

# RECLAIM

reclaim inspires **thought**  
and encourages **action**  
in order to create **change**

# INTRODUCTION

Reclaim seeks to explore the idea of sustainability as a habit. To do so, I have observed people's habits in their day-to-day lives and documented my findings and turned these documentations into campaign ideas to create small ways for people to truly change and become more eco-friendly. Reclaim has done a series of small campaigns targeted at college students using social media and print assets. Through these campaigns, the goal is to change habits, therefore, passing good knowledge on to those around me and I have done using good design, guerilla marketing, social media marketing, and partnerships with local offices and businesses.

Reclaim is about all these things, but above all, it's about passion. A passion for the environment and a passion for being the person on the soapbox. This year in my home, my blinds broke. My blinds just fell off, I live in a cheap college house after all, and I didn't fix them. The first night I looked out my window at 9 PM and almost every light in our neighbors' houses was on. Check back at midnight, still almost all the lights were on. The next night, the same story, and again, and again and again. I couldn't fathom this irresponsibility around me. This small grayish area is where Reclaim fits into society, these small habits that add up over time.

My driving question in doing this is simple, "why?" so it makes more sense to say my driving force. The driving force is my personal investment in the environment. I see the world as a whole thing, that gives us everything we need, not just the trees or the mountains. It's the water you drink and the toilet paper you use and the shoes you're wearing right now. Everything came from nature and that speaks to something inside of me, which is why I wanted to spend an entire year working on a brand dedicated to what I am passionate about. The brand is about bettering habits, I am a strong believer in your routine dictating the kind of day/life you have. Therefore, attacking habits makes sense for my project. When the light doesn't get turned off, I am not happy. When the door is left open to the fridge, I think about how wasteful it is. This is not to say I'm an irritable person, I just have a low tolerance for people not being aware of their surroundings. The end of the day, I want people to look around, understand what they have, and do what they can to protect it.

Historically, being "sustainable" is a very young movement. (1) There is a great deal to explore here, it goes so much further than recycling. "The first time the term 'sustainable' was used "in the modern sense" was as part of the Club of Rome, in 1972," That makes being "sustainable" only 40 years old. In the scheme of this Earth, that's infantile. Something so young has possibilities. There are opportunities to do something creative and new. I have a lot of ideas for being sustainable, however, what is the new thing mine is offering? I will be offering coffee cups as part of my IP as well as magnets, stickers, and posters, to promote sustainability on campus. But what can I offer that is new?

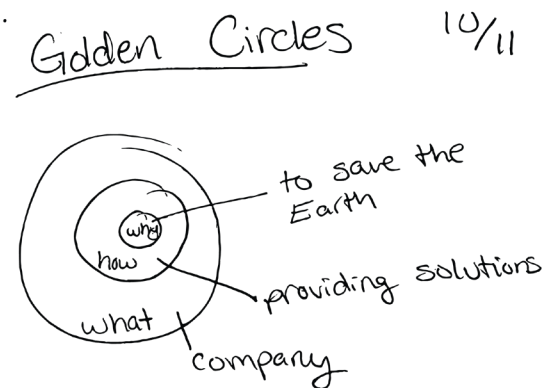
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1: Griskevicius, Vldas, Joshua M. Tybur, and Bram Van Den Bergh. "Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation." *Journal of Personality and Social Psychology*. March 2010. Accessed February 18, 2019. <https://www.ncbi.nlm.nih.gov/pubmed/20175620>.

## CONTEXTUAL OUTLINE

I want my project to resonate with people, and by being honest with my marketing I am getting closer to that goal. Recently I was reading in Adweek (2) about authenticity in advertising and how that strategy of marketing is on the rise. From the 50's era of the "Mad Man" in New York City, to now, advertising has been about selling, convincing, and manipulating. I am not interested in this kind of marketing, I have always been more drawn to the "authentic" advertisements. Like Patagonia "Don't Buy This Jacket" campaign (3) where the company advertised its products having a lifetime guarantee while promoting only having one or two jackets to avoid wasting resources. Patagonia knows their audience and caters to them beautifully. They are professionals at selling a lifestyle or ethos, which is exactly what I want to do. By wearing Patagonia you become part of a network or culture, a "granola" lifestyle. Or, for example, the "Protect Your Wang" Alexander Wang and Trojan pride month campaign. (4) This advertised for wearing a condom during sex, whether gay or straight, this blunt approach to marketing has been a huge inspiration for me. This authentic marketing is the kind I plan to tackle with my project. I plan to be honest, upfront, blunt, a little humorous, but never guilt my audience.

I have also found great inspiration from the ideas of Simon Sinek. The "golden circles" theory (5) has been one of my biggest inspirations for this project. Sinek breaks down the rule of golden circles like so, a typical marketer would sell to you by way of "This is what we make, this is how, and this is why we make it, do you want to buy it now?" Sinek argues we



I'm selling why not what. That is what makes things stick.

(5) TEDTalks: Simon Sinek--How Great Leaders Inspire Action. Performed by Simon Sinek. <https://www.cornerstoneondemand.com/rework/ted-talk-tuesday-how-great-leaders-inspire-action>.

(2) Fardad, Farshad, and Farshad Fardad. "In a Digitalized World, Consumers Yearn for Authenticity From Brands." – Adweek. January 23, 2019. Accessed January 12, 2019. <https://www.adweek.com/brand-marketing/in-a-digitalized-world-consumers-yearn-for-authenticity-from-brands/>.

(3) Patagonia. Patagonia.com. N.p., n.d. Web. 2 Feb. 2017.

(4) Fisher, Lauren Alexis. "Alexander Wang Celebrates Pride With "Protect Your Wang" Condoms." Harper's BAZAAR. June 18, 2018. Accessed June 23, 2018. <https://www.harpersbazaar.com/fashion/designers/a21601708/alexander-wang-trojan-condoms/>.

(5) TEDTalks: Simon Sinek--How Great Leaders Inspire Action. Performed by Simon Sinek. <https://www.cornerstoneondemand.com/rework/ted-talk-tuesday-how-great-leaders-inspire-action>.

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should think in an inverse manner. Instead of saying, “this is why we make what we make, this is how we make it, and this is what it is, do you want to buy it?” Because, as Sinek tells us, “people don’t buy what you do, they buy why you do it”. So, I might not be selling, but I am marketing, and I am marketing why I do what I do, not what it is.

In my research, I have come to one conclusion that I believe will help me market and finish my project. People don’t change, but the agents of behavior change.

(6) People don’t want to change, they don’t want to turn off the lights, or they don’t want to take shorter showers if you’re telling them to. People like their routines, so it’s about finding a way to slowly and quietly disrupt that routine. Or, it’s about making one big splash to break this routine so it can be mended. And what group of people are going through broken routines? College students. College students (especially freshman) are the perfect audience for this since their routines are so fluid and easy to change. They change each semester and they continue to change as the student finds out where they like to study, and what they like to do, where they like to eat, and so on. These people are college freshmen. Making a college campus the perfect place to launch my campaigns and give the brand a voice to people who are listening.



(8) Smith, Joe. “How to Use a Paper Towel.” Lecture, Ted Talks, Ideas Worth Spreading, Portland, February 4, 2019.

A perfect example of behavior change in college are the Smart Bins installed at the University of Washington (7) business school. University professors and professionals worked together to create trash bins for “landfill” “recycle” and “compost”. These bins tell you how much you waste and how much you save when you throw things out through an interactive digital screen. This helps to engage the audience while getting them to act on a new habit. Maybe the habit of recycling is new to someone, therefore, these bins are a great way to practice being conscious of your waste.

The project aims to explore sustainability on campus through a new lens. A lens of “small” what tiny thing can someone do to better campus? This is my why. Why am I doing this? To make a difference in a seemingly small but long-lasting way. On a personal note, a friend of a friend of a friend’s new years

(6) McKenzie-Mohr, Doug. *Fostering Sustainable Behavior: An Introduction to Community-based Social Marketing*. Gabriola Island, B.C.: New Society Publishers, 2011.

(7) Heller, Kate. “Smart Bins.” SEGD. March 26, 2017. Accessed December 10, 2018. <https://segd.org/smart-bins>.

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resolution is to shake their hands 12 times after they wash them to use less paper towel. (8) A great resolution, where did she get the idea? The Stamps bathrooms with the Reclaim signs up. These are the kind of small differences I want to make. It seems small but I changed this woman's life and she will tell her friends, who will tell theirs, and through this network, I am creating change. The brand has a voice, a voice of humor and approachable sustainability. It does not aim to guilt, it aims to change behavior through the idea you catch more flies with honey. People don't move when pushed, people move when convinced or even simply asked.

one ton of paper towels consumes,

17 trees & 20,000 gallons of water.

do your part to  
**RECLAIM**

shake your hands 10 times

see if you can only use one piece of paper to dry your hands

follow us on Instagram and like us on Facebook for more sustainability tips!

 @reclaim\_ig  reclaim

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(8) Smith, Joe. "How to Use a Paper Towel." Lecture, Ted Talks, Ideas Worth Spreading, Portland, February 4, 2019.

## METHODOLOGY

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SUSTAINABLE & ATTAINABLE

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Moving forward with IP I knew I wanted to do something I could sell to people, I love selling ideas. So, I decided on a magazine that promoted sustainability. I wanted to make and I wanted to sell ideas to people, I wanted people to buy into what I was showing them, there's no better feeling than that. In thinking about the magazine I realized it would be a great way to get sustainable brands and businesses out there to people, but the magazine itself is not a very sustainable deliverable. Therefore, Reclaim morphed into a brand and finally an ethos around sustainable behaviors when I realized what I wanted wasn't to change people's brand loyalty but to change their habits.

Throughout my research and work, Reclaim hit a few plateaus. The first being the logo. The logo needed to showcase exactly what the brand was about in one quick look. I drafted the logo for a month and a half and tried out many different styles. I even put it to a vote on my social media. I ended up on a more approachable softer design incorporating an arrow to show change and movement forward.

My second plateau was my social media presence. How was I supposed to get followers and what was I supposed to post? To overcome this I decided I would post series and photos. I took my own nature photos and filled in the rest of the Instagram with well-designed graphics to aid the brand. I have highlights of business, highlights of people, quotes, tips, and more. A living archive of my work, it had to have it all. It shows how people have interacted with the brand as well as showing my aesthetic in one quick glance. Once the social media was created, it took off, and then leveled out after about a month. I needed to create new graphics and take more photos. I decided to reach out to a local sustainable grocery store and see if they would allow me to partner with them to advertise their products they would advertise my efforts on their social media. This gave me more to advertise. Next came the partnership with Welly bottle, also giving me a chance to advertise on my social the Welly bottle and all it does.



After my social media, I knew I liked what I had created, but I had more questions to answer. How can we keep advertising to those who care? How can we get more people to care? My best bet was a big display, which is exactly what I intend to do by handing out reusable bottles on campus. Working through getting these bottles was an extremely significant part of my project. After multiple quotes, vendors, emails, and mock-ups, I ended up

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at Welly bottle. Welly is a brand that creates a cylindrical wooden water bottle that is trendy and clean. Their CEO and I went back and forth a few times on design so the bottles would match both brands and be the best possible representation of what our brands want to put out into the world.

Something I noticed in my marketing was what things performed better than others. Typically people seem to like the collaborations and photos better than the static graphics. I also noticed that my audience is much more active on Instagram than Facebook. My adult followers like my Facebook photos and my younger followers only like the Instagrams. This means that I had to start catering to each audience specifically without getting off-brand by posting too much. I started posting photos on Instagram and graphics on Facebook and that seemed like a better way to get my messages to the appropriate audience.

The art supply swap is a creative endeavor, part of Reclaim, that lives on its own now. The art supply swap is a studio in the Senior IP Studio section where people can swap old art supplies and get "new" ones. When I proposed the project I got a good yes for the faculty, but upon further asking, was asked to keep the area for others to use. This was unfortunate, but I understand that I have to abide by the rules of the senior studios. So I left everything in the extra studio with the promise of revisiting it to clean up soon. But then other parts of my project started to move forward, and due to the signs I had put up around the studio, people started using that area to swap supplies without my promoting. This is interesting to me because I wasn't asking people to be sustainable or to swap the supplies. They heard the idea and ran with it. What draws me in about this particular case is a bureaucratic aversion to sustainability. The idea that I couldn't perform a harmless but sustainable act within the studios. This left me wondering, shouldn't the good intentions of my project outweigh this seemingly frivolous rule? That question seems to be a recurring theme with my project. Since a great deal of what I want to do requires public space and people, I am having to ask a lot of others what I can and cannot do. I have found rules or old habits in place that make people involved with the bureaucracy of the University less inclined to change to be more sustainable. To go back to the Smart

Bins from the University of Washington, some of the professors who worked on that were U of M professors, yet our president said no to installing them while U of W president said yes. Why might this be? What is the aversion to change at U of M? Or is it more widespread than that?

The last installment of this project came on April 16th, 2019. I handed out 100 cups to the public in order to increase reusable mug usage on U of M's campus. On April 16th, I was able to get a table in a large scale U of M event called Springfest, in which there were over 200 tables and participants. Over 3,000 people attended the event and of that, 100 walked away with a new reusable mug and habit. I partnered with Bear Claw Coffee to give out coffee with my

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mugs and they in turn, sold 50 of my mugs to their customers to increase the reach of the habit. Over 4 hours, I changed 100 people and their habit of drinking coffee or tea every day. I also enlisted in the help of ambassadors for the project. Giving out approximately 12 mugs to my friends and family who live across the country to increase reach further. By giving bottles and stickers to this audience, I was able to promote my reach outside of U of M and give bottles to people who could preach my story and beliefs.

My final presentation of this project was the installation in the Stamps Gallery. In order to “brand” my space, in a consistent matter to Reclaim,



I painted my entire 8 foot free standing wall green. Next, I framed and hung five posters. Four posters as general advertisements for Reclaim, in recycled and hand-stained wooden frames; and one information poster framed in a decorative, repainted, and wooden frame. My infographic outlined each large campaign I had done throughout the year. I also added a recycled and upscale table with a green top to the exhibition to round it out. On the table, there was one coffee cup from the Springfest handout, 10 refrigerator magnets from the “Close the Door” campaign, and 500 stickers. Within 24 hours, the magnets and stickers were gone. This means my project resonated with at least 500 people and I am proud to have hopefully made 500 people a little better





# CREATIVE WORK

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Notice the soft edges on the logo, all of which are smooth and rounded to emulate an approachable nature. Next, the letters bounce up and down to show movement, mirrored in the arrow that is a more literal interpretation of movement. The arrow is a call to the recycling sign as well as movement and change. Finally, we move into color. I didn't initially want to use green so I created a color palette inspired by nature, and of course, green made the cut. The color is a nice neutral green that is easy on the eye and immediately calls to a perfectly green leaf.

## RECLAIM typefaces

### Verveine

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@.,;:"'{}[]@#\$%^&\*() ?

### Futura PT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@.,;:"'{}[]@#\$%^&\*() ?  
\*original question mark replaced with Futura PT Cond Book

### Futura PT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@.,;:"'{}[]@#\$%^&\*() ?  
\*original question mark replaced with Futura PT Cond Medium

### Futura PT Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@.,;:"'{}[]@#\$%^&\*() ?

Next, my social media page. Reclaim posts two kinds of images, graphics, and photos. The photos are all of the outdoors or food to promote healthy ideas and the graphics all aid the brand in what it's supposed to do, help you change your habits. There are quotes and highlights as well as photos from local places. It sticks closely to the color scheme and gives the viewer an immediate idea of what's going on when they look at the page. You can immediately tell what Reclaim is.



37 posts

84 followers

57 following

Message

### Reclaim

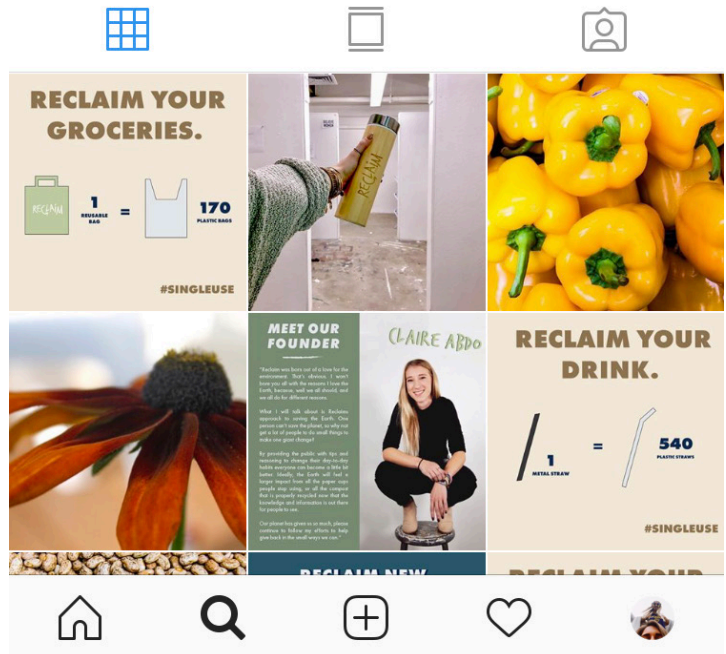
Product/Service

your guide to an attainable sustainable life.

Followed by goodgollyollie, fuzzington1, sesposito\_16 + 66 more

Call

Email



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## CONCLUSION

Looking back on all I have done, I am proud. Though, the project raised more questions than it answered. Above all this project was a great start into a new realm of sustainability and behavior. First, I learned that people don't want to change, but they can change when agents or triggers to do so arise. Next, I learned routines matter more than minute by minute decision behavior. But from here, the question arises, why? Given more time this is the area I would further explore why people change. I think I would do so by conducting interviews with people as well as sitting by a trash can and recycling bin and recording how many people used them correctly. Furthering this, I think picking five people from different backgrounds and conducting monthly interviews with them to see their habits in relation to environmental behavior and seeing how they might change over a year. In the vein of field study, I would also love to camp out at coffee shops and tally the number of reusable mugs used to gauge the commonality of this habit. There is a great deal of room for more research to be done, my initial research focused on reading and watching videos, gaining a contextual understanding of the work I was doing. The next logical step is to do field study and venture around campus to better understand the audience I am trying to change.

**THE EARTH NEEDS  
ALL THE FRIENDS  
IT CAN GET.**

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