LITTERING CAMPAIGN

BY ALICIA PAGET

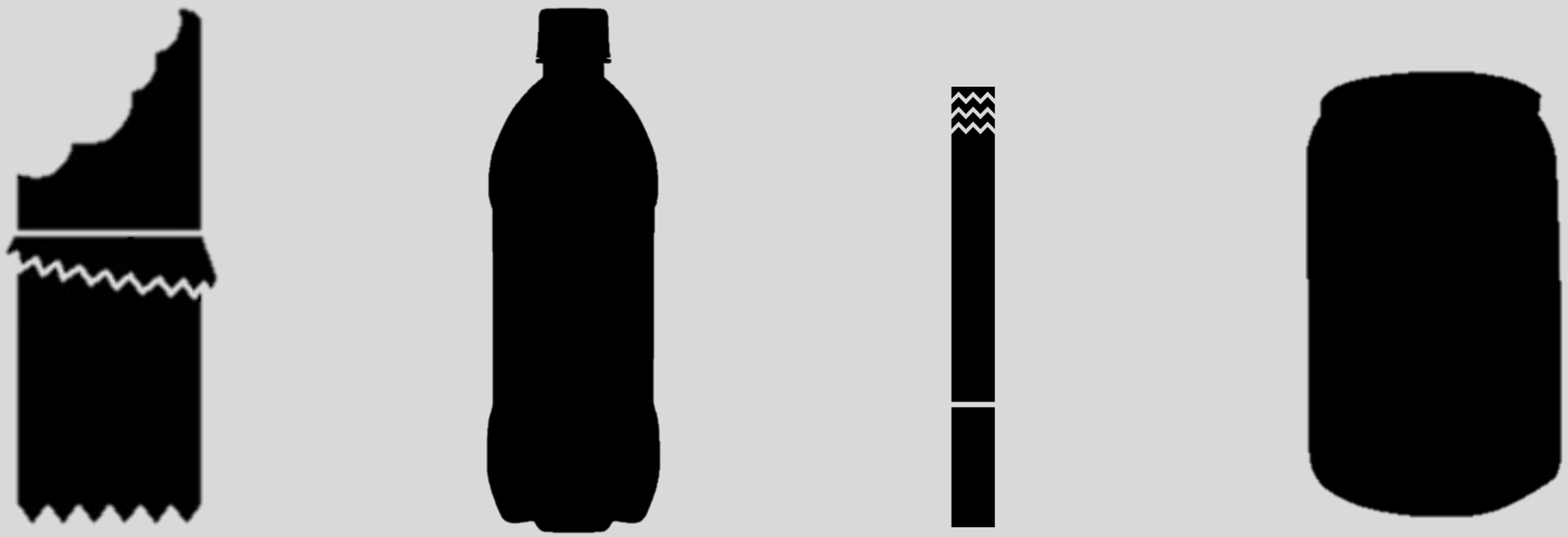


THE COLLECTING AND DISPOSING OF LITTER DISCARDED ON WELSH ROADS IS

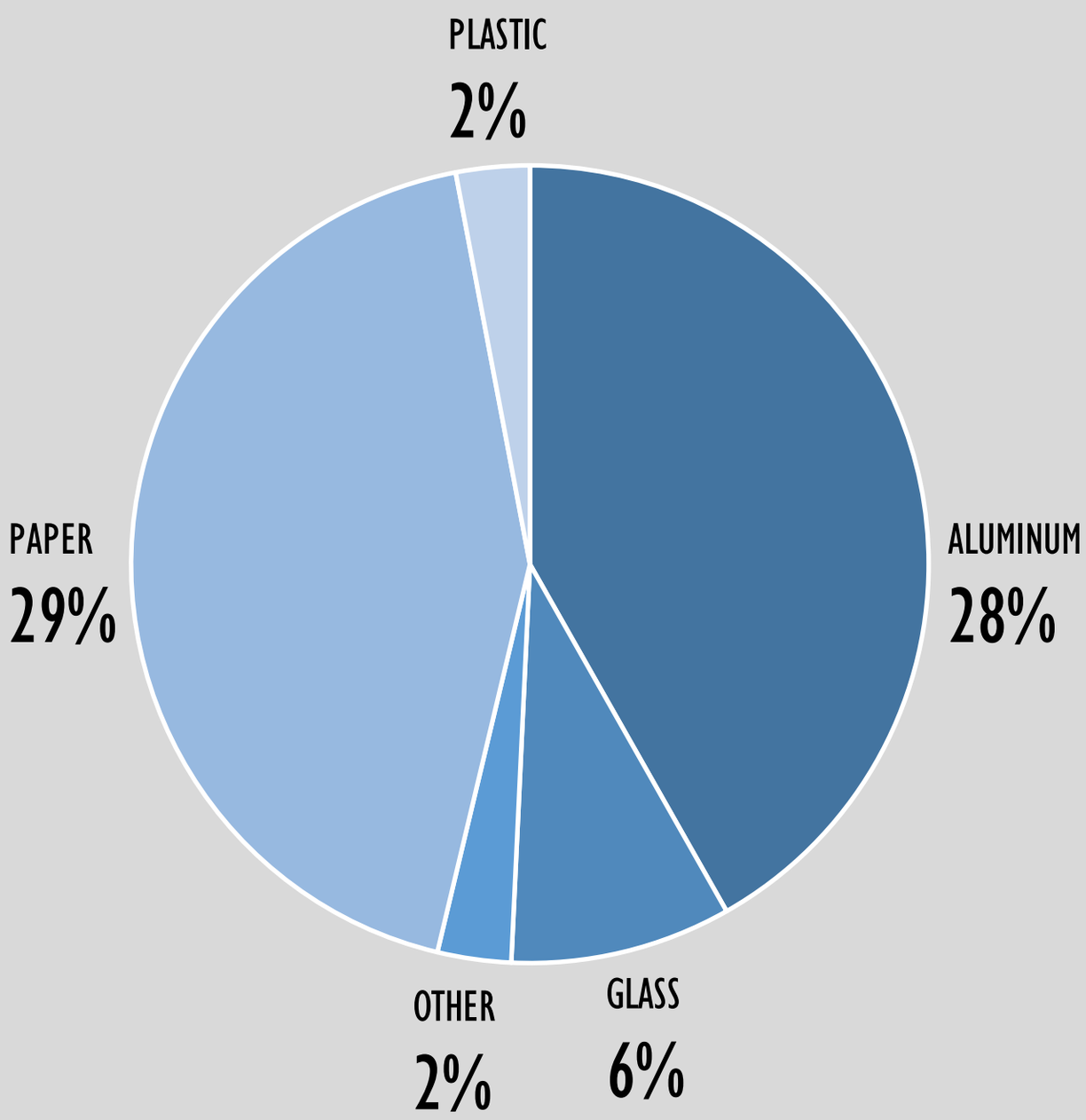
COSTING £3.5M

YEARLY.

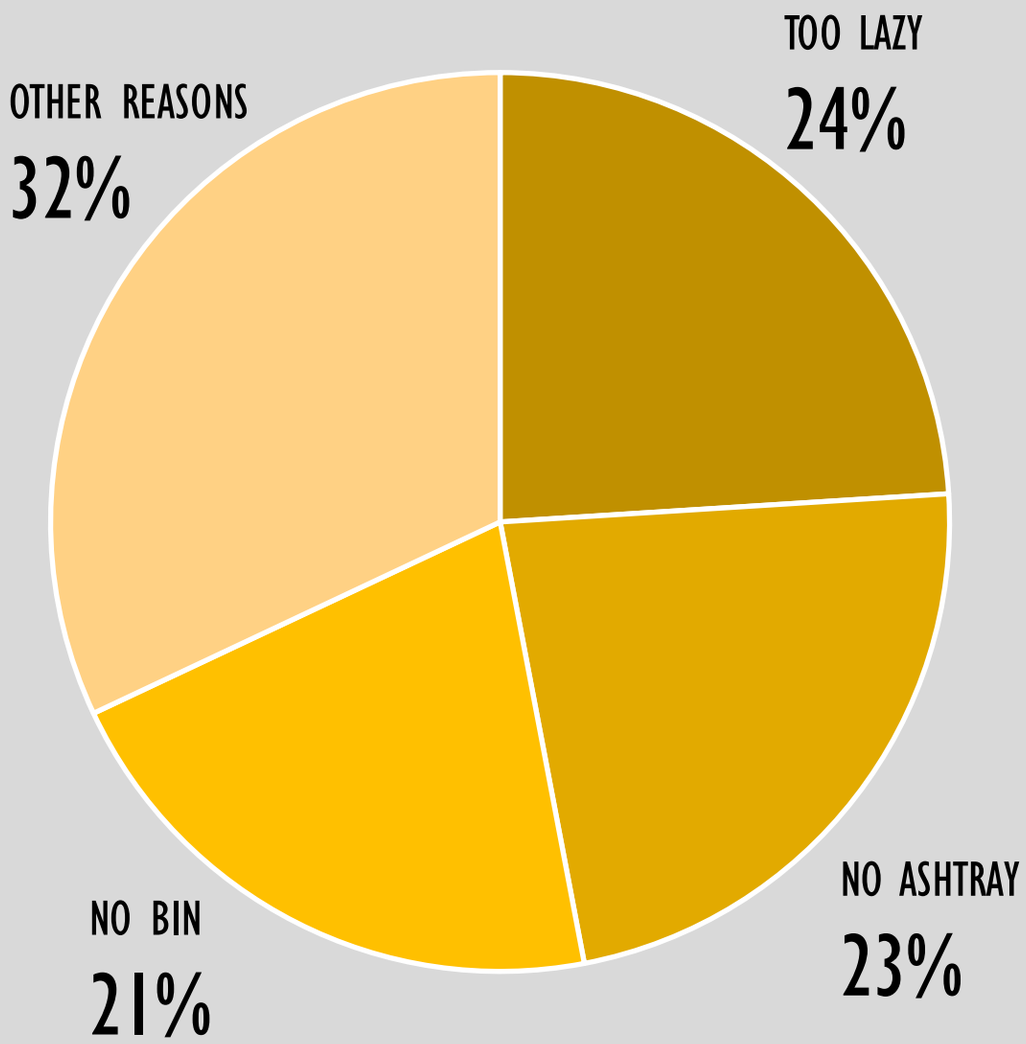
LITTERING IMPLIES CARELESS AND IMPROPER DISPOSAL OF TRASH. IT CAN BE ANY RUBBISH CARELESSLY THROWN AWAY SUCH AS CANDY WRAPPERS, PLASTIC WRAPPERS, PLASTIC BOTTLES, CHEWED GUM, CIGARETTE BUTT ETC.



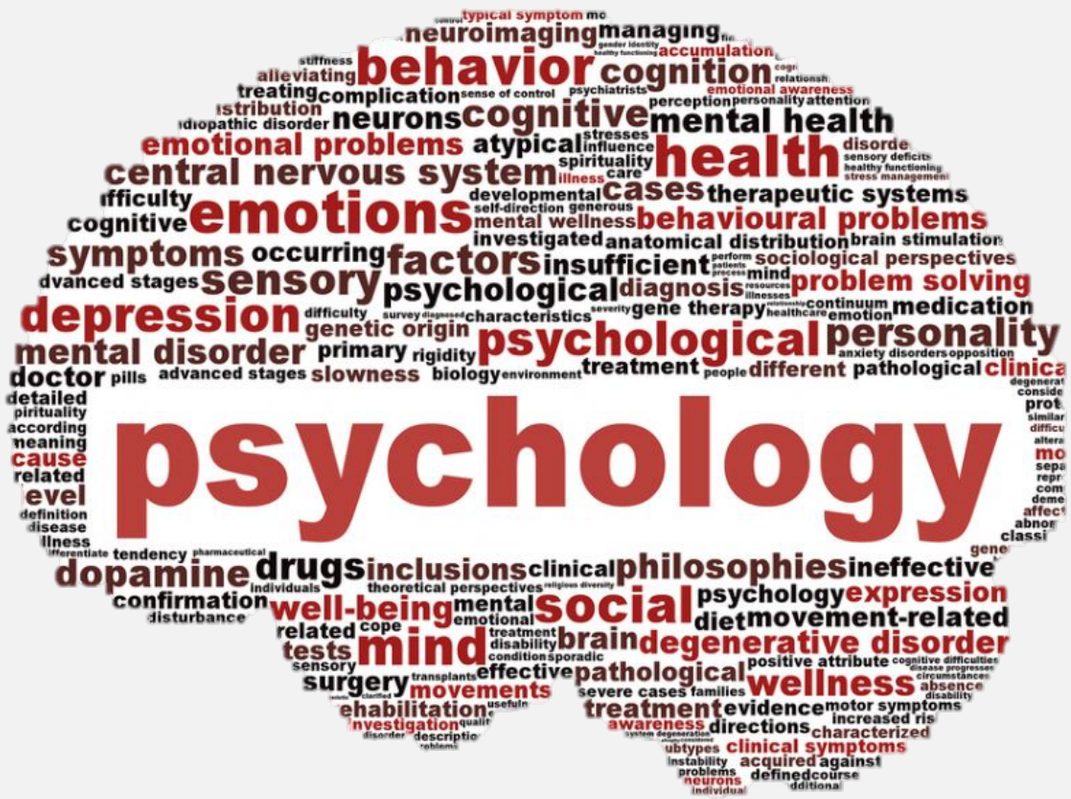
WASTE FROM FAST FOOD



REASONS FOR LITTERING



PSYCHOLOGY OF LITTERING



Why do people litter?

- Littering can also be referred to as a **thoughtless action.**

- It is done by individuals who are more of **self-centered** and doing only what is **convenient** for them without regard for the people around him or the environment.

- Some people litter because they feel **disenfranchised from society**, that they feel **powerless.**

- Some people litter because they've come to believe that whatever they do, others will pick up after them. They have **no sense of responsibility.**

SUCCESSFUL LITTERING CAMPAIGNS









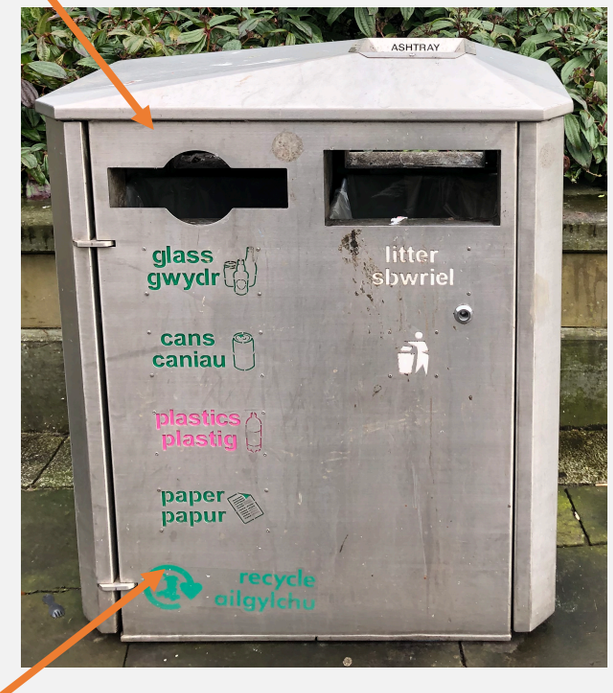




DIRTY

OLD

UNINTERESTING







BORING

DULL COLOUR SCHEME











JACK



WHO IS JACK?

- JUST BEGAN COMPREHENSIVE SCHOOL
- 13 YEARS OLD BOY
- POPULAR
- HAS LOTS OF FRIENDS
- LIKES ATTENTION, BUT LACKS IT
- NAUGHTY IN SCHOOL
- HAS FOUR BROTHERS AND SISTERS
- LOW FAMILY INCOME
- TRIES TO GAIN ATTENTION OUT WITH HIS FRIENDS BY LITTERING.
- GETS £5 POCKET MONEY FOR LUNCH
- MCDONALDS LOVER

WHAT IS JACK DOING?

- LITTERING HIS FAST FOOD PACKAGING

WHERE IS JACK LITTERING?

- CASTLE GARDENS IN SWANSEA
- OUTSIDE MCDONALDS

WHY IS JACK LITTERING?

- SHOWING OFF TO FRIENDS
- GAIN ATTENTION
- GIVE OFF THE CARELESS ACT

WHEN IS JACK LITTERING?

- LUNCH TIME/AFTER SCHOOL

HOW IS JACK LITTERING?

- THROWING HIS LITTER AROUND

HATS THEORY

- HELP IMPROVE ENVIRONMENTAL ISSUES.
- CHANGE PEOPLE'S PERCEPTION OF LITTERING.
- APPLY A REWARD SYSTEM.
- CHANGE PEOPLES PERCEPTION ON RECYCLING AND LITTERING.

- ENGAGE WITH RECYCLING.
- MAKE RECYCLING A FUN ACTIVITY.
- MAKE YOUNG PEOPLE SEE RECYCLING AS A FUN ACTIVITY.

- CHANGE PEOPLE'S BEHAVIOR PATTERNS.
- CREATE A FUN GAME.
- BRING OUT COMPETITIVE SPIRIT.
- REALIZE THE DIFFERENCE AND HOW RECYCLING MAKES A POSTIVE IMPACT IN THE WORLD.

- DISINTEREST WITH THE IDEA.
- MISS THE SHOT.
- NOT BOTHER TO PICK IT UP AND TRY AGAIN.
- WEIGHT RATIO OF DIFFERENT TRASH IT MIGHT BE DIFFICULT TO THROW.
- AREA BECOMING VERY MESSY.
- BE DANGEROUS AND HIT SOMEONE.

- A WASTE OF TIME.
- SHOULD BE FOCUSING ON CHANGING EMPLOYER'S MINDS.
- PEOPLE COULD BE BULLIED FOR MISSING THE SHOT AS IT BRINGS OUT COMPETITIVE SPIRIT.

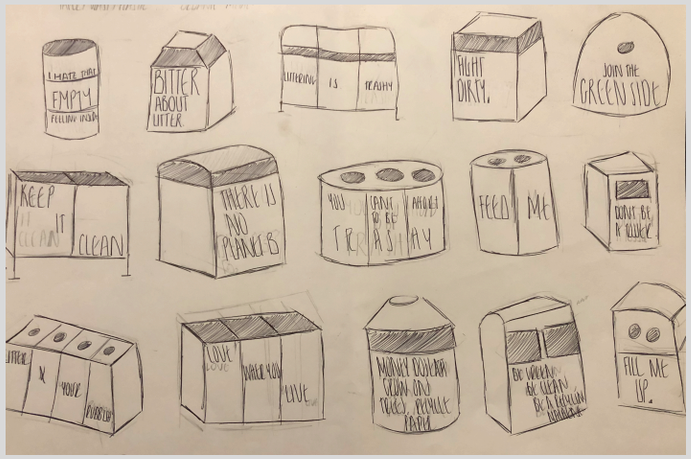
- COULD WE MIX RECYCLING?
- WHAT WILL THE CAPACITY BE?
- HOW OFTEN WILL IT BE EMPTIED?
- WHAT ARE THE HOTSPOTS FOR LITTERING?

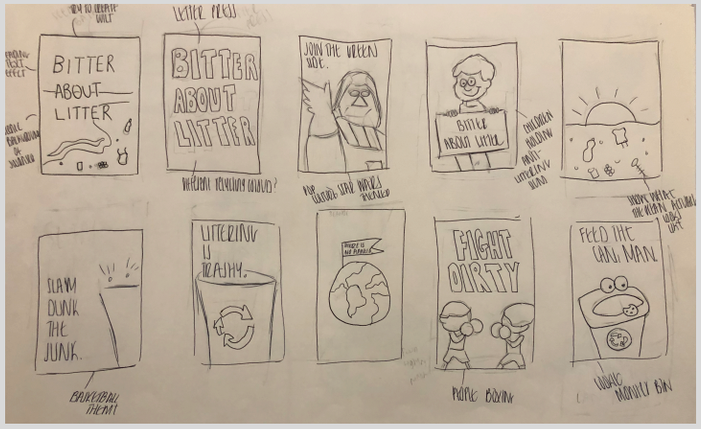
Bin Slogans

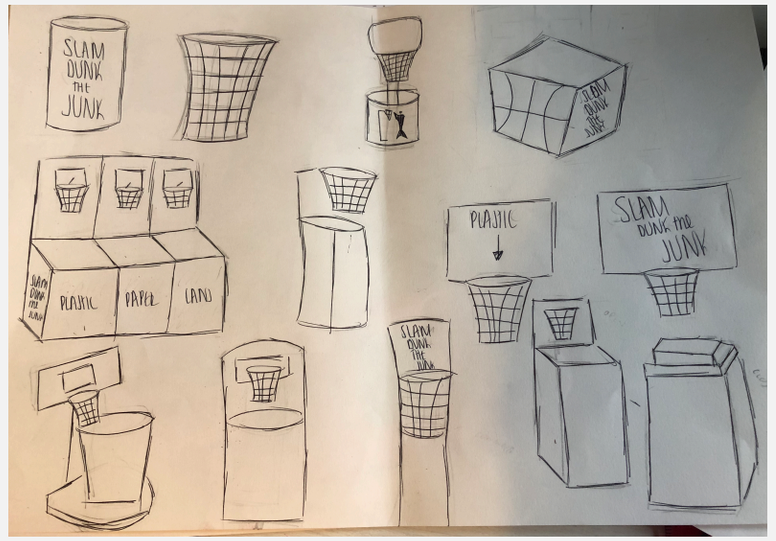
- Feed me
- Slam dunk the junk
- Every litter bit hurts
- Go green to breathe clean
- Love where you live
- Fill me up
- If you litter your future will be bitter
- Bitter about litter
- Don't be a tosser
- Fight Dirty
- Put your waste in the right place
- Littering is trashy
- Be clean, be green, be a recycling machine
- You cant afford to be trashy
- Join the green side
- Money does grow on trees, recycle paper
- There is no planet B.
- Feed the can, man.
- Keep it clean
- Be part of the solution, not the pollution.

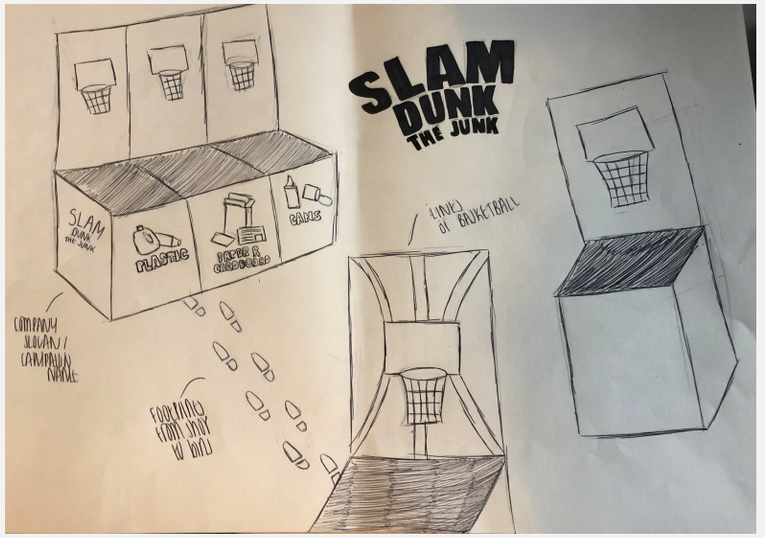
CONCEPT IDEAS

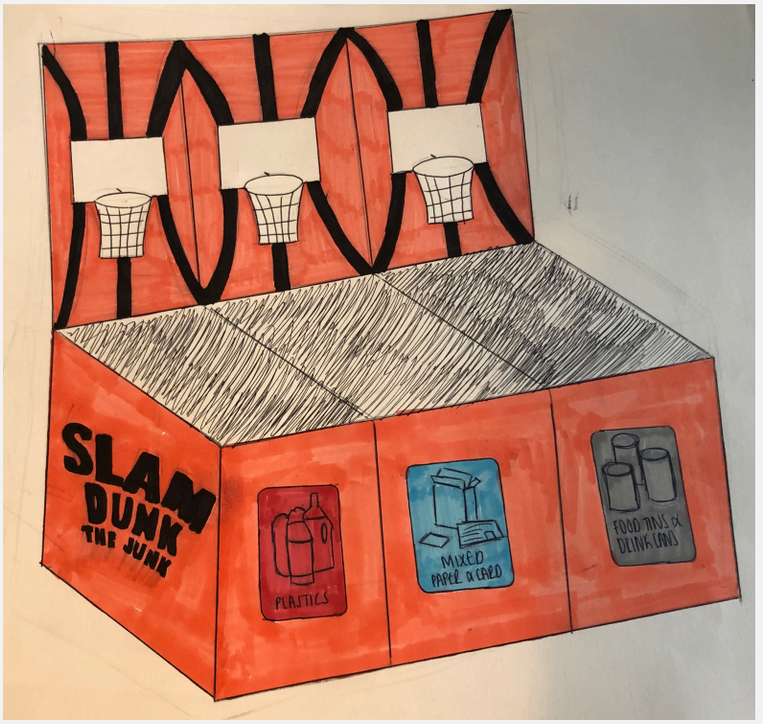












MASLOW'S HIERARCHY OF NEEDS

SAFETY NEEDS

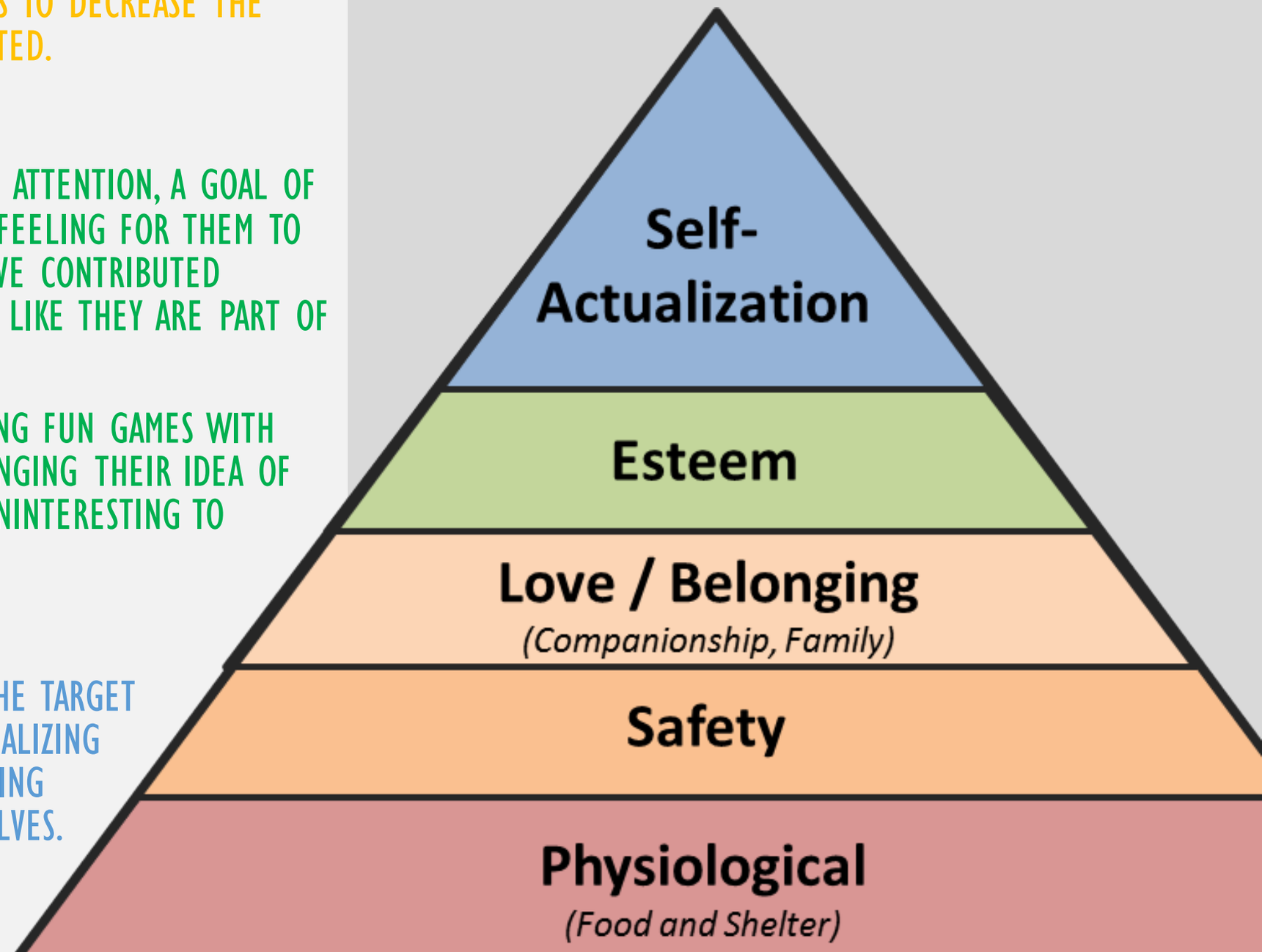
- ENVIRONMENTAL ISSUES BEING CREATED FROM LITTERING.
- MY MAIN CAMPAIGN OBJECTIVE IS TO DECREASE THE AMOUNT OF LITTER BEING CREATED.

ESTEEM NEEDS

- SINCE MY TARGET MARKET LACKS ATTENTION, A GOAL OF THE CAMPAIGN IS TO CREATE A FEELING FOR THEM TO MAKE THEM FEEL LIKE THEY HAVE CONTRIBUTED TOWARDS SOMETHING AND FEEL LIKE THEY ARE PART OF A COMMUNITY.
- THUS ACHIEVED THROUGH PLAYING FUN GAMES WITH THEIR FRIENDS, ULTIMATELY CHANGING THEIR IDEA OF LITTERING FROM SOMETHING UNINTERESTING TO SOMETHING FUN.

SELF ACTUALIZATION

- THE CAMPAIGN IS TO CHANGE THE TARGET MARKET BEHAVIOR AND THUS REALIZING THEIR TRUE POTENTIAL IN HELPING THE ENVIRONMENT AND THEMSELVES.



RECYCLING LOGO ON SIDES

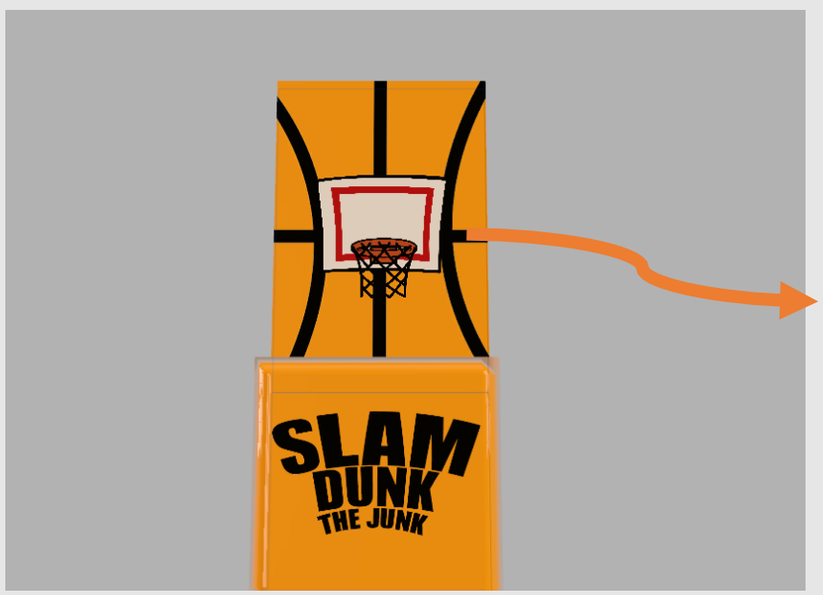




BASKETBALL DESIGN FOR THE BACKGROUND

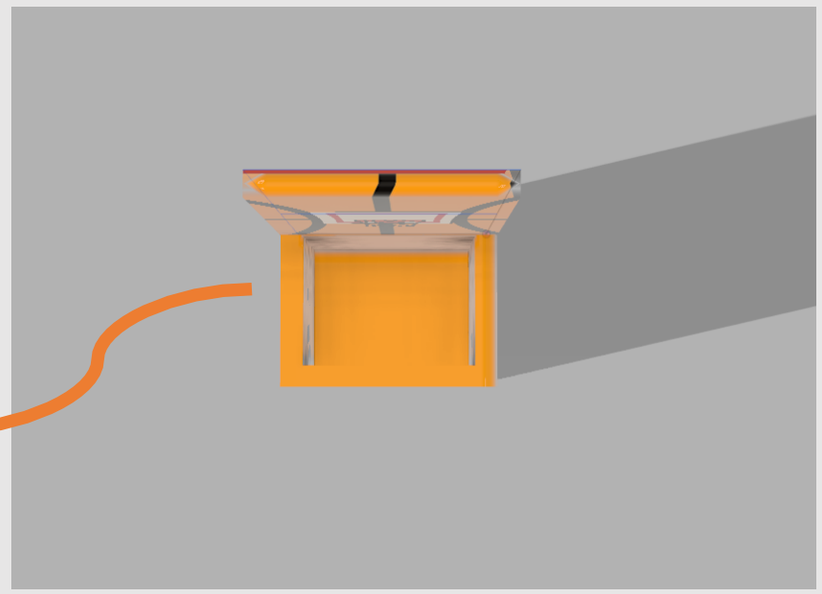
'SLAM DUNK THE JUNK' SLOGAL





BASKETBALL HOOP

HOLE FOR RUBBISH





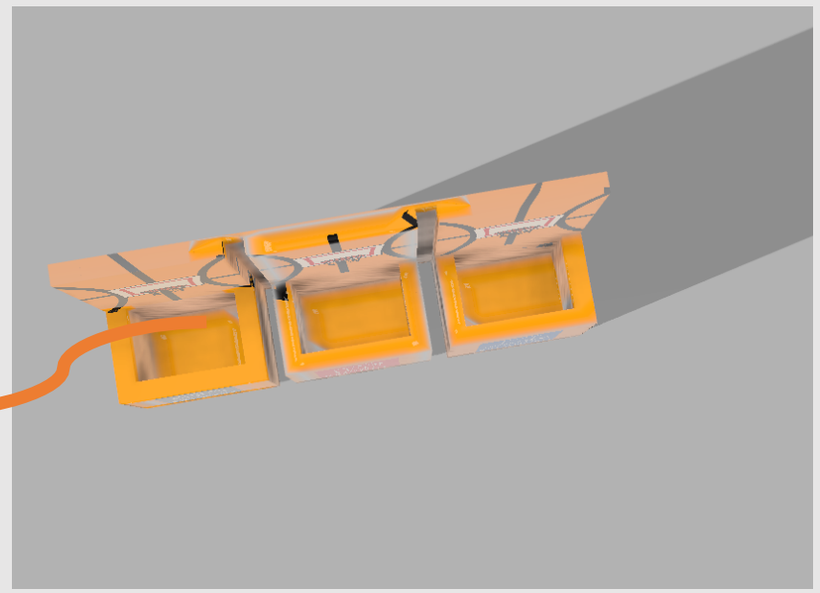
COLOUR SCHEME OF A BASKETBALL

- FOOD TINS & OTHER DRINKING CANS
- PLASTIC
- MIXED PAPER & CARD





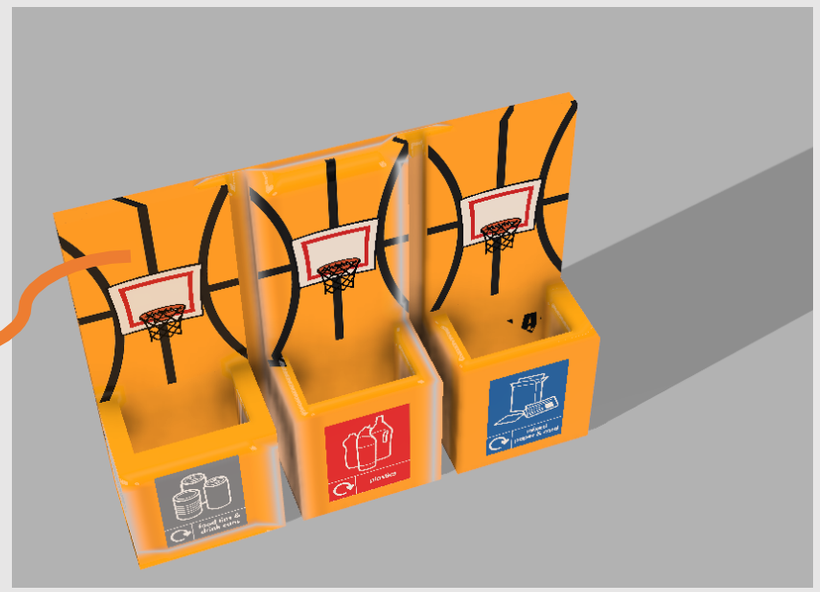
- RECYCLING LOGOS ON THE FRONT



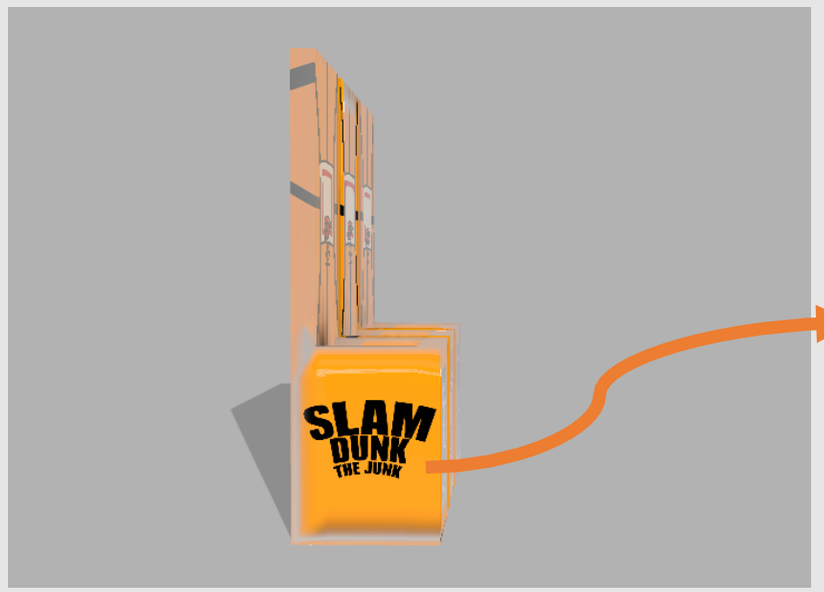
- HOLE FOR RUBBISH



- BASKETBALL HOOP



- BASKETBALL BACKGROUND AND COLOUR SCHEME



- ‘SLAM DUNK THE JUNK’ SLOGAN

REAL LIFE PLACEMENT OF PRODUCT



- THIS IS THE SLAM DUNK THE JUNK BINS IN CASTLE GARDENS.
- THERE WOULD BE FOOTPRINTS LEADING TO THE BINS FROM THE FAST FOOD RESTURANTS.

- POSSIBLE HOTSPOTS FOR SLAM DUNK THE JUNK RECYCLING BINS.
- HOTSPOTS WOULD BE NEAR CHAINS OF FAST FOOD RESTURANTS.
- POSSIBILITY FOR THEM TO BE IN POPULAR PLACES TO GAIN POPULARITY.

