

Wipes Ruin Pipes

A Marketing Proposal for the City of Fayetteville

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Executive Summary

The Problem

What you do in your bathroom is your business. However, some of the “post-potty” actions people are taking (in regards to flushable wipes) are harming their local sewer systems. The City of Fayetteville Waste Management department has asked us to assist them in educating and informing the public of the damage these so-called “flushable” wipes are causing to the sewer systems of Washington County. Our goal is not to discourage consumers from buying flushable wipes, but to help them understand the issues that these wipes are causing. In order to do so, we have created a marketing campaign intended to change consumers’ post-purchase behavior, more specifically, how they dispose of their wipes.

The Solution

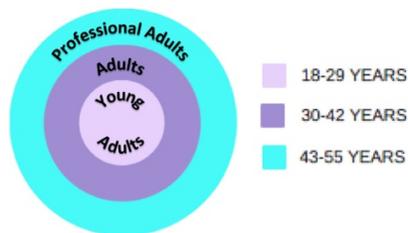
Our campaign is called “Wipes Ruin Pipes,” and it uses simplicity, blunt conversation, and a little bit of humor to grab people’s attention. The Wipes Ruin Pipes campaign peaks curiosity while getting across a simple message: don’t flush your wipes. The campaign was designed around a specified target market and consists of a unique marketing position, and simple, yet effective, marketing materials. All of these contents combined create an integrated marketing campaign that is easily understood by consumers, no matter the medium being used. Our end goal is to change post-purchase behavior by getting the Wipes Ruin Pipes campaign talked about by as many people as possible. We want the Wipes Ruin Pipes campaign to become a social movement that is recognized on all social media platforms. Aside from specifying a target market and unique positioning strategy, we have created a distribution plan, a social marketing strategy, and a conversion strategy, all of which aid in changing people’s post-purchase behavior. At the very least, we want people to know that this is an issue. The more people that are informed, the more likely we are to make a difference.

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Target Market

There is a broad range of people that use flushable wipes. Our goal is to create a campaign geared specifically towards people that are actually going to the store and buying these wipes, but are also willing to make a lifestyle change in order to help their environment. The graphic below better illustrates our target market:



Group	Why We Chose Them	Common Attributes
<p>Young Adults</p>	<p>Young Adults are what we consider the “bullseye” of our target market. Many consumers within this demographic use adult wipes, but they are also the age group that is most likely to stop flushing wipes if they knew they were harming their local sewer systems.</p>	<p>Young Adults are very social media savvy, and they have a good sense of humor. The type of marketing campaign we are creating will be easily adopted by this demographic because it is simple, to the point, and somewhat humorous. Young Adults are witty. They don’t want to search in order to receive a message, so we’re not going to make them.</p>
<p>Adults</p>	<p>Adults are an imperative part of our campaign as they are not only buying wipes for themselves, but for their children as well. They are sympathetic to the repercussions their actions have on the environment and are easily engaged in campaigns. This makes them an easy target for our simple marketing plan.</p>	<p>Some may say that the Adults group isn't as relevant when it comes to social media. However, we beg to differ. They rank first in Facebook usage and second in Instagram and Twitter. They are the perfect mix between Young Adults and Professional Adults. Their social media presence mixed with their willingness to have open conversation makes for a great group to include in the Wipes Ruin Pipes campaign.</p>
<p>Professional Adults</p>	<p>Professional Adults are the “fringe” of our target market, but are still going to be influenced by our campaign. Many of the consumers in this age group use adult wipes. However, this is not the age group that we believe will be easily persuaded to change their habits. Our goal is to inform Professional Adults about the problem with flushing wipes in hopes that it will start a conversation amongst them. If we can get them talking, it will spread awareness of the issue. Marketing is marketing, and our end goal is to educate as many people as possible.</p>	<p>Professional Adults are in a great place in life because they have it all (mostly) figured out. They are done with school, done with having kids, and done with trying to figure out what career they want to pursue. They stay updated on current events and talk with their friends about their findings. This is why they will make a great conversation starter. The more people we can get talking about the Wipes Ruin Pipes campaign, the better.</p>

Marketing Materials

The bulk of our marketing materials revolve around simple, **bold**, and *to the point* slogans. In order to finalize which slogans would be used in the Wipes Ruin Pipes campaign, we created several options and then distributed a survey to include the opinion of the public. They were able to answer questions such as “which graphic resonates with you the most?” and “what did you like/dislike about the graphic you chose?” With the results from this survey, we were able to narrow down our campaign to two slogans. These slogans will be presented as graphics on billboards, flyers, and social media sites.

**FLUSHABLE
WIPES ARE
RUINING YOUR
PIPES**

www.wipesruinpipes.org

**SAVE OUR
PIPES,
DON'T FLUSH
YOUR WIPES**

www.wipesruinpipes.org

Along with these two slogan based graphics, we will be using a website titled www.wipesruinpipes.org. The website will include the following:

- Links to articles that give more information about the damage that adult wipes can cause when they are flushed.
- A blog section where people can share their personal experiences about inconveniences they've encountered due to people flushing adult wipes.
- An informative section about wipes that are *actually* biodegradable and can be flushed without harming the sewer system.
- Photos of the clogged shredders so that people can see exactly the damage flushing wipes is causing.
- A Frequently Asked Questions section for people to get some answers about things that are commonly asked by the public.
- A pledge that people can take to encourage them to stop flushing their adult wipes down the toilet! The pledge will look a little something like this:

The 3-P Pledge

By the City of Fayetteville

I pledge, to myself and the pipes I care about, that I will:

- No longer flush anything down the toilet aside from the 3 P's: pee, pooh, and paper (toilet paper that is)
 - Respect my pipes and STOP flushing my wipes
 - Share this message in order to bring awareness to my community
- Remember one wipe can clog a pipe!**
Visit wipesruinpipes.org for more information

Signed: _____

Distribution Plan

There are three components to our distribution plan:

1. **Billboards**
2. **Flyers**
3. **Social Media (Facebook, Instagram, Twitter, etc.)**

Each of these components will spread awareness of the Wipes Ruin Pipes campaign and lead consumers to one final marketing destination: www.wipesruinpipes.org. The same two slogans will be used in each component to assure an integrated marketing campaign. No matter where consumers look, we want them to see the same thing and get the same message.

Marketing Strategy

Online	Direct
Website/Blog: We strive to create a website/blog easily accessible for people who are interested in learning more about what they can do to help stop this issue. Included will be research done on the topic, our pledge, visuals, and alternative products they can use.	Flyers/Stickers: We plan to distribute flyers/stickers that contain our graphics to reach our target market directly. Hanging flyers in high traffic public areas, sending them in the City of Fayetteville's utility bills, and handing out creative stickers will allow our target market to spread the campaign even further.
Social Media: Social Media Platforms such as Facebook, Instagram, and Twitter will be used to mass distribute our campaign through our graphics, pledge, and hashtag #WipesRuinPipes.	Billboards: Billboards easily gain an audience in high traffic areas. Putting a billboard with our campaign on Highway 49 would gather the attention from the huge population that travels in/out of Fayetteville to other areas of NWA on a daily basis.

Unique Marketing Proposition

Our campaign proves that sometimes simplicity works best, especially when you need to get a point across. People don't necessarily enjoy discussing the details of their bathroom habits. That is why we don't want to drag them into a long, drawn out conversation as to what they should do after they wipe. We just want them to get the message: wipes ruin pipes. The best part about our campaign is that it peaks curiosity. We want people to wonder why they're suddenly seeing so many slogans about not flushing adult wipes. This peak in curiosity is what will bring them to the Wipes Ruin Pipes website, and even if it doesn't, they will still have the idea in the back of their mind that something must be wrong with flushing them.

Conversion Strategy

The goal of the conversion strategy is to inform consumers about what is happening to the city's water department while also showing what they can do to help. Outlined below are three different methods that we believe are effective conversion strategies.

1. ***Have Contact Information***

- People have questions. Have a number/email they can contact, as well as a Q/A's page with common concerns people might run into.

2. ***Incorporate Comparable Products***

- Show consumers alternative products that ARE biodegradable and water soluble.

3. ***Add High-Definition Photos***

- Use enhanced images to show what is happening to the city's water treatment equipment and the damage it is causing.
- Showing testimonials and having actual evidence is an extremely effective way of getting people's attention and taking action.

Financial Projections

The best part about the Wipes Ruin Pipes proposal is that it is relatively cheap considering the reach of the campaign. We have outlined the costs of each marketing material medium below, as well as the return on investment this campaign will provide.

1. Flyers: Cost of VistaPrint flyers: Standard 8x8 / 50 count = \$22.00

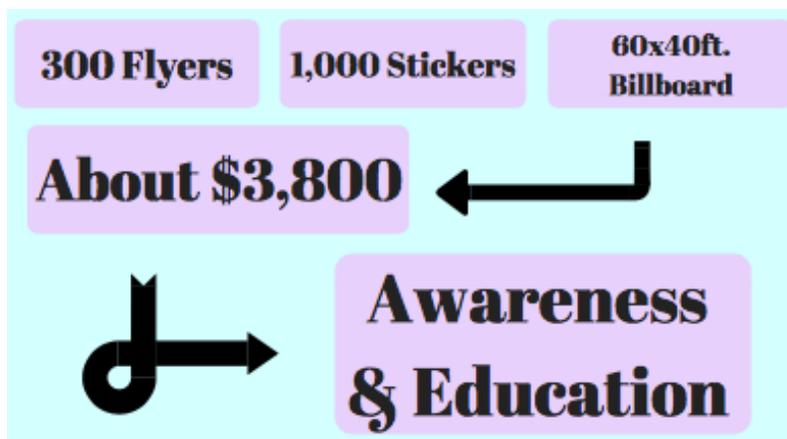
2. Stickers: Cost of VistaPrint stickers: Basic small rectangle with text / 10 count = \$4.00

3. Billboards: Prices vary for billboards in Fayetteville depending on size and months. See Appendix Chart A for details.

Covering Cost:

As a way to alleviate the cost from the City of Fayetteville, we believe the most efficient idea would be partnering with local businesses/grocers in order to gain sponsorship for marketing materials. This might be a good opportunity for local businesses to spread awareness of their brand by having their logo on the www.wipesruinpipes.org website in a "Sponsored By" section.

Return on Investment: The cost of upkeep for the shredders in the sewer system is roughly \$1,000-\$2,000, but the cost to fix a pump problem ranges from \$20,000 to \$25,000. If we can get people to stop flushing their wipes, there is an immediate return on investment for the City of Fayetteville. If the City of Fayetteville printed 300 flyers to place in specific areas, made 1,000 stickers to hand out at specific events, and rented a 60 foot by 40 foot billboard for 6 months, the approximate cost would be \$3,800.



This cost would kickstart the campaign. At that point, the campaign could go strictly social media based, which would have no financial cost at all, only the cost of time for the upkeep of the website. That \$3,800 is 15% of what it would take to fix a clogged shredder, so we believe the return on investment in the Wipes Ruin Pipes campaign is immense. This return is also beneficial to the tax payers of this county, because less of their tax dollars will be used to fix these clogged shredders.

Conclusion

Our ultimate goal is to inform as many people as possible about the harms of flushing "flushable" wipes. We believe that not only will the Wipes Ruin Pipes campaign get the intended message out to the public, but it will also persuade people to change their post-potty habits. We are well aware that discussing what you do in the privacy of your bathroom can be uncomfortable, but the goal of this campaign is to make it something that people can have a humorous, but meaningful, conversation about. We don't want to scold, we want to educate; that is how you make a difference.

Appendix

Chart A:

Digital Billboards Pricing in Fayetteville, AR

Duration	Size					
	4 sheet (60"w x 40"h)	8 sheet (60"w x 80"h)	32 sheet (160"w x 120"h)	48 sheet (240"w x 120"h)	64 sheet (320"w x 120"h)	96 sheet (480w" x120"h)
1 Month	\$186.93 - \$607.51	\$280.39 - \$700.97	\$700.97 - \$1,869.26	\$934.63 - \$14,019.45	\$934.63 - \$18,692.60	\$1,121.56 - \$23,365.75
2 Months	\$373.85 - \$1,215.02	\$560.78 - \$1,401.95	\$1,401.95 - \$3,738.52	\$1,869.26 - \$28,038.90	\$1,869.26 - \$37,385.20	\$2,243.11 - \$46,731.50
3 Months	\$560.78 - \$1,822.53	\$841.17 - \$2,102.92	\$2,102.92 - \$5,607.78	\$2,803.89 - \$42,058.35	\$2,803.89 - \$56,077.80	\$3,364.67 - \$70,097.25
6 Months	\$1,121.56 - \$3,645.06	\$1,682.33 - \$4,205.84	\$4,205.84 - \$11,215.56	\$5,607.78 - \$84,116.70	\$5,607.78 - \$112,155.60	\$5,794.71 - \$140,194.50
1 year	\$2,243.11 - \$7,290.11	\$3,364.67 - \$8,411.67	\$8,411.67 - \$22,431.12	\$11,215.56 - \$168,233.40	\$11,215.56 - \$224,311.20	\$11,589.41 - \$280,389.00

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Resources

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2. VistaPrint. *Vistaprintcom*. 2017. Available at: [http://www.vistaprint.com/custom-flyers.aspx?txi=16907&xnid=TopNav_Flyers++\(linked+item\)_Marketing+Materials&xnav=TopNav](http://www.vistaprint.com/custom-flyers.aspx?txi=16907&xnid=TopNav_Flyers++(linked+item)_Marketing+Materials&xnav=TopNav). Accessed April 12, 2017.
3. VistaPrint. *Vistaprintcom*. 2017. Available at: [http://www.vistaprint.com/gallery/IHYBAAABAAAAAA=/stickers.aspxattribute=1&attribute=122&attribute=123&txi=15102&xnid=UseCasePage_Custom%252520Stickers%252520\(linked%252520item\)_Stickers%252520&xnav=TsrlImage](http://www.vistaprint.com/gallery/IHYBAAABAAAAAA=/stickers.aspxattribute=1&attribute=122&attribute=123&txi=15102&xnid=UseCasePage_Custom%252520Stickers%252520(linked%252520item)_Stickers%252520&xnav=TsrlImage). Accessed April 12, 2017.