

Boston Recycling Communications Campaign

City of Boston, MA



The Collaborative created and led an integrated communication campaign to launch the City of Boston's Recycling Program. Campaign tactics grew out of the firm's marketing plan that identified target audiences. Based on this information, staff designed and executed a two-year campaign to raise awareness and encourage the public to recycle. Plan elements included logo and collateral design, messaging, direct mail campaign, paid advertising, radio spots, special events, A-frame signs in neighborhood shopping centers, in-school "Conservation Clown" program, and MBTA bus and subway ads. Within the first year, the participation rate rose to 15% and has continued to rise to 25%.

As noted by Joe Casazza, Former Boston Department of Public Works Director, *"Your work made a big difference in getting residents of Boston to recycle. Thank you."*

