



To view our presentation on Branding Sustainability, please visit [chimeracom.com](http://chimeracom.com) and click on this icon.

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# Branding according to Scott Bedbury

(one of the world's leading brand architects — think Starbucks and Nike)

1. A great brand is in it for the long haul.
2. A great brand can be anything.
3. A great brand knows itself.
4. A great brand invents or reinvents an entire category.
5. A great brand taps into emotions.
6. A great brand is a story that's never completely told.
7. A great brand has consistency.
8. A great brand is relevant.



# Branding according to Chimera Communications

(one tiny little brand architecture firm with big ideas in Durango, Colorado)

1. Surprise
2. Relevance
3. Emotion



# SURPRISE

Your marketing needs a WOW-factor. Otherwise it's "why bother advertising."





## **RELEVANCE**

Hidden meanings do just that – hide from people  
who have no time to look for them



# EMOTION

are the driving force that make us act as we do...  
sometimes on impulse... sometimes with reason.

# Community Based Social Marketing

- Select a behavior(s) we want to see happening
- Identify barriers that thwart the behaviors from happening
- Give the people the tools to make the behavior(s) happen



# What We Learned Relative to Sustainable Services

- Sustainable - lacks clear definition
- “Green” color blind
- Lots of “sustainable” information/programs
- Need for Coordination/Connection
- Academic and lacks consumer messaging
- Can’t grasp it - make it concrete - action oriented
- No ONE place to get information



# What We Learned Relative to Recycling

- Difficult to find information on City website
- Make it easy for us
- Drop-Off Center anxiety
- Product Offerings not widely understood
- Customer Service is paramount (Commercial/Residential)
- Lack of understanding of what actually goes to landfills



# The Job Changed

- It became apparent that to be EFFECTIVE, The City of Durango needed to **Brand Sustainable Behaviors Not a Department**



# Sustainable Behaviors include:

- Recycling/Waste Reduction & Prevention  
Water Conservation  
Energy Conservation and Alternative Sources  
Transportation Alternatives  
Healthy Living  
Food Production
- Becoming an ambassador for the behaviors



# What would this package look like?

- How do we take all the elements of “Sustainability” and put them into a package that actually spurs people to **action**.



# Ingredients



# Packaging



# A Sustainable City...

...is a city designed with consideration of environmental impact, inhabited by a healthy, involved people dedicated to minimization of required inputs of energy, water and food, and waste output of heat, air pollution, and water pollution.

(Our “can of ingredients”): People. Planet. Profit.



# Our Ah-Ha Moment...

- Just ask WHY?
- And when we did..."It's just the right thing to do; "It's easy to do the right thing; My kids are counting on me to do the right thing for their future."



# Another rule of branding:

- Call a banana, a banana, not an elongated yellow fruit.



# do the right things!

Join the movement....[dotherightthings.net](http://dotherightthings.net)

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**CITY of  
DURANGO**

Department of Sustainable Services



Sub-brand behaviors under  
this umbrella movement

DURANGO  
recycles!  
com



The new “Multi-Modal”  
Department becomes...





# do the right things!



TRANSPORTATION

WATER CONSERVATION



RECYCLING

HEALTHY LIVING



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Carbon footprints in the sand.  
What's your next step?

Join the movement....do the right things!

Visit [dotherightthings.net](http://dotherightthings.net) to calculate your carbon footprint and for information on all you need to know about sustaining our community for today and the next generation.

*do the right things!*



Join the movement....[dotherightthings.net](http://dotherightthings.net)



*John Doe,  
Durango Colorado*

## **one guy. one wheel. one way to do it!**

My environmental footprint is a one-wheeled track. I figure it's one way I can stay in shape, leave my car at home, and make people smile every day. For me, it's just the right thing to do.

### **Join the movement.... do the right things!**

Visit [dotherightthings.net](http://dotherightthings.net) to calculate your carbon footprint and for information on all you need to know about sustaining our community for today and the next generation.

*do the right things!*



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## Let's Talk Trash.

Your neighbors are doin' it...shouldn't you?



Visit [durangorecycles.com](http://durangorecycles.com) for all you need to know about your city's waste reduction programs – including trash removal, recycling guidelines, fun stuff for kids and more.

**DURANGO**  
recycles<sup>co</sup>

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## Message In A Bottle.



Our current facility is only big enough to handle ♻️ and ♻️ bottle shaped plastics – but when we get the new facility we'll be doing a lot more with plastic. For the underlying truth about those little numbers on the bottom of plastic bottles and containers, visit [durangorecycles.com](http://durangorecycles.com).



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ENTER

HEIL

Did you  
recycle  
today?



It will make a world of difference.

Learn how at DURANGO<sup>CO</sup>  
recycles!

Did you  
recycle  
today?



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