



# Mask Waste at UNT.

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# Target Market:

*People who use disposable masks- workers, students, etc.*

*Demographics:*

*18-24 years old, all genders.*

*High-school education, pursuing college degree*

*Income: Not everyone works, most have loans or scholarships to support themselves.*

*UNT is 42.1% white, 26.5% Hispanic/Latino, 13.8% Black/African American, 7% Asian*

*Psychographics:*

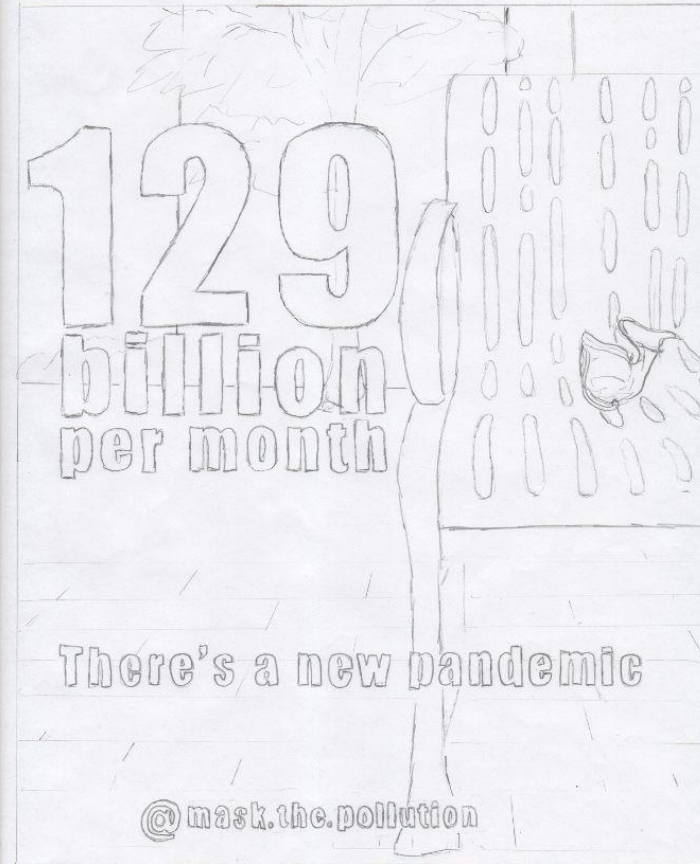
*Slightly liberal-leaning*

*Environmentally conscious.*

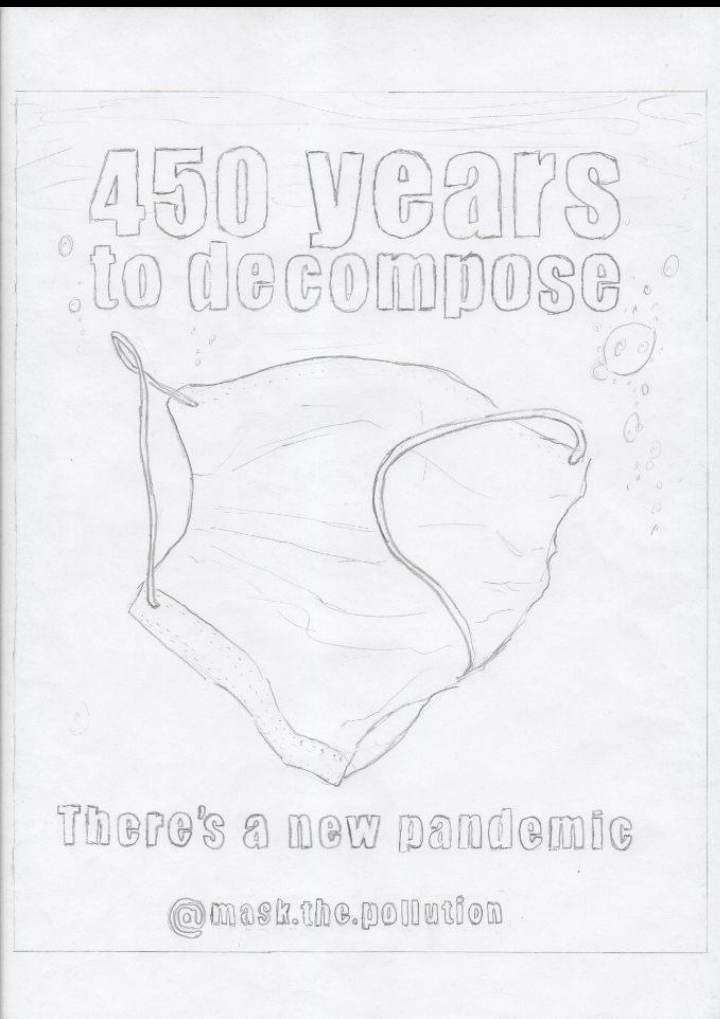
*Aware of the dangers of COVID and how important masks are to keeping people safe.*



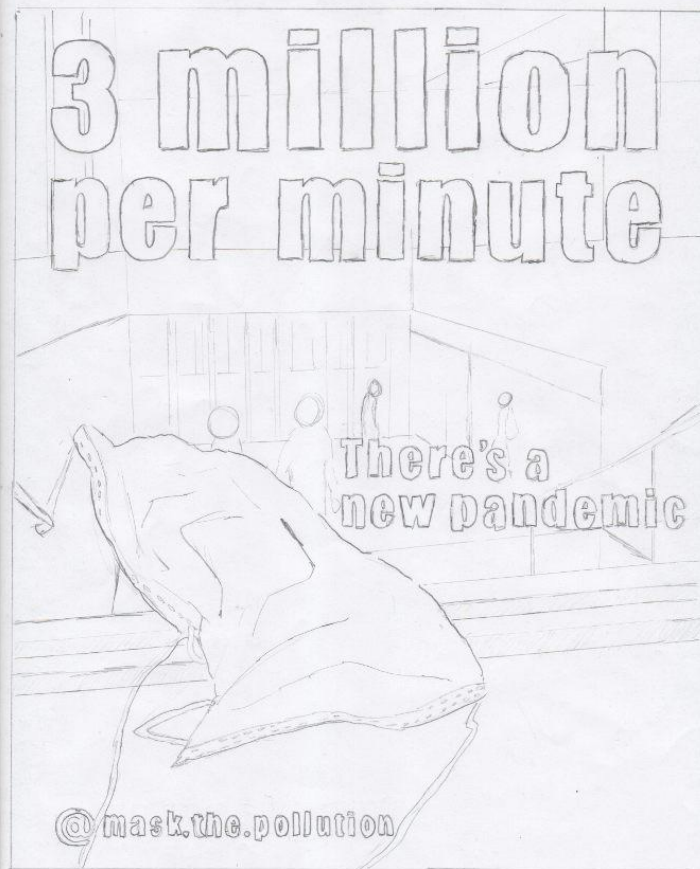
# Comp 1:



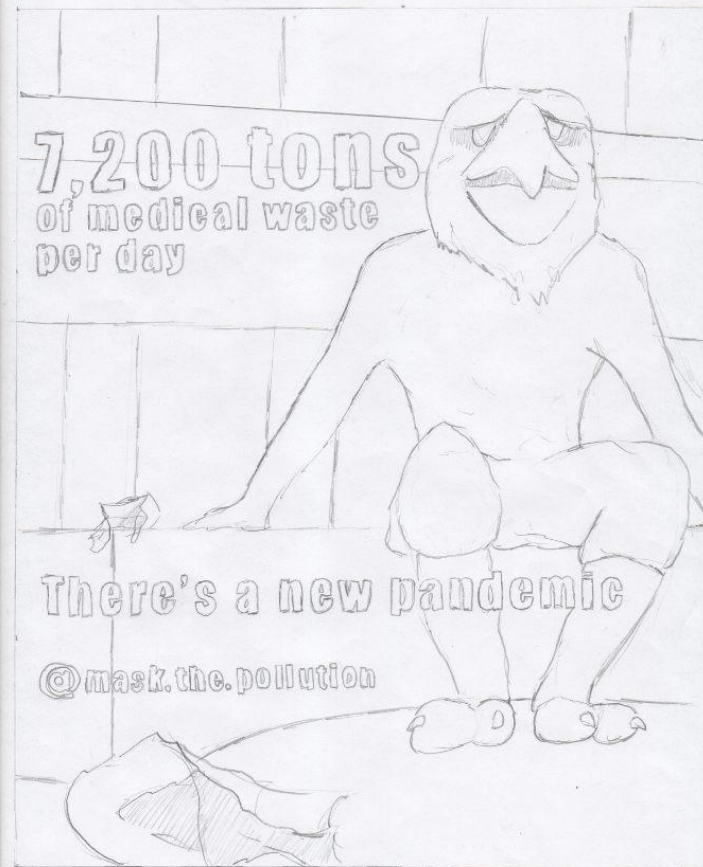
## Comp 2:



## Comp 3:



# Comp 4:



# Social Media:





# Ambient:





Outdoor:



## Outdoor 2:



# Radio:

“Disposable masks are just that: “disposable” and easily discarded, ending up in nature, oceans, college campuses, and ultimately landfills. Of the 130 billion disposable masks that get used every month globally, most of them end up as litter.

There is a new pandemic of disposable mask waste and we want to change this. That’s why we have decided to focus all of our efforts on recycling, what was once disposable. Visit [@mask.the.pollution](#) on twitter to learn how you can do your part.”

