

Market and Message Statement

Strategic Planning

An ordinance passed in Chico last week that will regulate single-use plastic bags in retail stores around town. Customers will have the choice of providing their own bag or purchasing a paper bag for 10 cents. It is important that people choose the first choice. Studies have shown that paper bags have a larger environmental impact than plastic.

This infographic will be used to educate residents of Chico and other Butte County residents about the environmental hazard that plastic bags impose and what they can do about it. The awareness key message in this campaign is to get people to support the plastic bag ban. Although the decision is mostly in the hands of city council members, public support is a key aspect as well. The key message for changing behavior is customers should bring their own reusable bag with them when shopping so that they don't have to resort to using paper bags.

Sierra Club is one of the largest grassroots organizations in the U.S. that attempts to raise awareness, encourage public advocacy, affect political campaigns, and gain membership. Although its primary issues are focused at a national and sometimes international level, the organization also has local chapters all over the country. The local chapter to the Butte County region is called Redwood and covers the Northwest region of California. This chapter would most likely be the specific group spending energy on this campaign.

The target audience for this infographic is anyone that lives in Chico and surrounding Butte County. It is aimed particularly at customers of retail stores that will be affected by the ordinance (not yet determined). Environmental awareness campaigns are often aimed at young adults and teenagers because they are still maturing and their beliefs are still moldable. The largest age group in Chico is 20-24 year-olds, followed by 25-29 year-olds. The campaign would focus on this group, however could really appeal to any age group. Because there are a lot of Spanish and Hmong-speaking people in the area, this ad could possibly be translated later to appeal to these groups.

Sierra Club will run this ad locally, particularly focusing on groups affected by the Chico plastic bag ordinance. For this purpose, local newspapers such as CN&R, The Orion, The Synthesis and Enterprise Record will run this infographic on their websites. In addition, it will be ran on social media sites of local environmental groups including Butte Environmental Council, AS Sustainability, The Nature Conservancy, and other online sources.

The business case for this infographic is to bring positive publicity to Sierra Club. Their presence in Butte County is fairly minimal, so this campaign would show how the organization can also be involved at a local level. Reaching out to small grassroots groups could generate interest in membership and possibly increase the likeliness to join the organization financially.

The evaluation of this infographic will be done through surveying how many people are aware of the campaign, and how affective often customers bring in reusable bags. Therefore, this campaign has both an awareness and action goal. Specifically, retail stores will be evaluated over the course of the campaign and months following to test whether or not customer behavior is changing.

Publication Production Components

Typography:
Myriad Pro

Headline: Bold, 16pt

Body: Bold, 12pt

Typography:
Book Antigua

Subheadline: Regular, 13pt, Vertical Scale 135%

Ink:
California county and city filler:
R:31
G:164
B: 78

Body text:
R: 0
G: 174
B: 239

The emotional tone of this infographic is fun and easy to read. Since the topic of the production can often be portrayed by environmental groups as daunting, depressing and overwhelmingly burdening, I wanted to make this one different. It's important that people feel like they can make small steps to change such a large-scale problem.

Art credits:

Sierra Club logo: <http://www.sierraclub.org/>

Earth: [http://commons.wikimedia.org/wiki/File:Earth_Western_Hemisphere_transparent_back-ground.png](http://commons.wikimedia.org/wiki/File:Earth_Western_Hemisphere_transparent_background.png)

Plastic bag: http://whatsinthebinn.blogspot.com/2010_06_01_archive.html

Oil barrel: <http://startupblog.wordpress.com/2008/03/page/2/>

Carbon footprint: <http://www.treehugger.com/clean-technology/how-to-reduce-your-carbon-foot-print-by-one-ton-a-year.html>

Clock: http://etc.usf.edu/clipart/33600/33609/clock-12-15_33609.htm

Turtle: <http://savetheplasticbag.com/ReadContent612.aspx>

California map: <http://www.sos.ca.gov/elections/ca-map-counties.htm>

Chico Bag: <http://www.ecobags.com/chicoBag#.UUIbiczlXx4>




Exceptions to AP Style:

- Numbers ranging from 1-10 are numerals rather than spelled-out for readability and visual appeal

Population Increase and Consumption of Plastic Bags



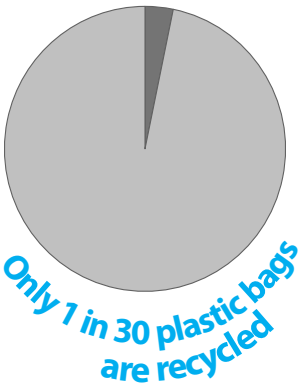
ANNUAL PLASTIC BAG USE:

-  **8 Billion gallons of petroleum**
-  **200 Billion pounds of carbon emissions**
-  **4 Billion pounds of litter**

4 out of 5 grocery bags used in the U.S. are plastic



WHAT HAPPENS TO THEM?

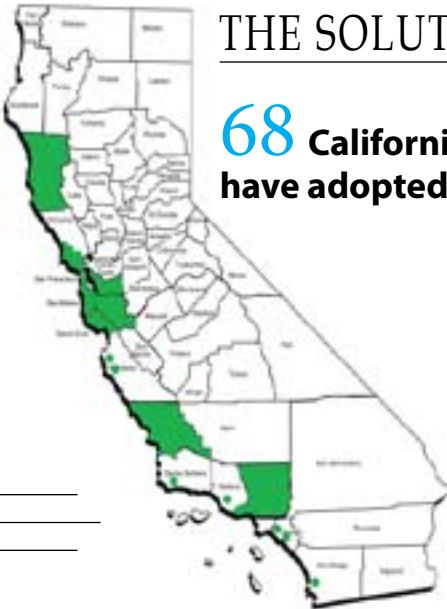


1 bag = 12 minutes



THE SOLUTION

68 California cities and counties have adopted a plastic bag ordinance



Use reusable bags

