Company Profile

Portfolio of Work

STRATEGIC APPROACH & TIMELINE

References

Appendix

Shared Visions Strengthen Communities

A Unified Community Is the Strongest Foundation for Change
From large cities to small towns, most Americans want to recycle, but confusion, skepticism and limited access stand in the way of habits that support community health, economic growth and resilience.

This is no different in the County of DuPage. Offering a dynamic mix of suburban charm and urban convenience — while boasting exceptional schools, abundant open space, rich history, and robust infrastructure, DuPage residents take deep pride in their communities, driving a sense of belonging and shared purpose. But even in a county as dynamic as DuPage, recycling practices present real and persistent barriers.

The same qualities that have defined DuPage for generations — vitality, sustainability, accountability — are the very foundation from which a stronger, more effective recycling culture can be built. Aligned with the County's 2024-2029 strategic plan, Environmental Stewardship and Community Well-Being will be the cornerstone of our efforts, together.

Güd Marketing — Proven Partners in Recycling Change
Güd Marketing is a proven leader in changing recycling behaviors across diverse communities. We're passionate about empowering the County to make sustainable choices, take pride in their communities and create lasting, positive impacts through everyday actions.

Through regional partnerships, **including our current work with the REO grant program in metropolitan Chicago**, we combine a data-driven approach with a practical understanding of today's recycling landscape to deliver community-focused solutions and measurable results. We will leverage the County's participation in the REO program, as well as other noted collaborations with the Illinois Recycling Contamination Task Force to address recycling participation, improve the quality of materials and inform residents about the availability of post-consumer recycled content.

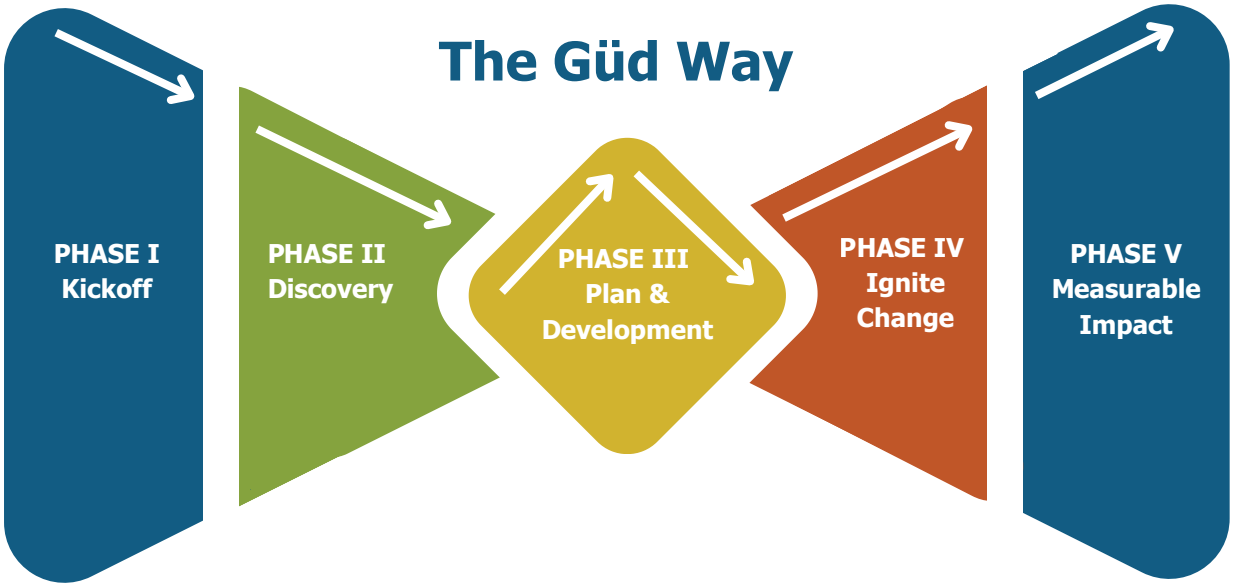
Güd is known for our innovative, unforgettable campaigns that cut through the media clutter and resonate with audiences year after year. Our statewide "Know It Before You Throw It" recycling campaign, featuring the iconic "Recycling Raccoon Squad," has delighted audiences for eight years — driving a **61% increase in Michigan's recycling rate** and improving the state's understanding of **recycling best practices by 90%**.

Our team is excited to use our passion, innovation and creativity — grounded in data-driven insights — to bring the County's recycling education program to life and deliver lasting, positive results.

Proposed Methodology

Our objectives are clear — boost recycling rates across the County, improvement of the quality of materials in the recycling stream, and equitable awareness and availability surrounding post-consumer recycled materials.

Güd Marketing will set the County's Recycling Education program into motion by developing messaging and assets for a marketing campaign following our data-driven, proven process. Our approach is designed to ensure continuous collaboration between our agency and your team, leverage our integrated staff and align all activities with short- and long-term goals to maximize the County's impact and value throughout the 2-year engagement and long into the future, thereafter.



The Güd Way will keep our teams focused on the big picture to ensure that every message and strategy work together to help DuPage County residents understand recycling's broader environmental, economic and civic benefits and see themselves as partners in a shared effort to build a cleaner, more sustainable community and future.

Throughout our proposed strategic approach, we have outlined estimated timing for each step in our process and have noted media recommendations and the estimated reach of ad buys. Timing and overall media recommendations are subject to change based on collaboration with the County and partners during the planning phase.

Kickoff Meeting

TIMING: Week 1-2 [within 14-calendar days of award notice]

Our first priority is to determine how our team will collaborate with the County to complete the project's scope of work.

We'll conduct a launch meeting where the County team and noted partners will walk us through the project background, allowing us to fully understand and appreciate all the work that has taken place and combine it with our own deep knowledge of changing recycling behaviors.

At this meeting, we'll:

- Establish strong lines of communication and a shared understanding of goals and priorities.
- Discuss how we'll communicate, including platforms and reporting requirements.
- Share insights about research, audiences and strategies.
- Establish how we'll work with partners.
- Review the work plan, including timing and budget recommendations.

Güd Approach to Project Management

Key Milestones & Deliverables: Project management and reporting; attendance at required meetings with the County; periodic on-site work for key implementation duties; a detailed work plan, including timing considerations; launch meeting.

Following the Data

TIMING: Week 2-5

In working with the Metro Mayor's Caucus (and with DuPage County by extension), Güd has already laid the foundation for understanding through research measures to help inform a Recycling Education and Outreach Plan to boost community recycling.

However, we intend to work with the County to dig even deeper and fully understand residents, barriers and opportunities in targeted communities and the rich insights we can gather in a review of the demographic makeup in communities across DuPage.

Through insights mining and a comprehensive review of audience data, we will delineate what's working (and not working) from current effort, identify who is the right "who" and identify overall connection points to promote resonate messaging that will cut through the clutter.

Research activities, as approved by the County, include:

- Materials Assessment — Evaluating relevant materials used by federal, state and nongovernmental agencies to identify assets that could be leveraged.
- Interviews — Discussions with County leadership and local partners to gather feedback and suggestions, identify issues, build relationships and achieve strategic alignment.
- Demographic Mapping — Identification and analysis of audience segments throughout the County; effectively highlight low-recycling communities and multi-lingual audiences.
- Inventory County Events/Initiatives — Review calendar of community events and recycling-adjacent initiatives to maximize exposure of messaging

Key Milestones & Deliverables: Shared audience and project insights; production of a campaign brief to inform messaging and creative executions.

GÜD RESEARCH TOOLS

recollective · SurveyMonkey · United States Census Bureau · statista · KANTAR · resonate · EMARKETER · comscore

Planning & Development

TIMING: Week 6-9

Plan Recommendations
Güd's proposed plan is based on our experience and current understanding of the County's involvement with the Metro Mayor Caucus and overall goals. Upon contract award, we'll work closely with the County to develop, review, revise and finalize a plan that considers all insights and data.

Communications Strategies

1) Broad Awareness, Enthusiasm and Support for Recycling

- Launch the Recycling Education program with high-visibility paid media, targeting the entire county, focusing on high-traffic areas and neighborhoods with low recycling rates.
- Sustain a consistent owned media presence, using periodic bursts to reinforce messages, promote events and celebrate milestones.
- Intensify outreach during key periods (e.g., Earth Day, back to school, county cleanups).

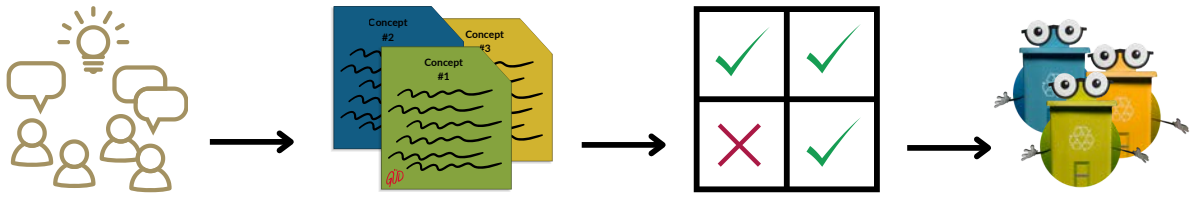
2) Targeted Education on Recycling Practices and Services

- Deliver targeted educational messages to priority neighborhoods, schools, community centers, faith-based organizations and multifamily housing.
- Offer webinars, workshops and events throughout the year and at community gatherings to address specific needs and promote improved recycling behaviors.

3) Ongoing Communication Channels

- Establish and maintain county-wide communication channels from the outset, ensuring regular engagement with residents (e.g., organic social media posts, newsletters).
- Share updates, highlight project milestones, promote seasonal events and gather community feedback — building sustained connections between the County, local groups and residents.

Creative & Messaging Concepts
Our creative team will use word mapping and associations and rough sketches of thematic and visual elements to ideate empowering, emotional and eye-catching visuals and language that meet target audiences where they are and inspire awareness, understanding and action.



Güd Teams Ideate → **Present Creative & Messaging Concepts + Media Strategy Direction** → **County Feedback + Adjustments** → **Güd Teams Refine & Present Final**

Because we're currently working alongside DuPage with the Metro Mayor's Caucus efforts and to promote sustained brand/campaign awareness, Güd Marketing recommends leveraging the recently approved 'Loop' concept and customizing messaging specific to DuPage County communities. This will also allow us to maximize budgets for media and outreach efforts over the 2-year period.

We will develop creative executions utilizing the 'Loop' thematic and consider the following specific to DuPage:

- Different levels of information for different types of recyclers.
- Diverse recycling motivations and barriers to encourage specific recycling behavior.
- The County's brand standards.
- Clear, concise and accessible language.
- Materials that will enable the County to sustain efforts after the 2-year period has ended.
    - Assets that can easily be adapted across digital and physical spaces.
    - ADA-compliant materials, translated as needed.

Media Implementation Strategy
Our integrated teams will work closely with the County to develop and evaluate coordinated tactics that ensure the overall plan aligns with focused goals while leveraging the budget and timeline to maximize impact and value. We'll review options at key milestones during plan development and gain approval before proceeding.

Key Milestones & Deliverables: Implementation strategies for all educational content to be developed as part of the project; advertising campaign media placement plan.

Implement the Approved Plan

TIMING: Week 10 "Launch" » **Full schedule based on approval of overall plan**

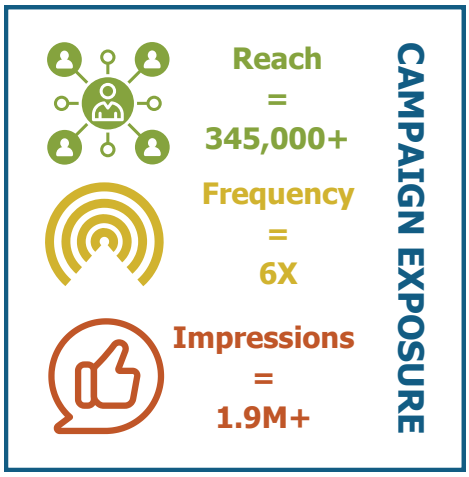
Güd Marketing's creative and integrated media teams will execute all tasks and deliverables in the approved plan. Our agency can fulfill all of the County's communication needs in-house and will work with local subcontractors as discussed with or requested by DuPage. Development and execution generally include the following process:

- Workflow timelines are drafted and milestone meetings are scheduled.
- A messaging framework for audience segments is developed and evaluated for vision alignment.
- Detailed schedules, plans and deliverable recommendations are developed for integrated tactics and evaluated for vision alignment.
- The account manager presents detailed plans to the client for review, revision and approval, and the development schedule is initiated.
- Approved program materials are developed for distribution, including public service announcements; door-to-door education and outreach assets; social media and digital graphics, videos and ad materials.
- Deliverables are trafficked and placed across designated platforms.

Media Tracking
We'll monitor tactics on a daily, weekly and monthly basis according to predetermined success metrics to evaluate success, make optimizations and identify opportunities.

Tactical Recommendations

The County's audiences span diverse ages, media habits and varying levels of digital preference, underscoring the need for a balanced, **social & digital** approach that blends touch points to reach and engage every segment of DuPage communities. This is also the most cost-effective option to implement messaging.



Our approach will reach 345,000 individuals with the County's messaging at a minimum frequency of 6 exposures each — an evidence-based threshold for building awareness, reinforcing key messages and driving meaningful behavior change.

Our carefully coordinated blend of paid social & digital tactics, combined with organic outreach strategies will promote broad visibility with targeted and meaningful engagements to ensure that all residents, regardless of age, background or media habits, are consistently exposed to the County's recycling message.

Paid Media
Our dedicated social/digital media team stays ahead of the rapidly evolving media ecosystem and the most innovative ways to leverage tactics for powerful social impact. We've placed over $45 million in advertisements over the last five years alone, regularly attaining **value-added placements of at least 25%**. Social media advertising is a core digital touch point for DuPage, enabling precise audience segmentation and tailored messaging to resonate with diverse audiences. Additionally, digital display reinforces messaging through targeted impressions, ensuring high-frequency exposure across websites and apps.

Earned & Shared Media
Sharing the County's messaging through trusted sources will expand reach, build credibility and maximize funding. Our expert PR team will capture the DuPage recycling story and share it through press releases, media outreach, partner platforms and community voices — educating residents, celebrating successes and fostering conversation about DuPage's commitment to Environmental Stewardship.

Owned Media
Owned platforms, including the County's social media channels, newsletter and website, as well as its partner and stakeholder's channels, will foster strong, consistent lines of communication with residents to share information (e.g., updates, recycling service availability and changes, community events) and promote interactive engagement — driving and sustaining recycling education, trust and participation.

Shared Media and Sponsorships
Actively involving residents, local organizations and businesses will help convey recycling's personal, community-wide and overarching benefits for DuPage — increasing awareness and participation and ensuring the program's long-term success. Tactics may include:

- Tabling events (Annual Scottish Festival & Highland Games, DuPage County Fair, Veggie Fest)
- Sponsorship opportunities at sporting events to display signage, video ads, social media posts or in-game activities.
- School and youth information to integrate recycling education into curriculum.
- Community ambassadors from the County to answer recycling questions and share information. in alignment with Cool DuPage and/or Recycle Coach

*Full plan to be reviewed and approved by DuPage County before any execution or implementation.

Key Milestones & Deliverables: Execution of the plan, including various marketing ads and media assets for promotion to increase recycling efforts and awareness; digitally formatted materials that can be edited and replaced by the County; placement of all paid advertising media; media tracking.

Monitor, Optimize and Report Success

TIMING: Ongoing

Once the campaign is in market, Güd Marketing will work continuously with the County to optimize strategies and outline notable progress metrics. Through regularly scheduled check-ins, including monthly updates, we'll communicate with the County to provide status updates, identify any changes in placements to maximize campaign effectiveness and reach and leverage opportunities across communication channels.

Key Milestones & Deliverables: Campaign reporting to show execution of the plan, including receipts and relevant documentation for each ad placement; up-to-date analytics, insights and recommendations; real-time campaign performance monitoring and in-flight adjustments based on performance; return on investment.