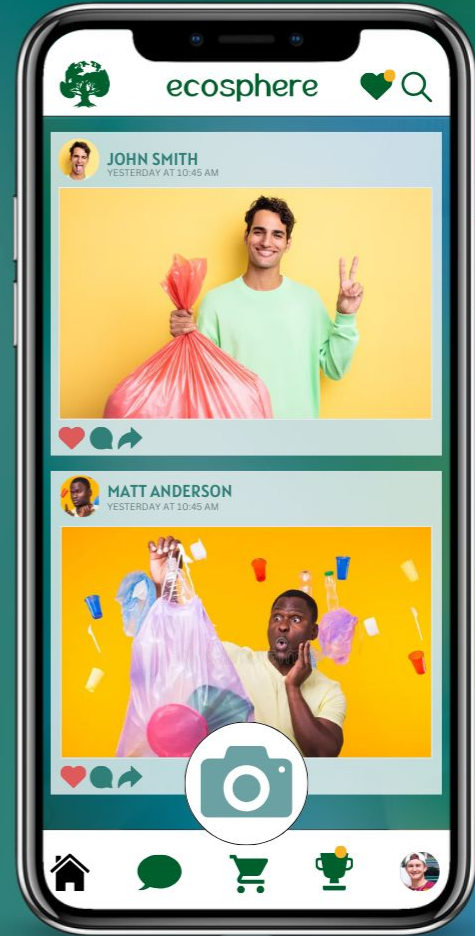
# ECO-SHARING

POST MILESTONES: SHARE YOUR RECYCLING ACHIEVEMENTS

INSPIRE OTHERS: MOTIVATE TEAMMATES AND FRIENDS

EARN BONUS POINTS: SHARING BOOSTS YOUR SCORE

TRACK PROGRESS: CELEBRATE TEAM ACHIEVEMENTS



# QUESTIONS & COMMENTS?

