

# case study

Client:  
City of Knoxville

Project:  
Do Your Part with the Cart

Objective:  
Have 20,000 city households (1/3 of those receiving garbage service) voluntarily sign up for the new city recycling program. Eliminate backdoor service to those homes for which there was no need due to age, disability or street alleys.

Strategy:  
Fully integrated marketing AND education campaign with grassroots, paid advertising, social media, events, media stories, etc.

Result:

- 20,000 households voluntarily signed up in 8 months.
- Knoxville continues to have one of the lowest contamination rates for recycling in the Southeast.

★ ADDY Award winner

fletcher  
Marketing + PR + Social

