

## Waste Less Solutions Case Study Report

---

Anna Lee, Lily Miller, Thiago Achcar

April 15th, 2023

COMM\*350\*01

Organizational Communication: Leadership & Decision-Making

Professor Christy Siefert, Professor Lindsie Smith



## Table of Contents

---

Introduction .....	(3)
Overcoming Barriers .....	(3)
Spreading the Message .....	(3)
Education .....	(3)
Art Based Advocacy .....	(4)
Implementation .....	(4)
Creating Impactful Art .....	(4)
Art Integration .....	(5)
Community Collaboration .....	(6)
A Look Into the Future .....	(6)
Community Involvement .....	(6)
Societal Impacts .....	(6)
Sustainability .....	(7)
Conclusion .....	(7)

## Introduction

Waste Less Solutions has tasked us with finding creative ways to increase brand awareness and community involved in the fight against food waste and insecurity. Our team has developed art-based strategies we believe could support Waste Less Solutions in achieving their goal of informing Utahns of who and what they are. This report will go into depth of how our proposed solution will help reach the masses, despite limited funds and staffing. Creating community connections to promote education and action will aid Waste Less Solution in their goal of uniting a community.

## Overcoming Barriers

Waste Less Solutions has established guidelines that help them portray a variety of barriers they face in spreading awareness. Art based advocacy will help further these efforts, by creating intrigue and lasting impressions.

### Spreading the Message

Waste Less Solutions has limited funding and resources for brand promotions, which is a critical factor in determining the right way to gauge a broader audience. Art based advocacy comes with initial start up cost, once established maintenance and up-keep cost will remain low.

Art should be accessible to everyone. By creating art in the form of stickers, flyers and murals, Waste Less Solutions can reach and educate a larger audience. Giving people the ability to view the art through any mode of transportation, or informational pieces for those who may not have access to technology.

It is critical to relay the right message, one that does not polarize people by creating feelings of guilt or political disagreements. Implementation of art allows us to visually portray messages in a way that normalizes we all play a role in food waste and food insecurity comes in many forms.

### Education

One of the biggest problems in food waste and food insecurity is the lack of knowledge or access to education. Art is a creative way to communicate with people that there is a greater problem that stems from food waste, without guilting. It also serves as a simple, yet friendly, reminder to be more conscious of our disposal of excess waste. Furthermore, art will guide the breaking of

stigmas surrounding food insecurity. Many people face food insecurity, not just the stereotype groups. To create awareness that people around you that you may know could be struggling, will guide people to action.

## **Art-Based Advocacy**

Our goal is to formulate a promotional strategy for Waste Less Solutions that integrates their brand values and addresses their stated barriers. As an organization that prioritizes community engagement, sustainability, and social responsibility; our team suggests implementing art based advocacy to expand brand awareness. Promotional art based advocacy, known as guerilla marketing, is cost effective, easily maintainable with limited resources, and can spread Waste Less Solutions' message in a non-polarizing manner.

Guerilla marketing is an 'unconventional' marketing strategy that helps brands engage with society in a creative and unique way that leaves lasting impressions. With the intention of grasping attention to encourage people to learn more about food waste and insecurity, that will eventually lead to action. Utilizing permanent and temporary art in a variety of forms is an effective way to spread brand awareness on a larger scale.

This is accomplished by collaborating with local artists and art organizations to create visuals that bring Waste Less Solutions brand and values to life. To spread the word, Waste Less Solutions partnerships with local business, events, and local legislators is pertinent. Art based advocacy is a way to create positive and memorable connections with the community to fight a common goal: to end food waste and insecurity in Utah.

## **Implementation**

Integrating Waste Less Solutions art into the community can be done through a variety of methods such as; stickering, flyers, street art, and demonstrations. Creating impactful visuals that draw attention to the brand will bring more awareness to Waste Less Solutions. To implement, community collaborations and local business partnerships are vital. Partnerships will strengthen the brand, promote word of mouth advocacy, and aid in spreading awareness through art.

### **Creating Impactful Art**

Creating meaningful visuals is the first step to implementing art advocacy. To begin, collaborating with local artists and art organizations that are currently involved in sustainability

or support Waste Less Solutions values and goals. Working with partners that share values is an effective way to create art that will align with Waste Less Solutions and have a positive impact. Local collaborations are important to strengthening the brand's connection with the community, and will be beneficial to both sides of the partnership. Art is a way to uniquely express a message, creating art that will resonate with people is the most important aspect of art advocacy.

### Art Integration

Stickers are a creative, impactful and lighthearted method of distributing brand awareness. Simple yet intriguing images that integrate Waste Less Solutions mission and logo is a strong promotional tool. Stickers can be placed in appropriate places around town, handed out at events or by partnering brands. Placing a QR code linking to Waste Less Solutions on the peel away side of stickers, makes brand education more accessible. This is an effective way to promote the brand on a mass scale for long term impacts, with minimal efforts.

Flyers containing simple education pieces, impactful imagery, information on events or how to get involved, and a QR code is an effective way to promote and educate. Not everyone has access to technology, by utilizing flyers as an informational way to spread details will help engage a larger population. By adding a QR Code linking to Waste Less Solution, in-depth information becomes easily accessible to people. Flyers can be hung in appropriate locations in the city and with collaborating businesses.

Creating art on a large scale within different communities in Utah will draw a lot of attention through one major project, versus many small projects. Salt Lake is known for its beautiful murals that overtake large buildings and platforms around the city. A mural that incorporates community connections, food waste, food insecurity and making a change creates a positive connection with its viewers. A mural would be most effective in an area that is heavily trafficked, by foot and vehicle, and in an area that contains many local businesses.



## Community Collaboration

Formulating a connection between Waste Less Solution and local businesses will spread brand awareness, educate people on a large platform, and strengthen community bonds. The goal is finding businesses that will support and advocate for Waste Less Solutions, in return businesses will have sustainability awareness and community outreach which will strengthen their brands. Collaboration between food based businesses such as local grocers, agricultural markets, community gardens and restaurants is important. Waste Less Solutions mission is to reduce food waste and food insecurity, working with food based businesses is an impactful way to spread awareness. Partnerships can go beyond produce, by working with local businesses such as thrift stores and boutiques that value sustainability. This creates two major target markets; food industry and sustainability.

Engaging with the community will strengthen promotional efforts drastically. Putting a face behind the art and brand is the most impactful way to reach people. Utah hosts a variety of events that bring the community together such as; flea markets, farmers markets, thrift markets, artist markets and much more. Setting up booths with employees and volunteers is an opportunity to educate people and distribute art to spread awareness.

## A Look Into The Future

### Community Involvement

Art has a unique ability to grab people's attention and create emotional connections, making it an effective tool for spreading awareness and engaging people. By using art to communicate our message, we can capture people's attention and make them more invested in our cause.

### Societal Impacts

It's important to craft the right message and doing that through creating art can highlight our message and educate others on Waste less Solutions cause. Collaborating with local artists and businesses can be beneficial for both sides - spreading awareness, reaching a broader audience, and educating more people. When finding organizations or businesses to collaborate with or help with advocacy, it is important to find brands that align with the brands values.

## Sustainability

This can impact Waste Less Solutions in a very positive way, creating local art and having a community collaboration can be very impactful for spreading awareness and attracting a better audience and growing the mission.

## Conclusion

Waste Less Solutions faces many barriers in spreading their message and creating change, including limited funding and staffing, lack of accessibility to education and transportation, and destigmatizing and educating people on food waste and food insecurity. Art-based advocacy, such as guerilla marketing, is a cost-effective and impactful way to expand brand awareness and promote change. Collaborating with local artists and organizations to create meaningful visuals and integrating art into the community through stickers, flyers, and murals, as well as partnering with local businesses and engaging with the community at events, can all help to spread Waste Less Solutions' message and strengthen their brand. By focusing on long-term goals and building strong connections with the community, Waste Less Solutions can create a positive and lasting impact on food waste and food insecurity in Utah.