



creative brief

CLIENT: Circular Action Alliance Oregon

AGENCY LEADER: Francesca Davidson

PROJECT NAME: 2026 Campaign

DATE: 07/06/26

OBJECTIVE

What is the task?

Create an umbrella creative concept and campaign for RecycleOn Oregon to increase trust in Oregon's modernizing recycling system.

DESIRED AUDIENCE

Who are we talking to?

Oregonians who are mostly willing to recycle but do it inconsistently because they think the system is invisible, confusing, and/or hard to access.

What is the audience thinking now?

I'm not sure recycling works that well and I don't understand how the new recycling system can benefit me.

What do we want them to think?

Oregon's new recycling system works better for everyone with clearer guidelines and more confidence in where materials go and what they are made into.

INSIGHTS & MESSAGING

What is a human perspective that can guide the creative work (insight)?

People tune out if they don't believe something applies to them or their life.

What is the key point we want to communicate (main message)?

Oregon's new recycling system ensures your recyclables are handled responsibly and made into new products.

What are the reasons for the audience to believe it?

- Recyclables in Oregon are being turned into all types of new products like cardboard boxes, plastic containers, and paper towels. (new products)
- The modernizing system makes sure that the materials you recycle are handled legally, safely, and responsibly as they make their journey into new products. (responsible end markets)
- Materials such as cardboard, mixed paper, plastics, metals, and glass are often processed in North America, some are even processed right here in the Northwest supporting local jobs and infrastructure. (local processing)
- Brands are helping fund and improve the recycling system by working with recycling facilities, local governments, and other partners. (producer responsibility & collective effort)
- The new recycling system is measured and publicly



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reported, giving Oregonians greater visibility into where materials go and how the system is performing. (visibility and accountability)

CREATIVE GUIDELINES

What should the work sound like (tone)?

This work should feel reassuring and consumer centered. It should make people think: "Okay, this new system works better." The tone is positive, accessible and conversational. No jargon as we are talking to people who don't "speak" recycling.

What should the work look like (branding)? Any creative do's and don'ts?

- Follow RecycleOn Oregon / Sigue reciclando Oregon brand guidelines
- Explore new ways to get people's attention when talking about recycling.
- The umbrella concept should work for all of the RecycleOn campaign phases: transparency, access, and confidence (in the future).

Additional Resources:

4 Points:



Planning and Strategy Deck (presented at 6/26/2026 E&O webinar):

<https://cplusc.box.com/s/9to0cw5tw53kjspyw1jekxiwf9ku79tv>