

## **City Studio/City of Vancouver Cold Drink Cups Final Output**

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### **1. Information and objectives of the CBEL partner.**

For our CBEL project, our partner was the City of Vancouver, in collaboration with CityStudio. The City of Vancouver has approved an ambitious Zero-Waste 2040 goal. This goal entails conserving resources, preventing waste, and other sustainability goals. An early action of this vision is the Single-Use Items Reduction Strategy (SUI) that was approved by the Vancouver City Council on June 2018. This goal aims to change the behaviour of people in order to reduce the consumption of single-use items such as plastic bags, cups, and straws, and more specifically for this project, of single-use items for cold beverages.

### **2. How the project aimed to resolve the problem.**

Our project aimed to resolve the problem identified by the City of Vancouver in two ways. First, the general research and literature review we undertook in developing our final project was aimed at understanding the issues that consumers may have with embracing the concept of bringing their own reusable containers for cold drinks. Second, our project identified specific cold beverages that utilize a significant amount of plastic in their production, with the thought that targeting these drinks with our project would bring the greatest benefit to our community partner. Combining this knowledge and research should provide the City of Vancouver with enough information to enact a successful marketing campaign to shift consumer preferences for bringing a reusable drink container and help them in their push to reduce the number of single-use items consumed by the city on a day to day basis.

### **3. Process of project completion.**

We decided to have both a quantitative and a qualitative analysis in order to determine what would be the most effective and efficient campaign for our Community Partners to achieve their goal. For the quantitative analysis we decided to design, distribute and analyse a 1-minute survey to UBC students. For the qualitative analysis we decided to perform a literature review, based on the recommended textbook from our Community partners, *Fostering Sustainable Behaviour* by Doug McKenzie-Mohr, as well as look at various real-life case studies of effective marketing campaigns that succeeded in shifting consumer behavior through similar marketing channels. Combining results from both analysis we come up with a campaign that targets the most people while using the most influential and engaging marketing tool.

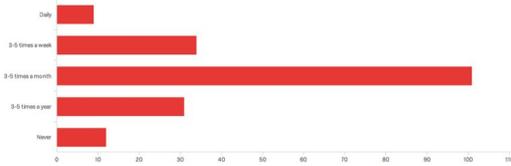
### **4. What has been achieved?**

#### **Quantitative Analysis**

The quantitative analysis was able to find the maximum impact of the campaign on the general population, predict percentage of consumer behavior change or shift, as well as identified percentage of general population that can be potentially influenced to change behaviour by non-monetary campaigns.

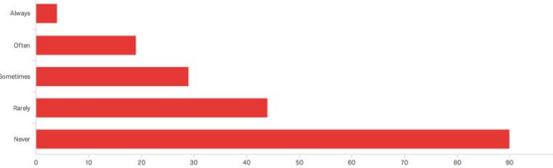
Below are a graphs showcasing our survey results, as well as our quantitative takeaways from our surveys.

1. How often do you buy bubble tea, smoothies, soft drinks and/or other cold beverages?



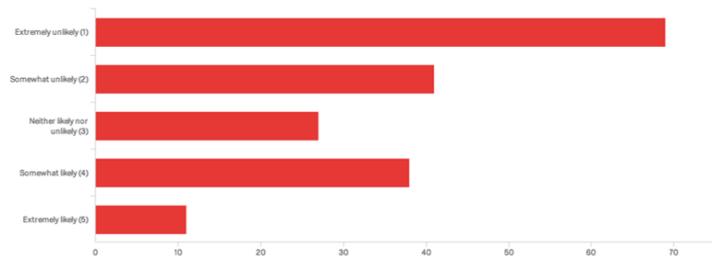
This question was designed as we wanted to gather data on how often people purchase and consume these cold drinks. The data we gathered was aligned with what we thought showing that people do not consume these beverages on a daily or even weekly basis, but more of a month basis.

2. How often do you bring/use a reusable container for purchased cold drinks?



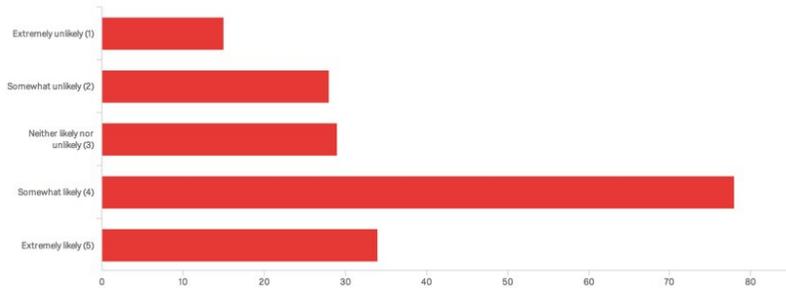
This was an important question to actually gather data from because while we and our community partners had a feeling people rarely bring reusable containers for these beverages, it was important to confirm the percentage of the population who do and don't bring them.

3. On a scale of 1 to 5, how likely are you to bring a reusable cup for your bubble tea or smoothie?



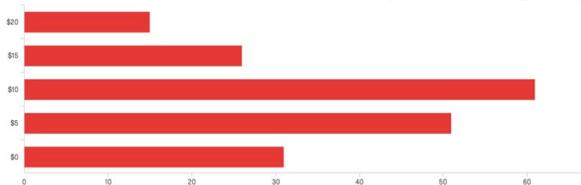
We specifically wanted to ask this question in the survey to get a true reading of how likely people were to bring reusable containers. We did consider that people may not truthful in an attempt to be more optimistic or because they were (unconsciously) ashamed but seeing from our results it appears that people were truthful. While we did conduct some surveys in person most were done online. This method was purposeful to create a safe place to encourage participants to answer honestly, and the anonymity of the survey also allowed participants to feel protect from judgement.

On a scale of 1 to 5, how likely are you to be motivated by non-monetary incentives for bringing reusable cups?



This question was essential for us to gather data about as this was going to directly influence how we created our marketing campaign. From the data we learned that people were not completely influenced by money so we created a marketing campaign that would engage people and encourage them through alternative methods to monetary rewards.

#### 4. How much are you willing to pay for a reusable bubble tea/smoothie cup?



This question allowed us to know if the market price of reusable containers were aligned with what people would be willing to pay. The data shows that the price people are willing to pay lines up with what they sell for so we did not need to consider this aspect in our campaign, but may still be useful for suppliers interested in joining the movement to know what the market price would be.

Our quantitative takeaways could be summarized as:

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 77% drink bubble tea and smoothies
- 
 Successful Campaign should amplify 39% consumer's behavior, and change the behavior for the 48% of consumers
- 
 A maximum impact of 94% behavioral shift in bubble tea and smoothie consumers
- 
 92% of the population have potentials to be influenced non-monetary incentives, and 60% will be positively influenced
- 
 55% are willing to pay 10-20 CAD, while 60% are willing to pay 10 CAD or less (excluding 0 CAD)

These results form the basis of our campaign, as well as provide information on what our campaign is hoping to achieve, as well as provide perspective for businesses on the supplier's side to know the willingness to pay for consumers before the initiation of the

campaign, thus while demand is low.

From our physical data gathering we also received qualitative feedback from many students who mentioned a barrier for reusable cups for bubble tea and smoothies include the bulky cup sizes that may not fit in their bags, and the lack of aesthetic options for such reusable cups.

### **Qualitative Analysis**

From our qualitative analysis we learned to not use the Economic Self-interest Approach, nor the Attitude Behaviour Approach, or the Effect of information campaigns, as they have either proven to be inefficient, or to not have the effect desired of our project. We identified the Community Based Marketing Approach to be most in line with our project goal. Looking at case studies we narrowed down to campaigns used by Coca Cola and Redbull as our inspiration. Coca Cola appeals to consumers through individualized marketing strategies and create an image of social drinking of Coke, while Redbull combines the use of the instagram platform and a catchy motto/hashtag to reach the maximum number of target audience, and create a sense of belonging through community engagement and time-sensitive campaign.

### **Campaign Creation**

Using results and inspiration from both we have designed our campaign to be one focused on the social network platform Instagram. We take advantage of the free user-fee platform to initiate a campaign that would be community based, using the #ReusableUBC to form a sense of community. This could then be used as a competitive campaign, where we would involve different local organizations to get involved in this campaign, and allow members of the organization to get involved, not through appealing to their emotions or attitude toward recycling, but through their sense of belonging and community pride. Through partnering with various companies and providing recognition to business partners and sponsors, the campaign could further incentivize participation through a sponsored prize to the winning organization.

## **5. The roles of each member of the group.**

Every member of the group was held equally responsible for creating and distributing surveys to be used in the data collection portion of the project, along with analyzing the data after the survey response period was closed. Along with this, all members of the group participated in the creation and implementation of the #ReusableUBC marketing campaign, which was built upon the collective literature review that the group undertook on the concepts of Community Based Social Marketing. Additionally, one member of our group undertook the role of Communications Liaison (Louise), who was responsible for listening to all teammates' ideas and concerns, gathering and summarize key messages, and delivered progress reports to Julie,

Ileana, CBR Coordinator and Professor Douglas. She also took the initiative to ensure our team kept up with all deadlines and project requirements.

## **6. Connections between what was learned in class (or in other economics courses) and lessons learned from the CBR experience.**

### **a. What the highlights were:**

One of the highlights was learning about what the underlying patterns of people's behaviours are and what methods actually work when trying to incentivize people to act more sustainably. The book that our community partners recommended to us, *Fostering Sustainable Behaviour* by Doug McKenzie-Mohr, was incredibly insightful and outlined the various methods that both worked and did not work when trying to either shift or change people's behaviours. One of the biggest things we learned was that people are not more likely to "do the right thing" just because they hear and "know the right thing." Another aspect we learned from the book was that a broad campaign implementations were the most successfully and was something we injected into our campaign.

Another highlight was actually creating the marketing campaign. Our team enjoyed the creative aspect of brainstorming what an engaging campaign would consist of. We consciously included information that was collected from the surveys along with what we learned from analysing successful market campaigns in the past to create a personalized marketing campaign for CityStudio that would help them succeed in changing people's behaviour and adopting reusable containers for cold beverages in their daily routines. We enjoyed create the mock photos and brainstorming ways that would attract people and keep them engaged with our cold cup goal, and along the process found many of us also being influenced to use more reusable cups and containers.

### **b. What worked:**

- Working with group members was very efficient as we were able to help each other with various aspects of the project
- Collecting survey data was a great place to start (although we acknowledge our time and resource limitations hindering us from doing an in-depth analysis) as we were able to create questions that not only helped us when it came time for us to create a campaign but also provided our community partners with important data for future campaign analysis .
- Reading *Fostering Sustainable Behaviour* by Doug McKenzie-Mohr that our community partners recommended was helping in understanding what advertising approaches worked and what didn't work.
- Analysing successful marketing campaigns (Coca Cola and Red Bull) was helpful to see what aspects made a successful campaign and what caught people's attention and made them engaged. Through this we identified that

creating a sense of community was an essential aspect of a successful marketing campaign.

**c. What didn't work so well:**

Given the time frame and financial constraints, we felt that we were limited in the amount of surveys we could distribute which limited the amount of data we could gather for our project, as well as limit the analysis we would like to perform on our gathered data. Along with this, the majority of our survey participants were UBC students, which potentially provided our data with some level of selection bias and may not represent the preferences of the population of the City of Vancouver as a whole. The physical data gathering process was also a more intimidating task than we initially thought, but with time and practice the task became less daunting and more feedback, including qualitative responses, were gathered from the general public.

## **7. Conclusion**

Overall we feel that the project was successful. We have created a hypothetical social media campaign that requires relatively little financial investment, with significant impact on tech-savvy communities, who are the target consumer population as they are the ones who have the means to afford the reusable goods and sustain such a lifestyle. We have quantitative and qualitative results that not only support our campaign, but also provide useful information for organizers and suppliers interested in entering this market and movement. In addition to the campaign we recommend businesses to price their reusable cups at a market price averaging between 9-11 CAD, and to have a selection aesthetically pleasing cup designs and more flexible cup sizes, which would not only fuel sales but also act as an incentive for individuals to engage in the social media campaign, creating a positive cycle that allows for the program to expand.

## References

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