

Keep America Beautiful is an environmental organization that strives to beautify communities by preventing littering and encouraging recycling. One of their awareness campaigns, *I Want To Be Recycled*, is focused on increasing people's understanding on what recycling is, why it is important, and how to do it. It's a multimedia campaign that involves informative text, graphics, a game, a pledge, and even location-based recycling guides. By educating audiences on recycling, this campaign hopes to combat the 4.48 pounds of trash that each American produces each day. *I Want To Be Recycled* has the main objective of educating others about recycling in order to cause a measurable increase in recycling, as that would ultimately contribute to Keep America Beautiful's goals of improving every community in the United States on an environmental level.

The homepage of the campaign website explains the top five impacts of recycling, and links to the #BeRecycled Pledge. The site also contains information about how to recycle certain materials and there are cartoon demonstrations of the "journey" certain materials take when they are recycled. The most interactive element of the campaign, however, is the game "Super Sorter" in which players decide how to sort materials in a timely manner. All throughout the website, viewers are asked to "Spread the Word", showing that the campaign relies on audience members to share information to others. Additionally, the site links to the Keep America Beautiful social media platforms, so the primary channel for this focused campaign is the website.

*I Want To Be Recycled* does not specifically state any key theoretical approaches, but agenda setting and framing could be applicable. Agenda setting focuses on telling an audience why they should care about an issue, which is exactly what this campaign does in its explanation of the positive impacts of recycling on the website homepage. The campaign has created media that tells people why they should care about recycling, which then allows them to teach people

how to recycle and convince them to change their behavior. In this way, putting recycling on the agenda is the first step and most basic goal of the campaign. Additionally, through messaging that personifies trash, they framed the messages to cause a specific reaction. Trash is not just framed as something that can be recycled to help the environment, but as something that can be given a second chance at “life” by becoming something new with a new purpose. Through this framing, recycling is given a more unique benefit than is typically explained in recycling campaigns, and in some ways the campaign tugs at the audience’s heartstrings about trash, which is unexpected and not easy to accomplish.

This campaign uses various forms of media to get its messages across, and all these media are presented in a visually appealing way, which can easily draw audiences in. The information presented is easy to understand and does not require any sort of complex scientific understanding of recycling, which also helps draw audiences in. However, the target audience seems rather broad, and it could be improved through some extra segmentation and media variation between those segments. Much of the content is primarily geared towards educating elementary and middle school aged kids, but adults are responsible for more unrecycled waste, so they could benefit from informational tools that are designed to get them to change potentially longstanding behaviors. This campaign has many digital components as well, with a video game, animated cartoons, and digital advertisements all hosted on the website. While these elements are effective, the message content could be distributed more efficiently with the addition of social media accounts focused on this specific campaign. Social media is a very common and effective channel, so it is a bit surprising that the campaign doesn’t have any focused accounts.