

Solid Waste Services

Rebranding

What is Rebranding?

- Rebranding is the creation of a new look and feel for an established product, program or organization

Solid Waste Branding at the RDN



Making it Happen



Beyond Composting



Beans to bones in the bin!

Why Solid Waste Rebranding?

- New programs provide Solid Waste Services a unique opportunity to:
 - Reposition
 - Update its Image
 - Create a clear department identity
- Rebranding revitalizes the information provided to residents, making it more modern and relevant to the residents' needs

Things to keep in mind

- Rebranding best practices:
 - Memorable
 - Recognizable
 - Consistent
 - Relevant
 - Relatable
- Check your acronym

The most important R word

- The goal is Zero Waste but how do we get there?

RE-THINK

- RDN SWMP has innovative and creative programs that are pioneering the way Regional Districts manage waste, because we are RE-THINKING the way we do everything.

RE-THINK Current Programs

- Solid Waste Services is updating and refreshing some existing programs
- Ex:
 - RE-THINK: Curbside Collection
 - RE-THINK: Waste Stream Management Licensing

RE-THINK New Programs

- EX:
 - RE-THINK: Zero Waste Education
 - RE-THINK: Diversion Incentive Program
 - RE-THINK: Household Hazardous Waste
 - RE-THINK: Zero Waste Recycling

Logos

- The RDN communications strategy is moving away from the use of department Logos.
- The focus will be on the RDN logos



Discussion

- What do you think about re-think?
- Does the Rethink campaign resonate better with you than
 - beans to bones in the bin
 - zero waste
- Do you have other suggestions?