

newBin

Marketing Research and Strategy



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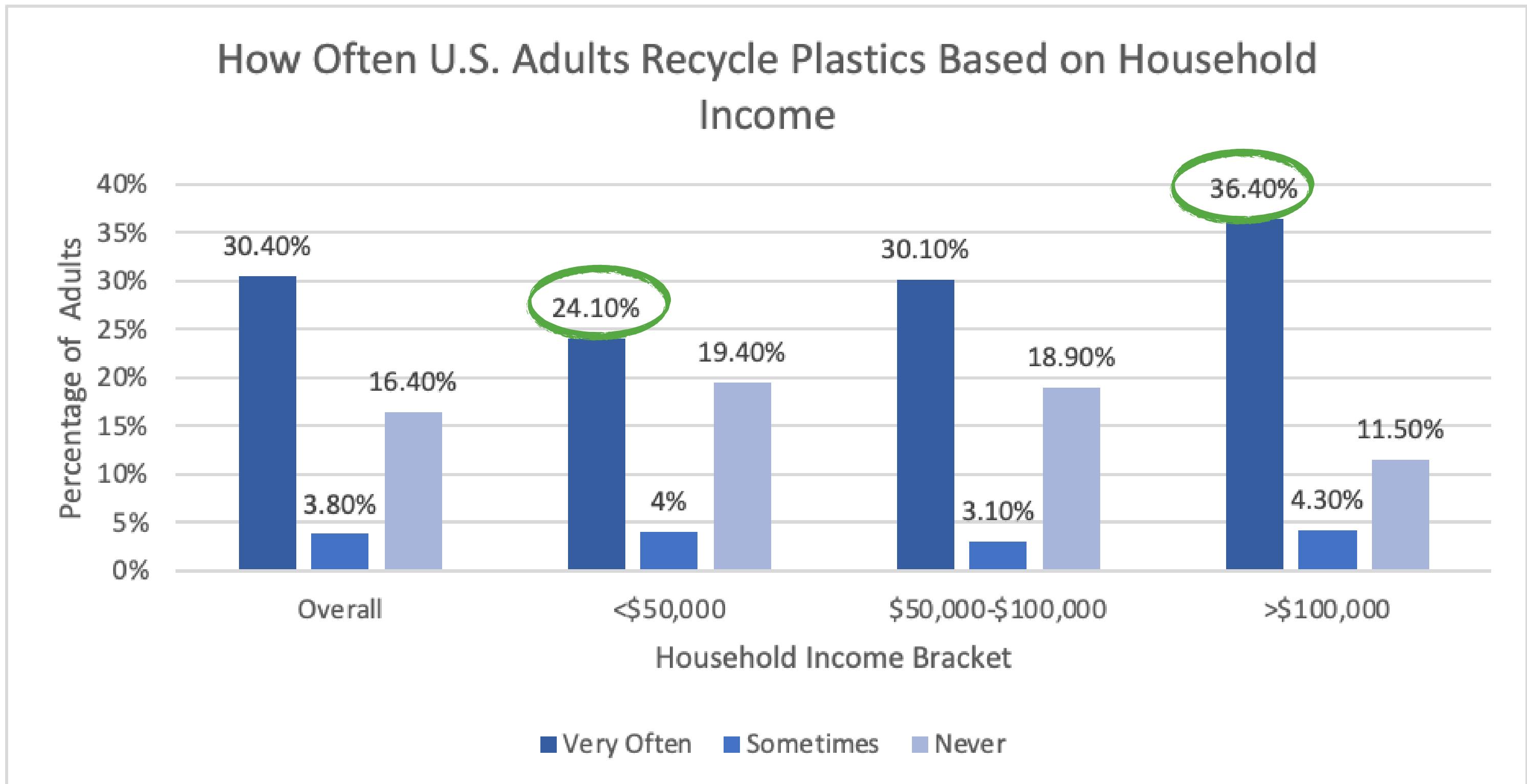


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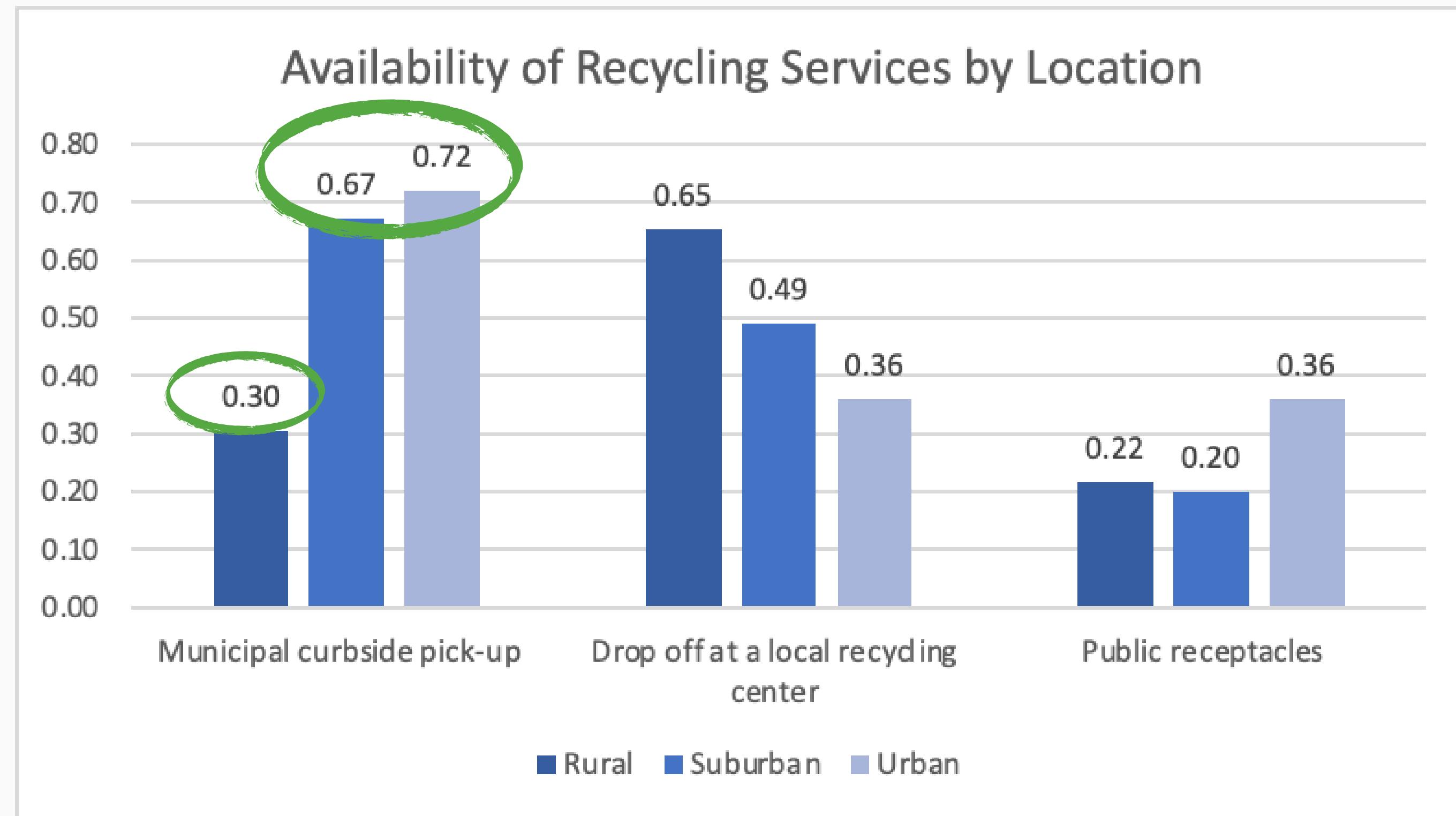
RESEARCH INSIGHTS



HOUSEHOLD INCOME

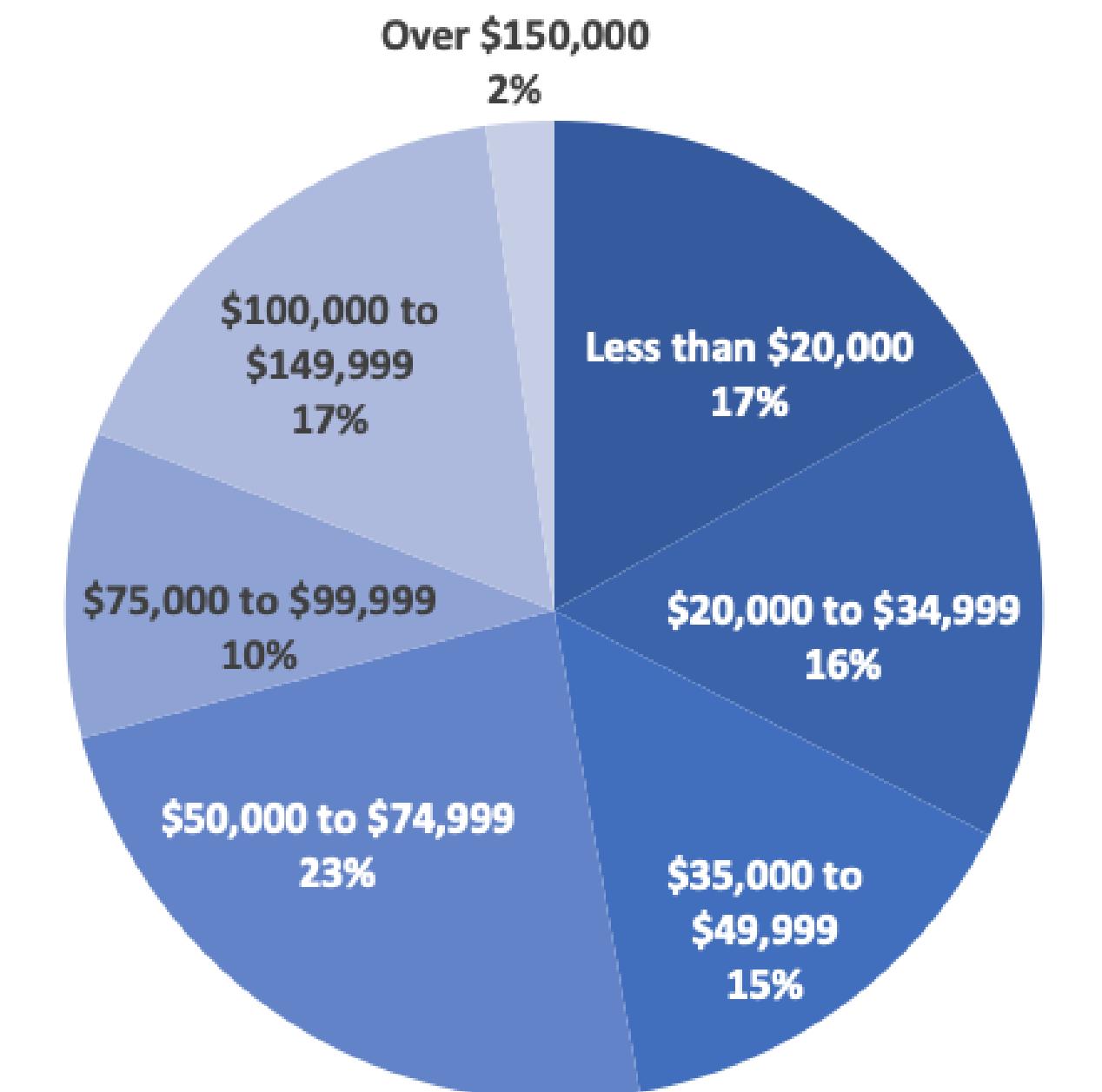


RECYCLING SERVICE ACCESS



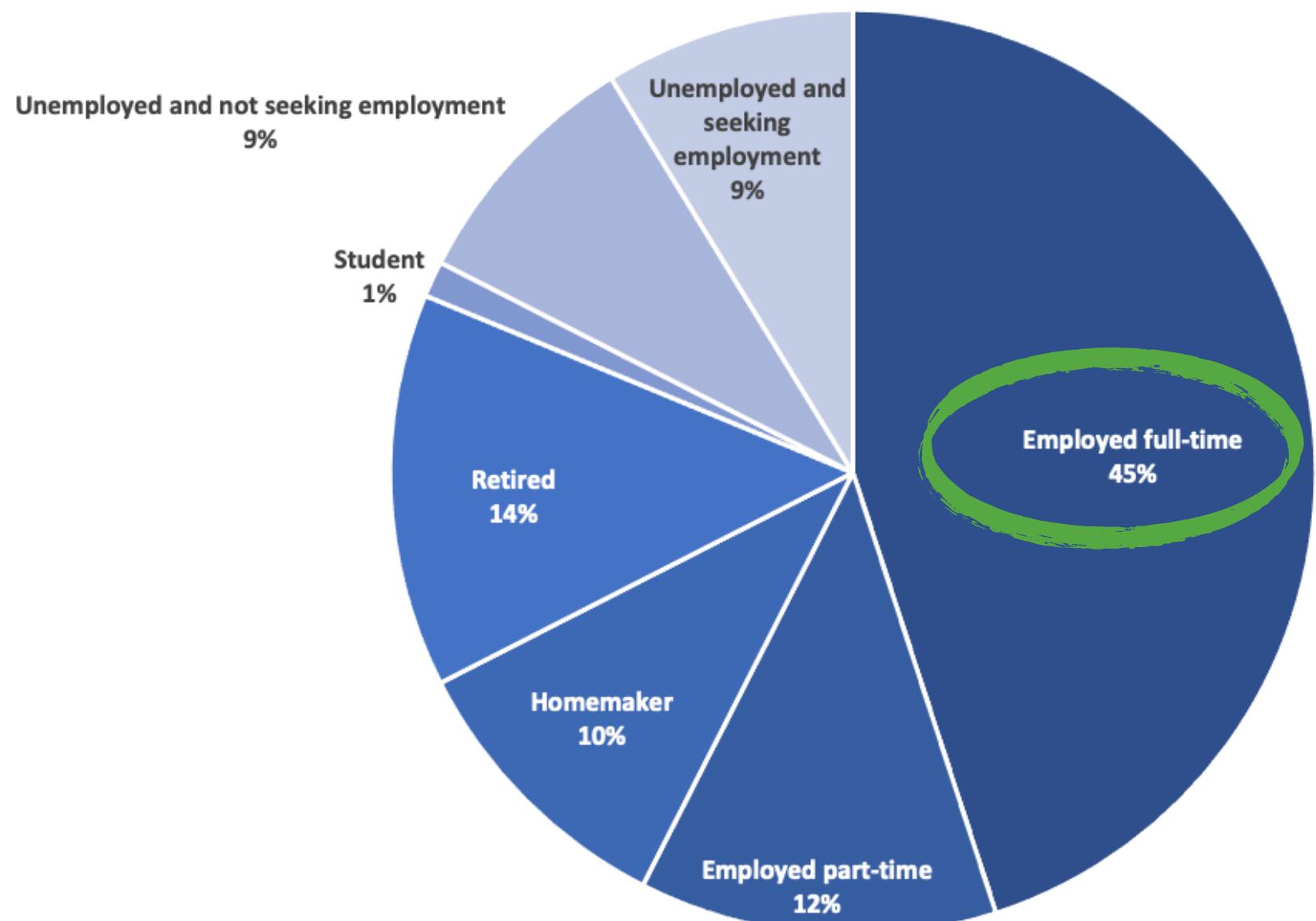
newBin can *alleviate* the **disparity** in recycling frequency for lower-income families and individuals.

High Likelihood to Use newBin by Household Income Bracket

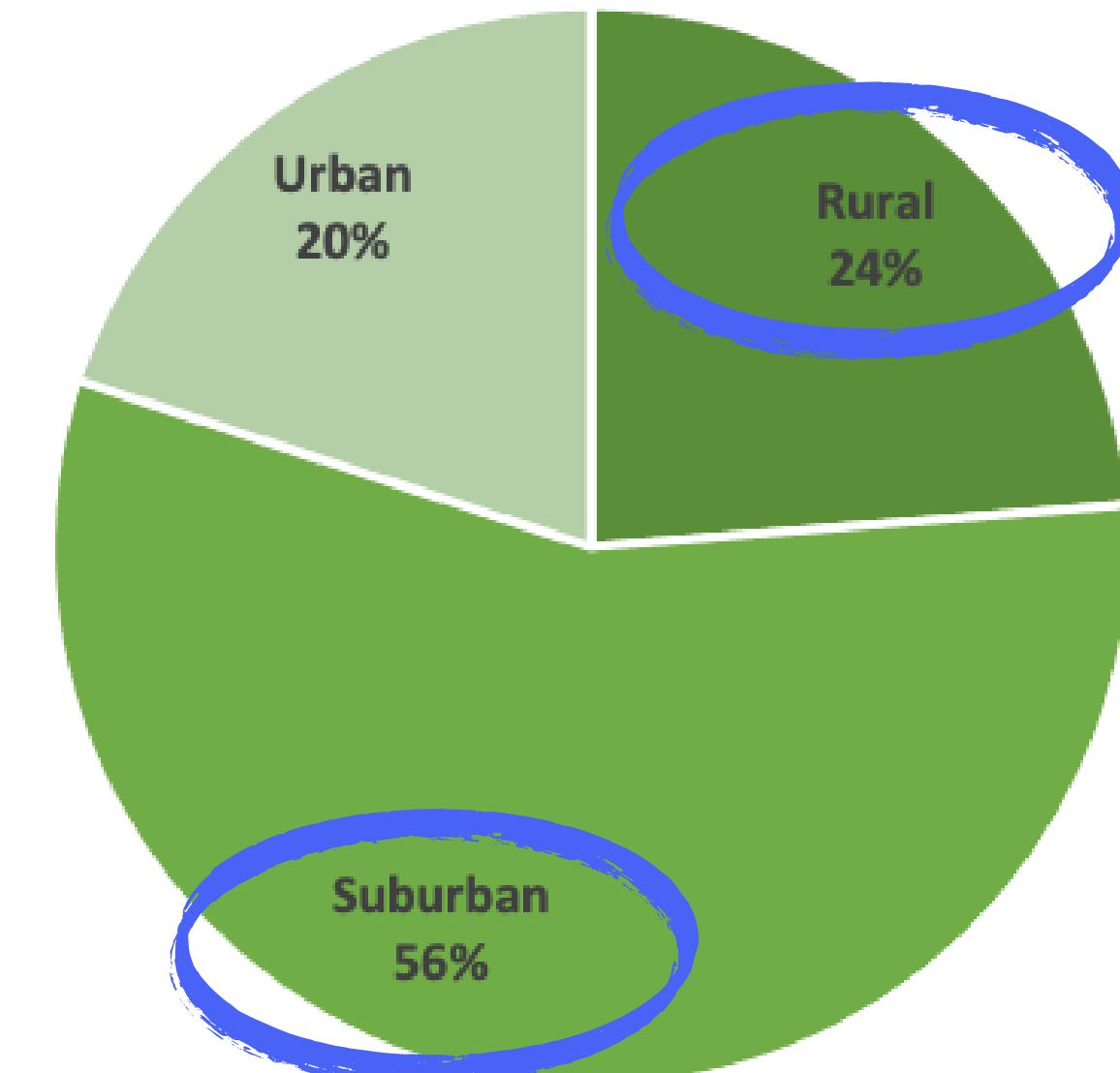


DEMOGRAPHICS

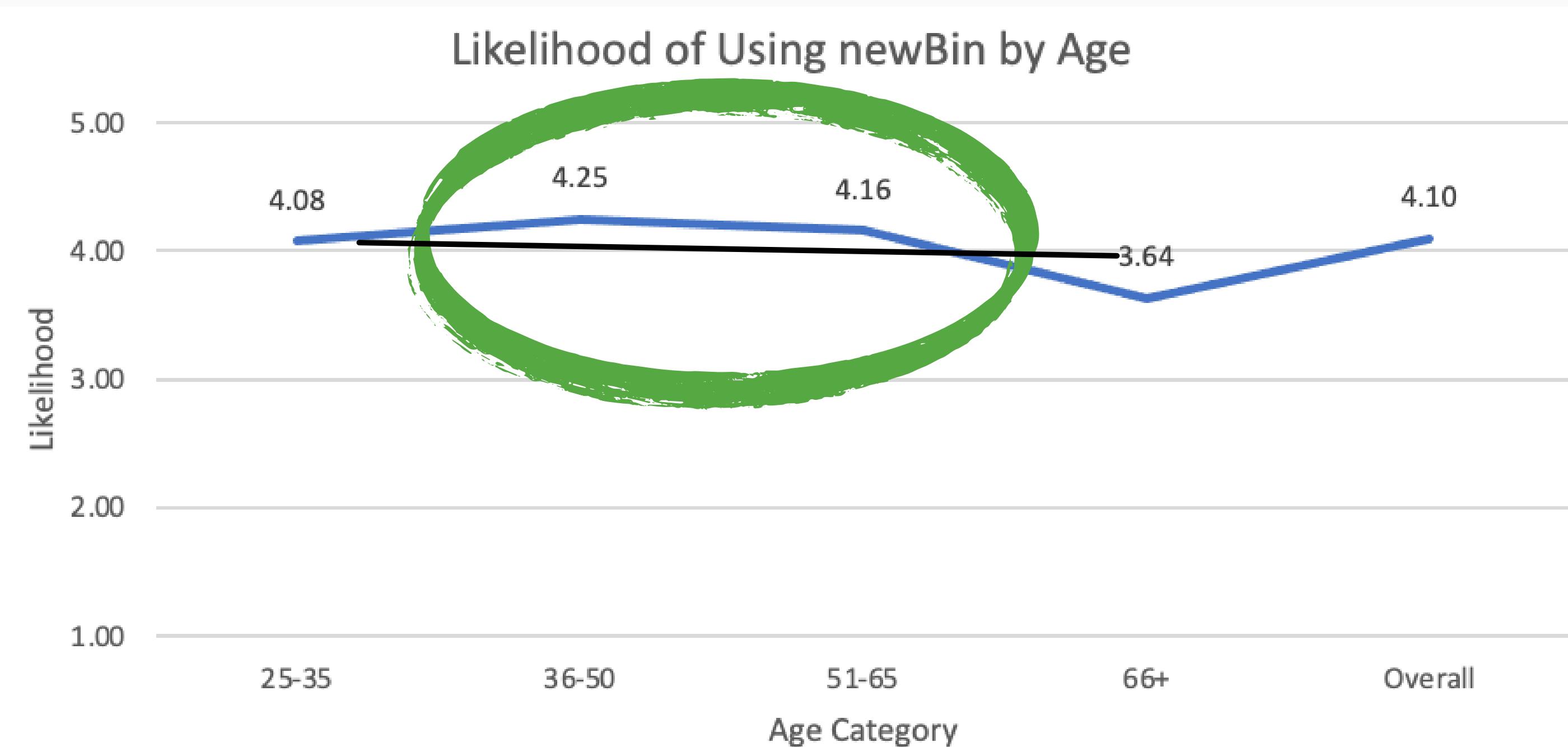
High Likelihood to Use newBin by Employment Status



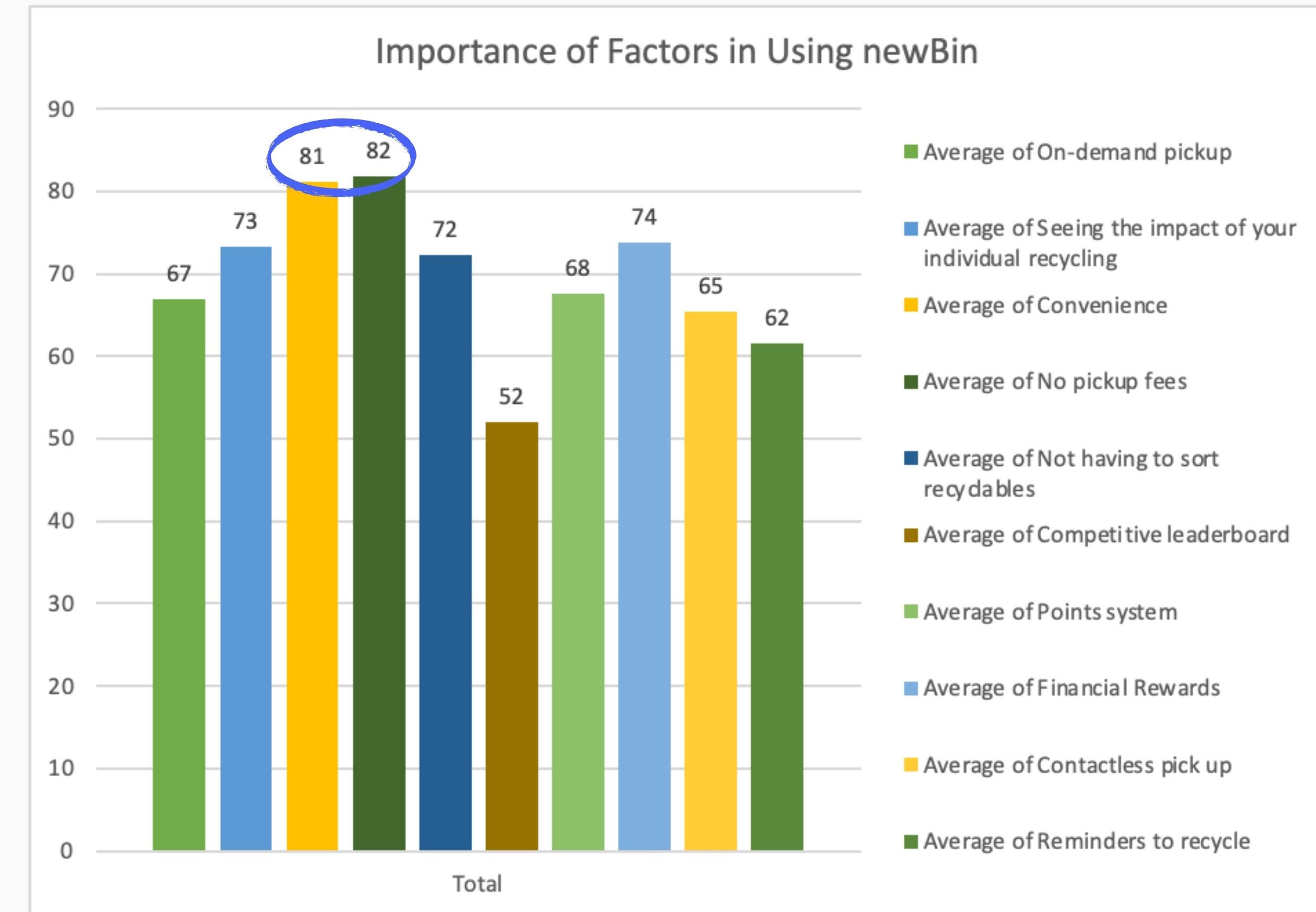
High Likelihood to Use Newbin by Location



AGE BREAKDOWN



CONVENIENCE



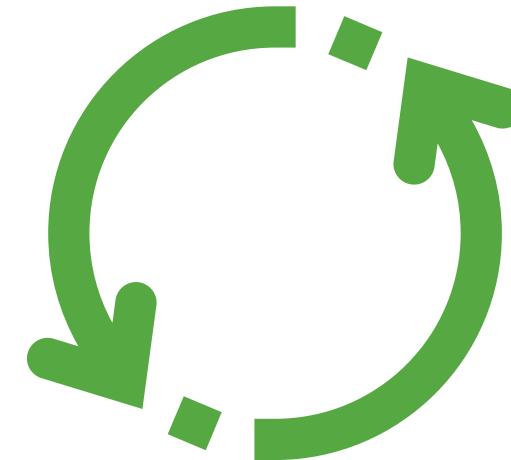
PROMOTION BACKGROUND

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MISSION

Recognize. Replace. Revolutionize.

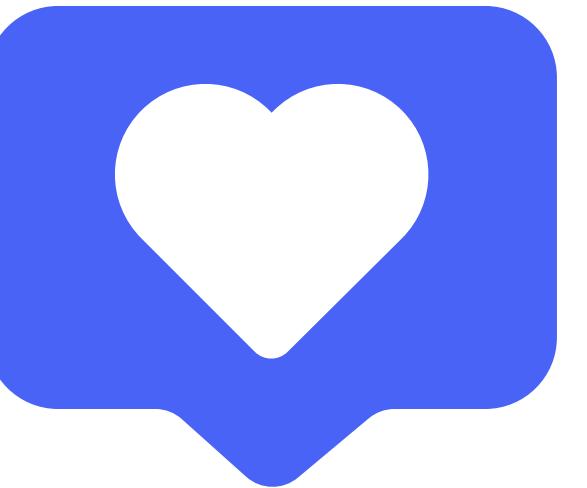


POSITIONING

For time-starved current recyclers,
newBin is the only brand among all
recycling services to offer convenient
curbside pick-up at any location, any time.

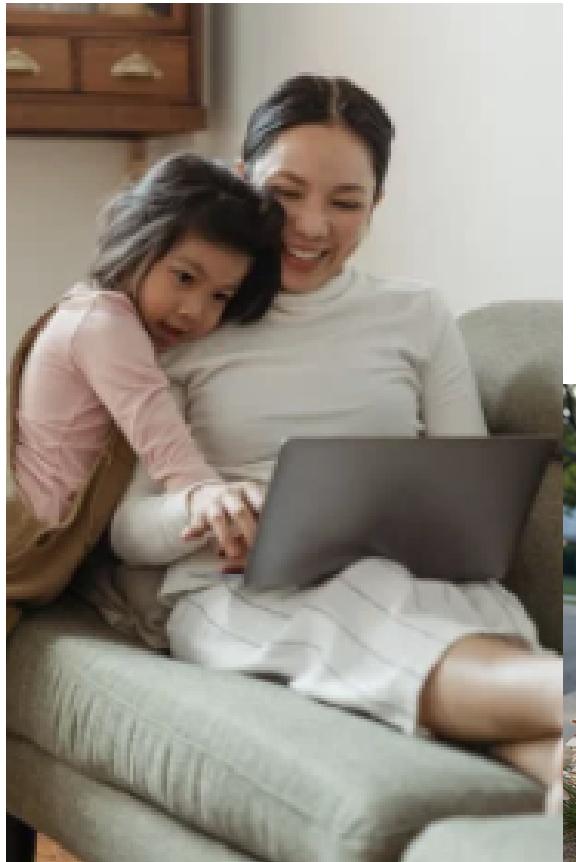


AUDIENCE



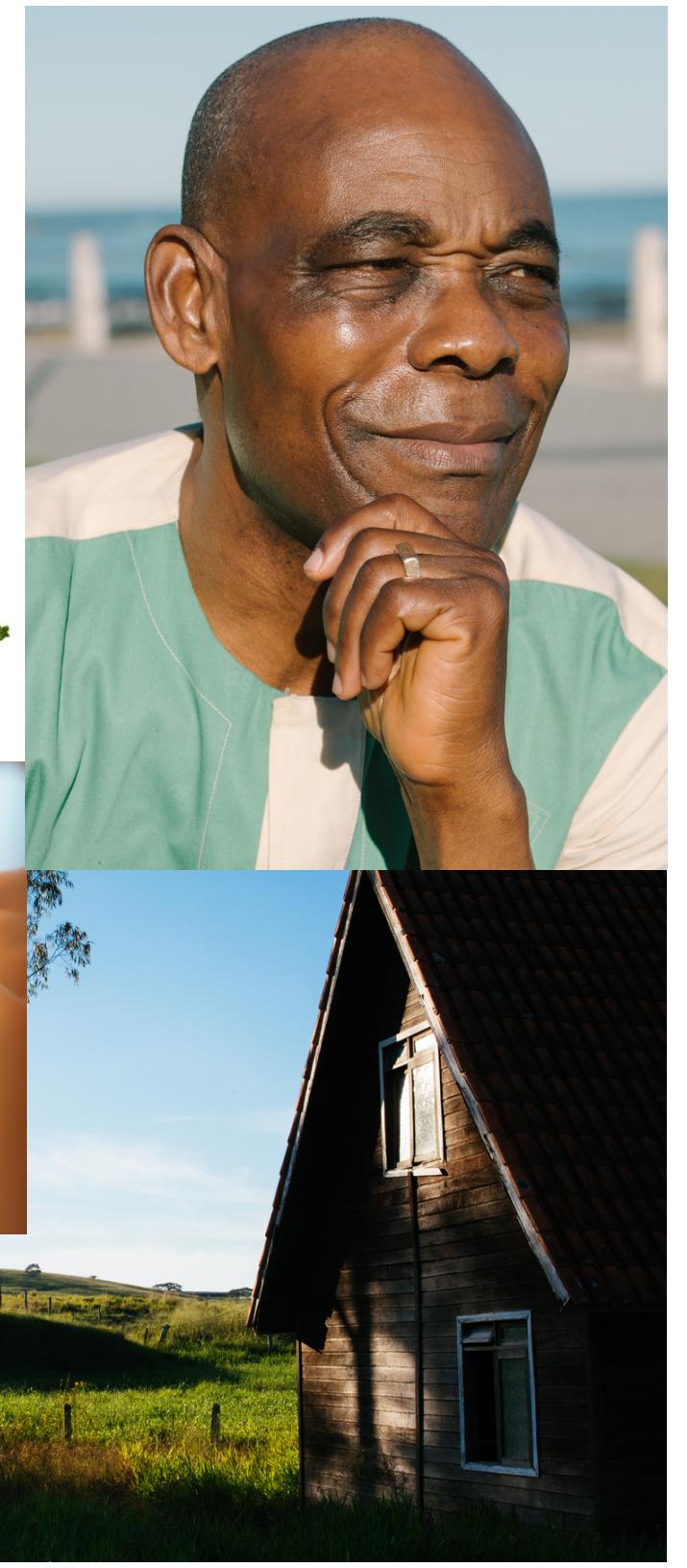
ALICE M., 37

Time-Starved Parent

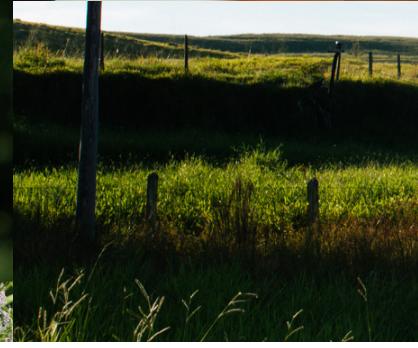


JOHN L., 63

Lifetime Recycler



SUSTAINABILITY



MESSAGE #newBinCan

**Recycling doesn't have to be difficult or time-consuming.
Your current recycling program is not your fate.**

newBin can pick up recycling at any time, any place.

newBin can make recycling convenient.

newBin can give back to you for all the giving back you do.



IMC CAMPAIGN

newBinCan

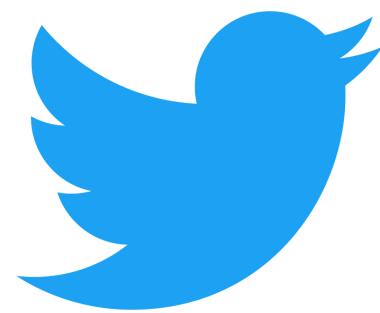
CONSISTENCY



#newBinCan



SOCIAL MEDIA



Can traditional
recycling sort
plastics for you?

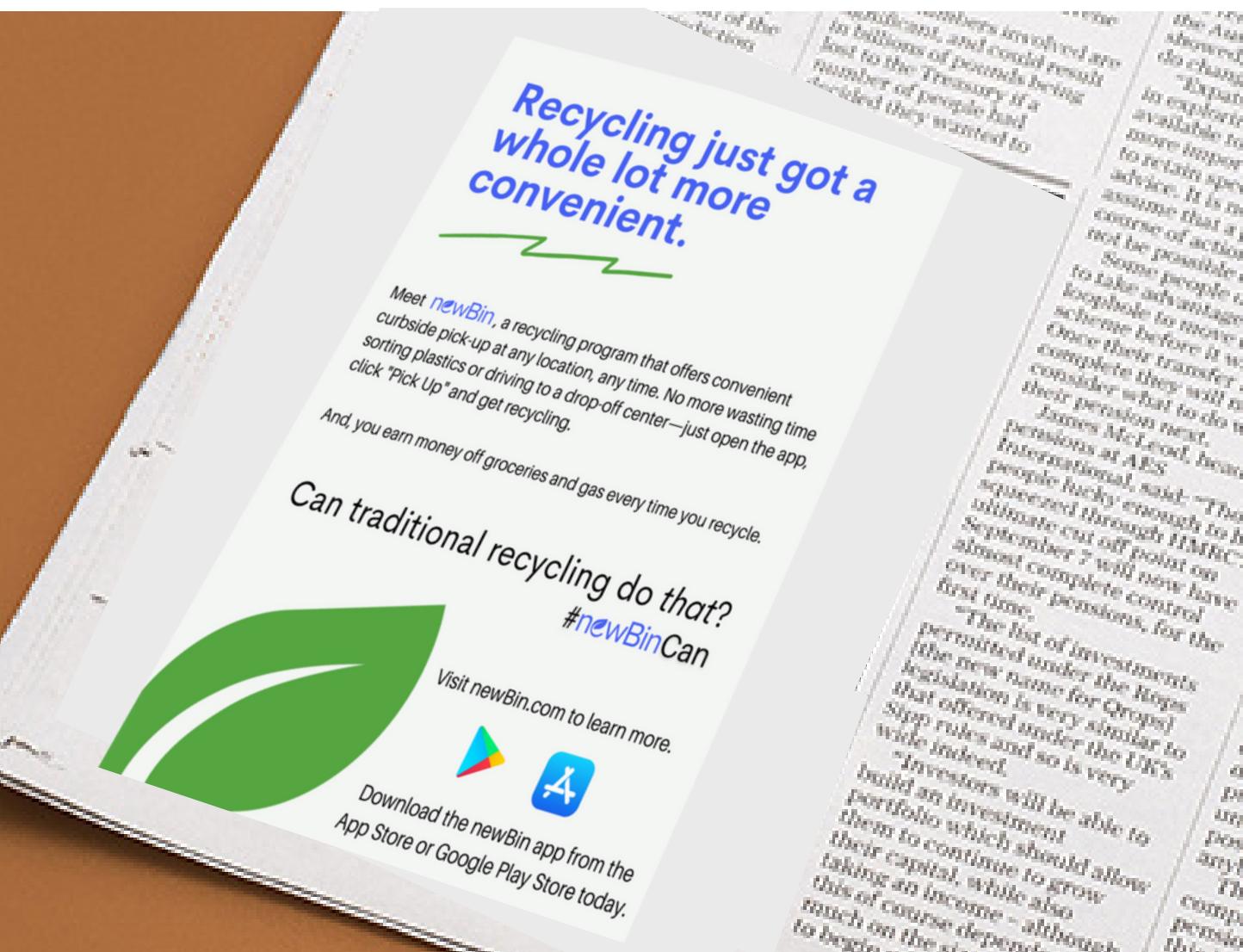
#newBinCan

Can traditional
recycling pick
up plastics on
your watch?

#newBinCan



PRINT AD



Recycling just got a whole lot more convenient.

Meet [newBin](#), a recycling program that offers convenient curbside pick-up at any location, any time. No more wasting time sorting plastics or driving to a drop-off center—just open the app, click "Pick Up" and get recycling.

And, you earn money off groceries and gas every time you recycle.

Can traditional recycling do that?

#newBinCan



Visit [newBin.com](#) to learn more.

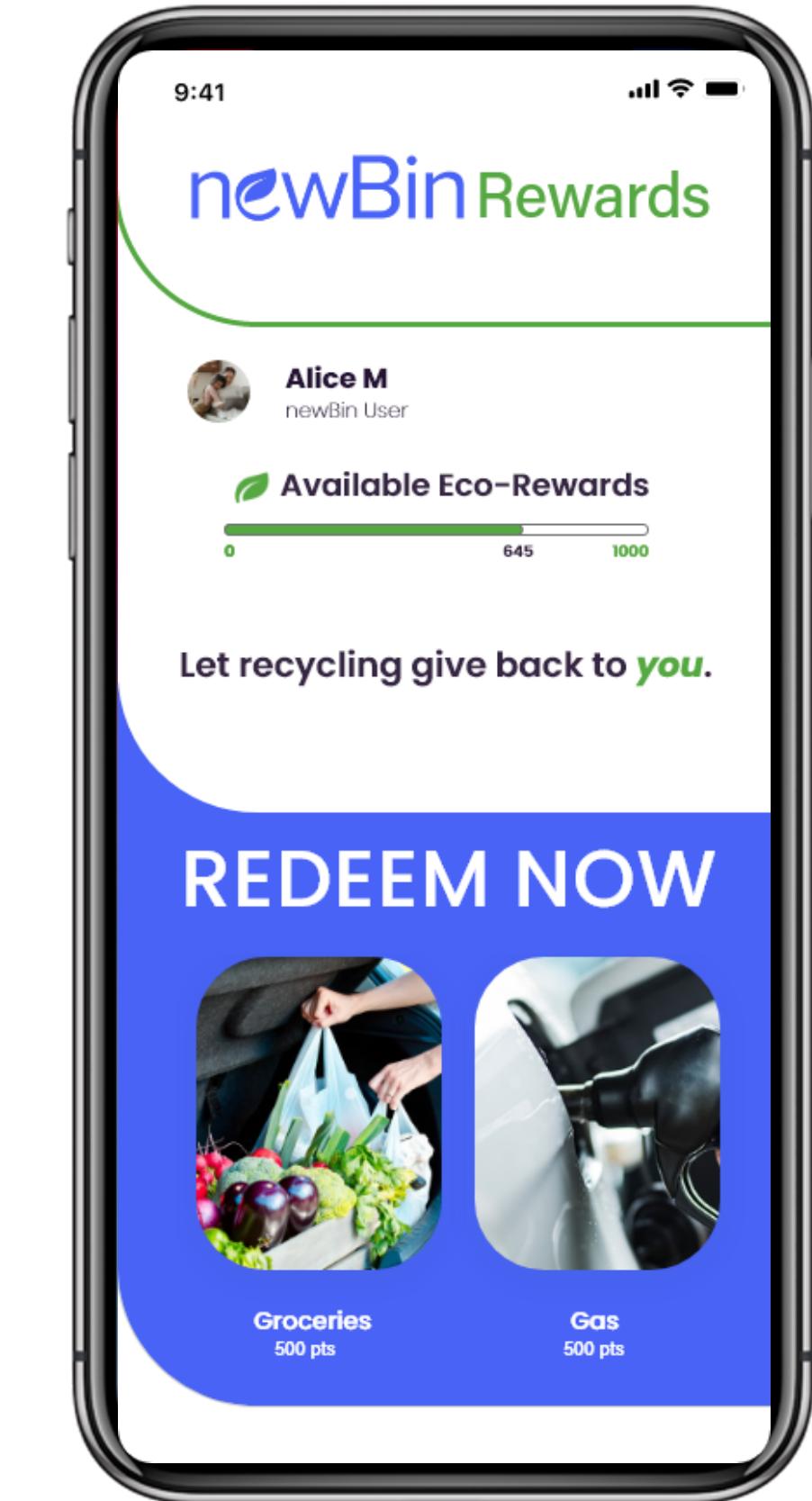


Download the newBin app from the App Store or Google Play Store today.



REWARDS PROGRAM

giant
eagle™



RETAIL DISPLAY



Giant Eagle just got a whole lot greener.

Now at participating locations, Giant Eagle and GetGo are partnering with recycling service newBin to give you rewards for doing good.

newBin lets you earn money off groceries and gas every time you recycle.

Can traditional recycling do *that*?

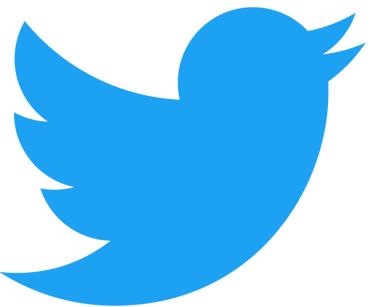
#newBinCan



Visit newBin.com to learn more.

To get saving today, visit the App Store or Google Play Store to download the newBin app.

TESTIMONIALS



From a young age, I knew the importance of recycling. Since I had my daughter Katie, it's become a hassle. I don't have the time to separate plastics or to figure out truck schedules.

newBin helped with this.

newBin picks up my recyclables straight from my curb with a simple click of an app! It's easy to use and saves time, so I can focus on what matters most.

ALICE M., 37



Learn more at newBin.com



I know recycling is important to save the environment. For years, I sorted plastics and drove them to a drop point 45 minutes away, but I always wished there was something easier.

Then I switched to newBin.

newBin picks up plastics straight from my curb with the click of a button and takes them to be sorted and recycled at the newBin recycling plant. It's the service I always wanted and will continue to use into my golden years.

JOHN L., 63



Learn more at newBin.com



THANK YOU!

Questions?

