

Starting Scraps

Concept testing research

Prepared for NSW EPA

December 2023

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Ipsos reference: 23-063116-01



GAME CHANGERS



Summary

1

Overview of the program performance

The program materials performed very well in testing. As a package, they are engaging, appropriate and provide most of the information participants need to engage successfully with FOGO.

Testing involved six face-to-face focus groups, six participants in each group, a mix of gender and housing type per group. Three groups of 18-39 years olds and three groups of over 40 year olds. All participants were from council areas in Sydney *without* the FOGO collection service in place.

Message

- The overall program message is clear and easy to understand.
- The program materials work together successfully with a strong continuity between them.
- Where there were information gaps or questions, often other assets in the package answered the questions. There were few unanswered questions left after viewing all assets.
- After viewing all the program materials, participants felt positive about the rollout of the FOGO service. They understood the process and knew what to expect when it arrives in their area.
- Overall, participants in single and multi-unit dwellings had a similarly positive reaction to the starting scraps materials. However, participants in MUDs tended to have questions about the system set-up given their often-limited kitchen space. Some also questioned how FOGO would work in buildings with garbage chutes.

Call to action

- Participants understood that the creative materials were spreading awareness to help them to get ready for the FOGO service.
- Participants across all demographics indicated that making full information, including FAQs, accessible online via a QR code or web address would allow them find out more about the service.

Cut through and engagement

- Participants felt that the program materials were memorable, and distinct from many other government advertising they see.
- The characters are likeable and representative of the wider community, drawing participants in and encouraging positive engagement with FOGO.
- Compared to older participants, younger participants tended to be more worried about the 'ick' factor of keeping food waste in the kitchen caddy on their bench. This did not necessarily dissuade all from participating in FOGO but does appear to be a larger barrier for the younger group.

Tone

- The light, comedic tone was very well received by participants across the demographic audiences involved in the research.
- They found the characters likeable and the wordplay humorous. This creates an overall positive tone, helping the to program to stand out.

Credibility

- Participants found the messaging credible.
- They understood that this service would be delivered by their local council and saw this as a legitimate source of information on the topic.

Relevance

- Participants across all groups agreed a new FOGO service would be relevant to them as they contribute to management of waste in their homes.
- There was also general agreement that the creative materials gave a sense that the messaging is for everyone.



Key findings and recommendations

Area of focus	Finding	Recommendations
Campaign phasing	Showing the creative assets in order generates enthusiasm but creates a lot of questions about the FOGO service (see page 6 for further information).	<ul style="list-style-type: none"> Ensure that residents can access all assets via a website link or QR code. An FAQ from council accompanying delivery of the kitchen caddy and flyer may be an efficient way of communicating some of this information.
Campaign phasing	There is a risk that some residents will make incorrect assumptions about what can and cannot go in the FOGO bin in its early inception.	<ul style="list-style-type: none"> Include clear information about what can and cannot go into the FOGO bin early in the program in order to avoid questions going unanswered. While bringing Phase 5 into the communication mix earlier may help, it should also be available via other channels.
Information & Service design	The least credible message in the program is the idea that there will be plenty of space in the red bin once the FOGO collection begins. It is the one clear area of alarm caused by the program.	<ul style="list-style-type: none"> Bolstered messaging to demonstrate that there will be enough space in the red bin may reduce concern. Ensure messaging provides clear information on the options Council will provide for residents who are concerned about the collection of their red bin (i.e., an additional red bin and collection service can be provided at an additional cost, or phasing in fortnightly bin collection after FOGO is established).
Information	<p>The program focuses primarily on food waste. While this is appropriate given the behaviour change challenge, it causes two areas of confusion:</p> <ul style="list-style-type: none"> Whether the FOGO bin is an additional bin (i.e., separate to the existing green bin) Whether garden organics can be placed in FOGO bins 	<ul style="list-style-type: none"> Consider showing more examples of garden organics throughout TVCs, emphasising that they go in the same bin as the food scraps. For static assets, and that it is clear that garden organics can be placed in the FOGO bin This can be achieved by grouping the garden organics and food organics graphics separately on static assets and ensuring images are clearly identifiable as garden organics items.
Information	Caddy liners are a key element of behaviour change for some, helping reduce the 'gross' factor of putting scraps straight into the caddy. Many participants were unsure whether it was compulsory to use a bag, and which specific bags are allowed.	<ul style="list-style-type: none"> Clear information about kitchen caddy liners use should be included in the program, including information on which liners can be used. Consistently showing liners in imagery will help viewers understand how they are used. For communications targeting CALD audiences, it would be beneficial to very explicitly link the image of the caddy to the term <i>kitchen caddy</i>.
Information	Understanding the end uses FOGO compost is a major motivator for generating optimism about the FOGO service.	<ul style="list-style-type: none"> Highlight the variety of uses for FOGO compost to give a sense of the range of benefits FOGO can provide.

Research design

2

Research design and objectives

Research design

The Starting Scraps concept testing involved 6 face-to-face focus groups with n=6 participants in each group, targeting council areas in Sydney *without* the FOGO collection service in place. The sample included participants from a cross-section of postcodes in Western Sydney, North Shore, Central, Eastern and Southern Sydney. Councils that were excluded due to having the existing FOGO rollout were: Randwick, Penrith, Woollahra and the Inner West councils.

Two focus groups were conducted in each of the central locations: Parramatta, North Sydney and Sydney CBD. Groups were split into two age groups: 18–39-year-olds and 40 years and older. One group was held for each age bracket in each location.

We hypothesised that differing life stages would influence respondents' attitudes and reception of the educational materials. Therefore, testing against both audiences helped assess not only engagement with the message, tone and relevance of the concepts, but also the appropriateness of the service itself and spotlighting areas requiring slight amendments or clarification.

The table below shows the focus group matrix. This design aimed to balance inclusion of participants from a range of backgrounds including location, age, gender, and dwelling type.

	Location	Age	Gender	Dwelling type
Group 1 (23 rd November 2023)	Parramatta	Younger/ middle age (18-39)	Mixed	3x SUD* 3x MUD*
Group 2 (23 rd November 2023)	Parramatta	Older 40+	Mixed	4x SUD 2x MUD
Group 3 (27 th November 2023)	North Sydney	Younger/ middle age (18-39)	Mixed	2x SUD 4x MUD
Group 4 (27 th November 2023)	North Sydney	Older 40+	Mixed	4x SUD 2x MUD
Group 5 (28 th November 2023)	Sydney City	Younger/ middle age (18-39)	Mixed	4x SUD 2x MUD
Group 6 (27 th November 2023)	Sydney City	Older 40+	Mixed	3x SUD 3x MUD

6 – *SUD – single unit dwelling
*MUD – multiple unit dwelling

Starting Scraps program objectives

- Improve household engagement with council FOGO education programs
- Increase support for the introduction of a weekly FOGO collection service
- Increase awareness of how to use FOGO bins
- Increase acceptance of fortnightly residual bin collection-red bin- if this is implemented at the same time as FOGO

Research objectives

- Determine whether the educational materials deliver in terms of: message take-out, cut-through, call-to-action, credibility, engagement, and relevance.
- Determine whether the education materials are successful in their purpose of raising awareness and knowledge of the service.

Materials tested

Aligned with the research objectives, we selected and tested a range of Starting Scraps materials from different phases of the program. This included: videos (TVCS), the flyer, posters (from phase 5), and the bin stickers.

We rotated the order of the program materials shown for each group to understand the impact of each material better.

Concept testing results

3

Starting Scraps educational material tested

Stage 1

Stage 2

Stage 3

Stage 4

Stage 5

30 second videos*



What is FOGO?



Next season's soil: Metro



Next season's soil:
Regional



FOGO is coming



Your red lid bin service



Your kitchen caddy

*Note: The EPA has created two versions of these videos – metro and regional (15 second and 30 second versions) to capture the different needs of Sydney metropolitan councils and regional councils. As the audiences included in the Starting Scraps concept testing were all resident in Sydney, it was appropriate to test the metro versions.

For the Phase 2 materials, we tested both metro and regional versions. This decision was made after the first two groups based on feedback about the narrow range of end uses for compost shown in the metro version.

Starting Scraps educational material tested

Flyer – Front



Flyer - Back



Bin Stickers

Version 1



Version 2



Starting Scraps educational material tested

Posters Phase 5



Stage 1 video: What's FOGO?



Stage 1: 30 second video - Overview

Message:

- The Phase 1 TVC performed well. It delivers a clear and punchy message which participants were able to grasp quickly.
- Although many did not notice the reference to Food Organics Garden Organics on the first watch, they understood the FOGO bin is for food waste.
- Lack of visuals showing garden waste causes confusion about whether garden waste is allowed in the FOGO bin.
- Participants noticed the environmental benefits of FOGO in the video and many felt positive about reducing their environmental footprint.
- While the message is clear, it does leave participants wanting to know more, and with specific questions about elements of the rollout. This presents a risk of an information vacuum.

Call-to-action:

- Participants understood that the purpose of the video was to inform them that FOGO collection will be starting in their area, and to help them understand what it is.

Cut through and engagement:

- Participants expressed a clear sense of anticipation for the FOGO rollout after watching the video. Many were excited by the prospect.
- Participants said that this video was memorable because of the pace, engaging tone, diversity and language.
- A few participants noted that the ad caught their attention to such an extent that they would not skip in a pre-roll setting if given the option.



Tone/ Language/ Imagery:

- Overall, the tone of the video was seen as being lighthearted, entertaining and comedic. Participants felt that the tone was engaging and appropriate for a government video on this topic.
- Participants across the groups noted and appreciated the diversity of ages, ethnicities and genders featured in the TVC, noting that this was done without feeling “forced”.

Credibility:

- The message in the TVC was seen as being credible. There were no elements that participants raised question with or focused on as being problematic.
- Many were already aware that there were FOGO collections in other council areas, supporting legitimacy of the rollout by their own council.

Relevance:

- Most participants were clear that the service would be rolled out to all households and was therefore relevant to them.
- Some in high-rise apartments that wondered whether the service would roll out differently for them but assumed that it would be managed by their strata.

Stage 1: What's FOGO?



The characters are engaging and have strong cut-through

The diversity of characters and upbeat dialogue captured participants' attention and helped build a sense that FOGO is for the whole community, including themselves.



The message that FOGO is a new collection service for food waste is clear

However, the lack of imagery of garden organics in the video left many participants unclear about whether the bin can be used for garden organics. Very few noticed the reference to Food Organics Garden Organics on the first watch, and some missed it on the second after discussions.



Participants responded well to the environmental benefits

Participants spoke spontaneously about the environmental element of composting and how this was a positive service that would benefit the wider community.



“Way more engaging with multiple people and it’s a bit comedic. And I imagine if I wasn’t watching my TV and I heard FOGO FOGO FOGO, I’d look up.” - 18-39 year old



“Quite busy but not overwhelming. Most ads come across as quite dull and boring, but this was memorable.” – 40+ year old



“It takes you straight to the point, and I straight away know what’s going on.” – 18-39 year old



“Before this, I don’t think there was encouragement to manage your food waste.” – 18-39 year old

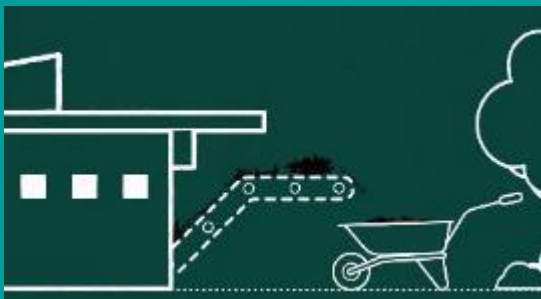


“It was very clear and concise. As you said, it was like a systematic process, like it wasn’t overloaded with information and the main message I took out was it’s good for the environment, like environmental sustainability. – 18-39 year old



“A positive for me, there’s a lot of food waste in society, and we are putting that in a compostable situation.” – 40+ year old

Stage 2 video: Next season's soil (metro)

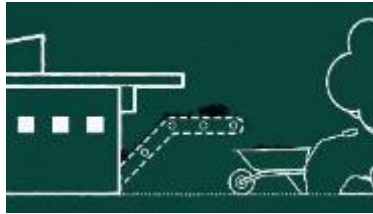


Stage 2: 30 second video - Overview



The use of one character can reduce dynamism and relevance, but improve message

- Overall, participants felt that the ad was relevant to them, and felt positive about the message. They liked the girl and many felt that the use of a single character helped them to understand the message.
- However, the video was seen as less dynamic and some older participants said they may be less likely to take notice of the ad due to the age of the character.



The animation connected the overall picture of food scraps to new soil

- Participants found the animations about the FOGO process simple to understand and engaging.
- While the animation was shown in all videos, it was particularly valued in this video to highlight the connection between their behaviour and the end uses of the compost.



Showing a single use case reduces perceptions of the benefits of FOGO

- The video shows only one use case for the processed FOGO compost (sports fields).
- Many interpreted this as indicating that the compost would only be used for council projects in their local area. Reactions to this were positive but limited.

Following this feedback in groups 1 and 2, we began showing participants both the metro and regional versions from group 3 onwards.

Showing the regional TVC elicited a positive reaction from participants, with many feeling more engaged by the understanding that the compost would have many end uses.

TVC 2 - Regional



Showing multiple use cases can benefit engagement

When shown the regional video, which shows the compost being used to grow carrots, many participants said that they felt more excited about the prospect of their waste being used for multiple purposes. Some reacted particularly well to it being used in food production.

Message takeout:

- Participants felt this video had a clear and focused message.
- Many felt that the singular focus and pace compared to the Phase 1 video made the message easier to take in.
- Showing the multiple benefits of the FOGO compost created recognition of the broader purpose and social value that the service brings to communities.

"It's aimed at a young audience, obviously"
– 40+ year old

"A lot more digestible information."
– 40+ year old

"I liked that they brought the regional part in to it. It's good... multiple uses."
– 18-39 year old



Stage 3 video: FOGO is coming



Stage 3: 30 second video - Overview

Message:

- This video had a clear message. Participants understood that food organics go inside the FOGO bin. The variety of different types of 'scrap' shown in the ad clearly communicate that a range of different food types can go in the FOGO bin. However, participants interpreted "food organics" to mean that processed foods, such as chips or tea bags, might not be included.
- It led participants to start thinking about the caddy bin that will hold their food scraps.
- However, many participants were still unsure about whether garden organics would be going into the same bin as their food scraps.
- Additionally, it was unclear to participants what **cannot** go in the FOGO bin.



It is unclear what cannot go in the green FOGO bin

While this TVC was able to clearly demonstrate the variety of food scraps that can go in the FOGO bin, it left questions about what is *not* allowed in the bin. Audiences felt this information was critical as they learn about the service in its early inception.



"This one did the best in terms of showing what can go in it (FOGO bin)." – 18-39 year old



Showing examples of garden organics would support the idea that there is just one bin for both food and garden organics

- This TVC successfully communicates the variety of food scraps that could go in your FOGO bin (dairy, meat and bones), but left questions about how garden organics were incorporated into this process.
- However, many participants speculated that they would receive a separate green bin for food scraps. Including imagery of the garden organics and food scraps going into the bin would improve comprehension that there is a single bin.



"Doesn't show grass trimmings...no" – 18-39 year old.

Stage 4 video: Your fortnightly red lid bin service



Stage 4: 30 second video - Overview

Message:

- The message that red bin collection would be reduced to fortnightly was clear to participants.
- However, for many, this created a sense of unease about the amount of space their red bin would have in it.
- Participants understood the message the FOGO bin would take up the reduced capacity, but many were sceptical, particularly those with free standing houses and families.



The video triggers concern about reduced red bin collection schedule

- Many participants expressed concern about the new bin collection schedule.
- Of particular concern was the red bin rolling back to fortnightly collection, with many feeling that their red bin would overflow.
- Reactions to this were relatively strong, with discussions in most groups about how concerned some participants were. The most concerned tended to be older people, those in houses, and those with families.
- Others were unconcerned.



Message triggers concern about smaller replacement red bin being provided

- The side-by-side shot of the green and red bins shows a smaller red bin because it was designed for a council with an existing small red bin service.
- To some, this suggested that their current red bin would be replaced with a smaller one. Coupled with concern about the bin rolling back to fortnightly collection, this suggestion elevated a sense of unease, and many participants wanted further clarity on the topic.
- Many were more comfortable when told that they would keep their existing green bin.



“When they started it by saying the red bin was going to roll back, I was shocked.”

– 18-39 year old



“I’ve noticed that the green bin is bigger in size than the red bin.”

– 40+ year old



“I just know it would be overflowing even if there is less.”

– 40+ year old

Stage 5 video: Your Kitchen caddy



Stage 5: 30 second video - Overview

Message:

- Participants understood that they would be receiving a kitchen caddy as part of the FOGO rollout.
- This video brought together the process from the kitchen to green bin, helping them to understand how they can set up a process in the kitchen that will work for them. This answered a concern that many expressed early in the group discussions about how to effectively separate their waste.
- While the term 'caddy' was new to many people, most were able to decipher its meaning in the context of the video.



Demonstrating the use of the kitchen caddy bin brought clarity of the FOGO process

- Early in focus groups, many expressed concern that separating food waste in the kitchen would be complicated.
- The video helped participants visualise how they could engage with the FOGO service. They felt that it stepped clearly through the process.



The term 'caddy' was new to most audiences, but the context of the TVC helped build understanding

- There was a low level of confusion around the term 'kitchen caddy'. Notably some CALD participants were initially confused.
- The context of the ad, most understood what the caddy is.
- **Recommendation:** For communications targeted to CALD communities, additional efforts should be made to explain that the caddy referred to here is the kitchen caddy.



Audiences found the ad humorous and engaging

- Similar to the other videos, participants found the characters likeable and humorous, adding to an overall positive tone.
- The diversity of the characters connected with participants, and the language supported a catchy and engaging video.



"I thought the caddy was the lady... like in golf"
– 18-39 year old CALD participant

Flyer

FLYER 1 (FRONT)

Phase 1 - 'What is FOGO?'



YOUR GREENER GREEN BIN
THE NEW HOME FOR YOUR FOOD SCRAP

COMING JULY 2024



PLACEHOLDER:
Insert Council Logo
here

NSW GOVERNMENT

The flyer features a dark green background. At the top, the text 'YOUR GREENER GREEN BIN' is written in large, bold, white and green letters. Below it, 'THE NEW HOME FOR YOUR FOOD SCRAP' is written in smaller white text. A green banner with white text 'COMING JULY 2024' is positioned above a green bin with a QR code on its lid. The NSW Government logo is in the bottom left, and a placeholder for a council logo is in the bottom right.

FLYER 1 (BACK)

Phase 1 - 'What is FOGO?'



YOUR GREEN BIN SERVICE IS GOING GREENER WITH FOGO.
It will be accepting Food Organics & Garden Organics.



HOW DOES FOGO WORK?

Our Food Organics & Garden Organics (FOGO) will now stay out of landfill and get turned into professionally treated compost. This means less emissions and the compost will help keep our parks, streets and sporting fields **GREENER.**


WWW.COUNCIL-OPTIONAL.NSW.GOV.AU

The back of the flyer has a dark green background. At the top, it says 'YOUR GREEN BIN SERVICE IS GOING GREENER WITH FOGO.' followed by 'It will be accepting Food Organics & Garden Organics.' Below this is an illustration of various food and garden scraps (bones, vegetables, fruit, etc.) being placed into a green bin with a QR code on the lid. A green banner with white text 'HOW DOES FOGO WORK?' is placed below the bin. The bottom section contains text explaining the FOGO process and the website 'WWW.COUNCIL-OPTIONAL.NSW.GOV.AU'.

Flyer – front

Message

Participants felt the flyer was lacking some vital information that they would need at the inception of the FOGO service

 “Is it a weekly or fortnightly pickup?”
– 18-39 year old

Some participants felt that key information about the **new weekly green bin collection** was missing from the flyer.

Recommendation

- Ensure that weekly bin collection is mentioned in the flyer.
- Clarify that they will be utilising their existing green bin (if they have one), or a new green bin (if Council does not already offer a GO service), to combine both garden and food organics.

- The slogan “Your greener green bin” was understood by most to mean a more “eco-friendly bin”.
- However, some participants interpreted the “greener green bin” as meaning that they would be receiving a second green bin for their food waste (i.e., separate to their garden organics.)



Flyer – back

Many participants said that they would utilise the QR code to seek more information about the FOGO service, particularly on what can/cannot go in the FOGO bin.

However, the placement of the QR code on the opened bin lid confused some participants. This was interpreted as being part of the photo of the bin instead of a scannable QR code on the flyer itself.

Recommendation

Display the QR code in a more neutral location on the flyer to avoid misinterpretation and increase likelihood to scan it.

The images of the garden organics were difficult for some participants to interpret.

Recommendation

- Divide the graphics so that food organics and garden organics are positioned on separate sides of the green bin. This will help audiences recognise that the images shown represent garden organics.
- Make the graphics on the flyer as large as possible

As the visuals only show items that can go in the bin, many participants were unclear about what they are not allowed to put in the FOGO bin.



“It should be clear “grass, garden” on one side and then the food images on the other.” - 18-39 year old

Recommendation

- Given confusion about whether participants would be receiving a second green bin, adapting the line of text “It will be accepting Food Organics & Garden Organics” to note that the green bin:
 - Accepts food and garden organics in **one** green bin
 - Collected weekly
- For example: Food Organics and Garden Organics all in **one** green bin collected **weekly**.

Bin stickers

Version 1

YOUR GREENER GREEN BIN

THE HOME FOR YOUR FOOD SCRAP AND GARDEN WASTE

garden clippings & leaves, fruit & vegetable scraps, meat, bones & cooked leftovers, eggshells, bread & dairy

No plastic bags & wraps, food containers, tissues & paper towel, paper & cardboard, pet poo

Use only certified compostable liners – DON'T use plastic or biodegradable bags.

WEEKLY COLLECTION

Our Food Organics & Garden Organics (FOGO) will now stay out of landfill and get turned into professionally treated compost. This means less emissions and the compost will help keep our parks, streets and sporting fields **GREENER**.

NSW Government | Placeholder Council Logo | Placeholder QR Code

Version 2

YOUR GREENER GREEN BIN

THE HOME FOR YOUR FOOD SCRAP AND GARDEN WASTE

WEEKLY COLLECTION

fruit & vegetable scraps, garden clippings, leaves, meat, bones & cooked leftovers, eggshells, bread & dairy

No plastic bags & wraps, food containers, tissues & paper towel, paper & cardboard, pet poo

Use only certified compostable liners – DON'T use plastic or biodegradable bags.

WEEKLY COLLECTION

Our Food Organics & Garden Organics (FOGO) will now stay out of landfill and get turned into professionally treated compost. This means less emissions and the compost will help keep our parks, streets and sporting fields **GREENER**.

NSW Government | Placeholder Council Logo | Placeholder QR Code

Preferred bin sticker

Prefer the “weekly collection” label to be at the top of the page as it is easier to identify the critical information.

Overall, participants felt that the bin stickers would be an effective reference document, especially when the service is first rolled out and they are still getting used to what can go in the FOGO bin.

Having the graphic showing what can and cannot go in the green bin in two side-by-side columns easily communicated the requirements for bin usage. The structure was deemed clearer and more suitable for skimming which is likely how people will engage with it.



“Yeah, just the lay out. It's just it's very salient compared to [the other bin sticker].” – 40+ year old

As with the other creative assets, there was a mixed reaction to the graphics with some not being easily identifiable.

Given that some of the graphics are less clear, the text beneath them adds greater clarity.

“The actual pictures used aren't super clear – if there was no text at all, I might not know what they are.” – 40+ year old

Participants noticed the text at the bottom which highlighted ‘certified compostable liners’. However, there was uncertainty around potential cost implications of purchasing compostable caddy liners, where to buy them from, and whether they were required.

“It's just not clear. Are they gonna give us the bin liners or will we have to buy it?” – 18-39 year olds

Participants felt that this version of the bin sticker had a clearer layout

- Both bin stickers can answer the frequently asked question about what *cannot* go in their caddy/ FOGO bin.
- However, this side-by-side version performed better than the alternative version across every group.
- Participants preferred the way information was laid out in this version. It favoured instinctively reading from left to right, capturing key information quickly.
- Most participants wanted clarification around the text “certified compostable liners”. There was confusion around the difference between ‘compostable liners’ and ‘biodegradable liners’. Participants were still confused about how caddy liners were being supplied or if they would be required to cover the cost.

Recommendation

- Clearer information of provision of caddy liners.
- Information on the difference between compostable and biodegradable caddy liners.

Alternative bin sticker

Aesthetically, the top/bottom style was not as appealing as the side-by-side version.

This one was felt to hero more of the positive with what CAN go in the bin.



Participants were not inclined to read the text if it was displayed at the bottom of the box.

Participants preferred the “weekly collection” text to appear at the top of the page as it stands out more.

The alternative bin sticker was not as aesthetically appealing as the side-by-side version.

- While this version did a good job of showing what can go in the FOGO bin, audiences feel it is equally important to focus on what *cannot* go in it.
- The location of the text needs to be strategically positioned. Participants said that they were not as inclined to read the graphic labelling if it is listed at the bottom of the box. The other bin sticker does a better job of grouping and labelling the graphics which make it easier to understand.
- Participants prefer to view the layout left-to-right instead of top-to-bottom.
- Participants also prefer to see the “weekly collection” text at the top of the page as it is critical information that stands out there.

Stage 5 posters:



"The only one that directly links it... It shows like the process of her emptying it." – 40+ year old

"The one with the lady... I think it made it really clear. Get outside and then you take the scrap ... that it goes in the green bin." – 18-39 year old



Can see inside the caddy



Shows someone using the caddy



Shows someone using the caddy in-situ



Clear on message around caddy liners



Shows garden organics

Showing someone using the kitchen caddy and the FOGO bin supported a clear message about the service

- Across all groups, this iteration of the Phase 5 poster performed the best.
- Participants felt positive about seeing the process of utilising the caddy and the green bin (in-situ) in one image.
- Being able to see inside the kitchen caddy was an additional strength as this confirmed questions about what can go inside the bin.
- However, showing garden organics as well as food scraps would clear up confusion about using a single bin to dispose of both food and garden waste.
- The message around the whether residents need to use caddy liners and whether these are supplied by the council is still unclear.
- The added appeal to this one was the character in the image. Participants liked her expression.

Stage 5 posters



"[It] demonstrates when you say food scraps... She's got the container there... Everything goes in here. It indicates you know it's food scraps." – **40+ year old**



"That's showing that your leftovers go into it as well... in the kitchen environment you can see... it belongs in the kitchen." – **18-39 year old**



Can see inside the caddy



Shows someone using the caddy



Shows someone using the caddy in-situ



Clear on message around caddy liners



Shows garden organics

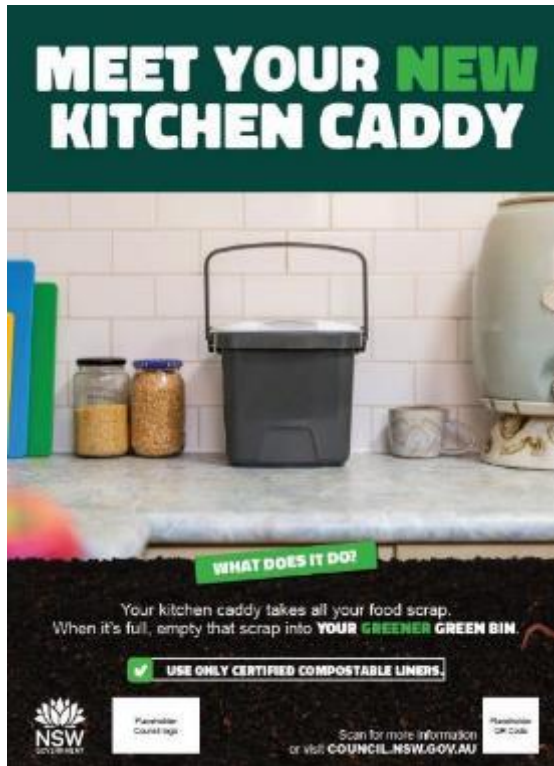
A clear connection between the caddy bin and recycling food scraps in your kitchen

- Similar to the first version, this poster does well at showing someone using the caddy in-situ. Along with being able to see the food scraps inside the caddy, the image as a whole helps participants visualise using the caddy.
- As with the other characters in the posters, they feel familiar and fit in well with the rest of the program.

Stage 5 posters



"It's not a memorable picture." – 18-39 year old



Can see inside the caddy



Shows someone using the caddy



Shows someone using the caddy in-situ



Clear on message around caddy liners



Shows garden organics

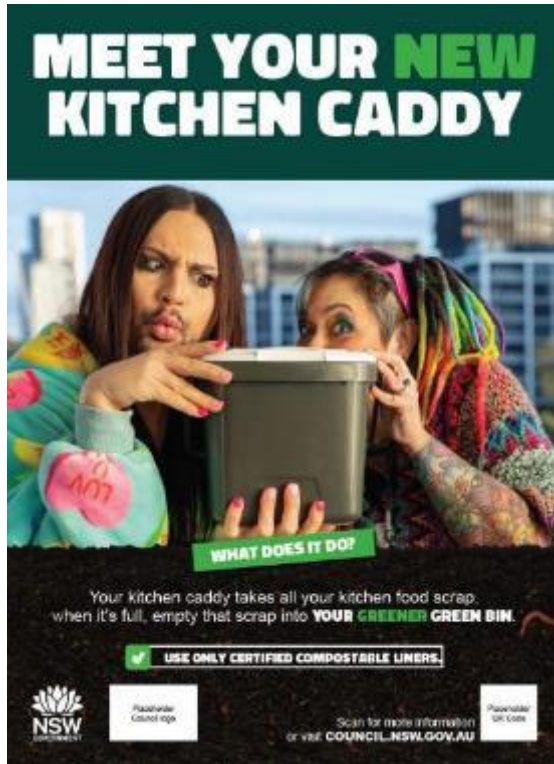
The caddy on its own misses communicating its full function

- The posters that performed the best were those that showed the entire FOGO process. They showed someone filling caddy with scraps and emptying it into the FOGO bin.
- As this iteration of the poster simply showed the caddy on the kitchen bench without any human interaction, it missed out on communicating to people it's function and was less engaging than other images.
- Showing a hand opening the caddy to put in food scraps would increase clarity around its message.
- There were some position reactions to the idea that this image would show the scale of the caddy alongside other items on the kitchen bench.

Stage 5 posters

“...it doesn't actually show what's in it, whereas... she [first version] was showing you what's in it, and then she's got it above the bin that she's about to tip it in.” – 40+ year old

“They do look a bit confused.” – 18-39 year old



Can see inside the caddy



Shows someone using the caddy



Shows someone using the caddy in-situ



Clear on message around caddy liners



Shows garden organics

The caddy misses out on showing what it does when not presented in-situ

- This iteration of the poster missed out on showing someone using the caddy bin in-situ, which meant that there was no indication of how the caddy bin was used to collect food and garden scraps.
- Participants picked up on the characters appearing confused as they held the caddy bin. These expressions feel slightly off-beat as participants were more interested in seeing the characters in the other posters using the caddy and the FOGO bin.

THANK YOU



GAME CHANGERS

