



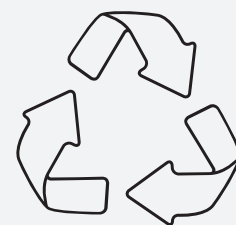
At AREA 17, we strive for a design that is pure, eloquent, and approachable. We aim to craft products that are as simple as possible while still cultivating curiosity and loyalty.

Our aim is to work on projects that genuinely affect people's lives. That means the products we create must be useful. But our designs are as much about emotion and empathy as they are about usability.

We take a holistic approach to creating memorable experiences. We get excited about technology, but don't design for browsers or platforms. We design for people.

A/

Apple and Recycling



The Opportunity

Apple takes great pride in its products, products that **redefine the habitual patterns** woven through our daily lives.

The same level of commitment needs to be reflected in how those devices lay the foundation for the next generation of products. As Apple continues to build out its recycle and reuse programs, a well-considered website is crucial to the continuing success of these growing initiatives.

But a well crafted, user-centered site only plays a small part in ensuring success for Apple's recycling efforts. More importantly, how can Apple drive awareness to these programs, instilling purpose and affecting tangible change on a large scale?

We addressed this challenge by creating an overarching campaign that would populate throughout the Apple ecosystem.

This holistic approach — taking different forms and accommodating multiple entry points — is focused on increasing participation in Apple's recycling and reuse programs both online and off.

In so doing we believe Apple can solidify its place as a true innovator and pioneer in the environmental movement.

The Campaign

When it comes to recycling, there is a shared accountability between Apple and the consumer.

One cannot responsibly exist without the other. Apple must appeal to its discerning audience with a voice that seamlessly blends leadership with humility.

Our proposal for Apple's recycling efforts is grounded by four related thoughts:

1

Currently there is a clearly delineated divide within the Apple landscape. There is Apple — manufacturer and distributor — and then there is the consumer. It is a one way relationship.

2

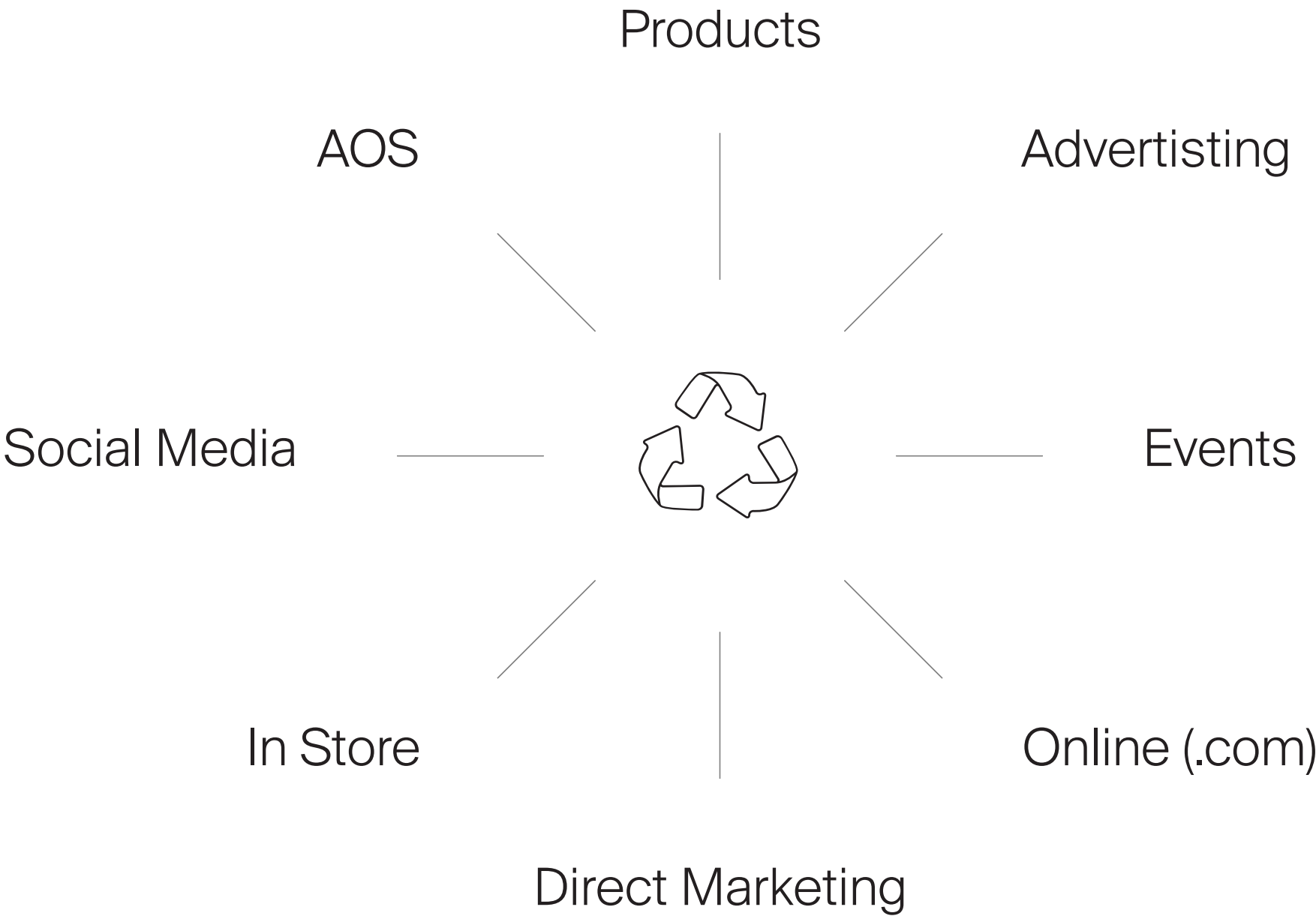
Recycling presents a unique opportunity for Apple to engage the consumer in a completely new way.

3

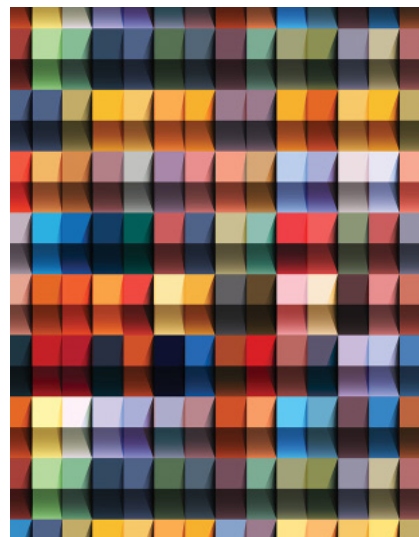
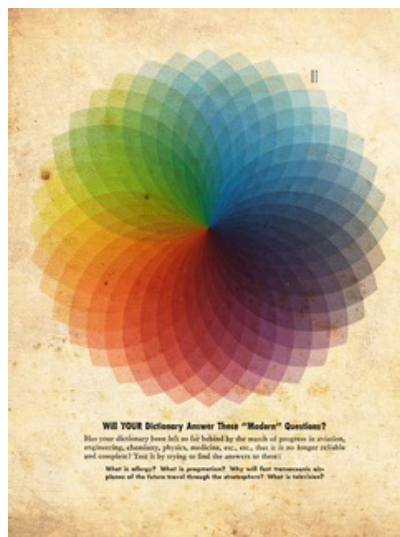
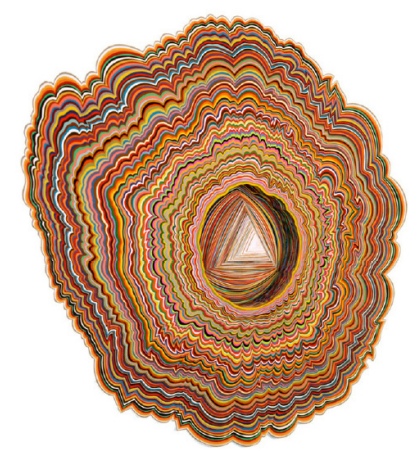
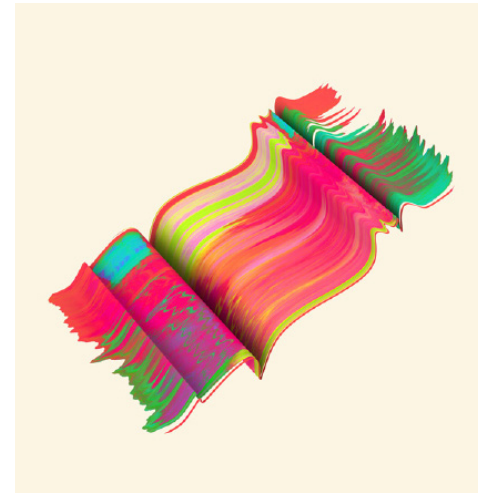
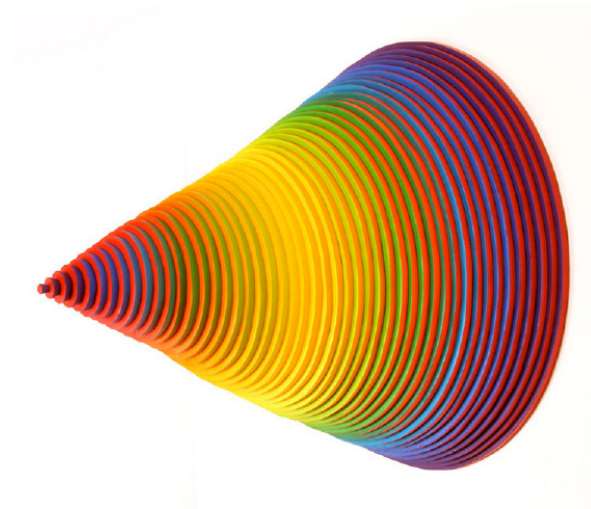
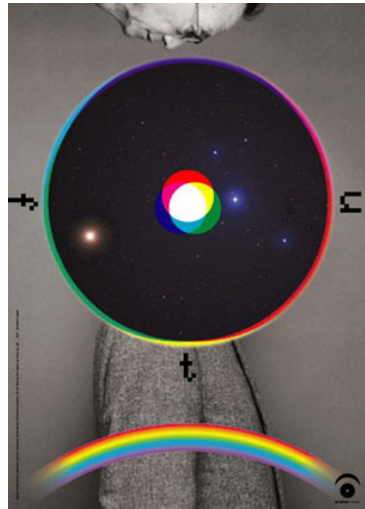
Successful recycling programs are entirely dependent on equal participation from both manufacturers and consumers.

4

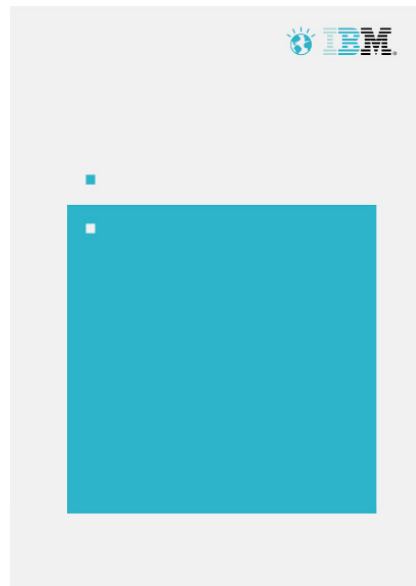
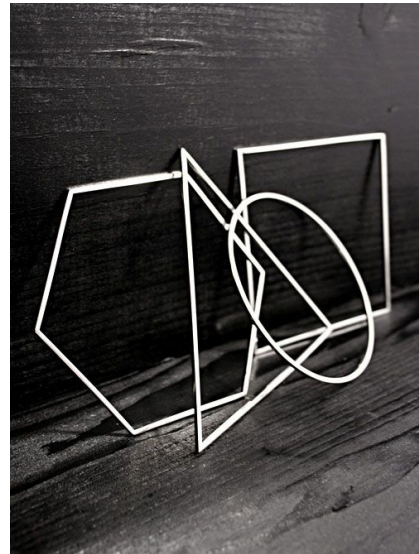
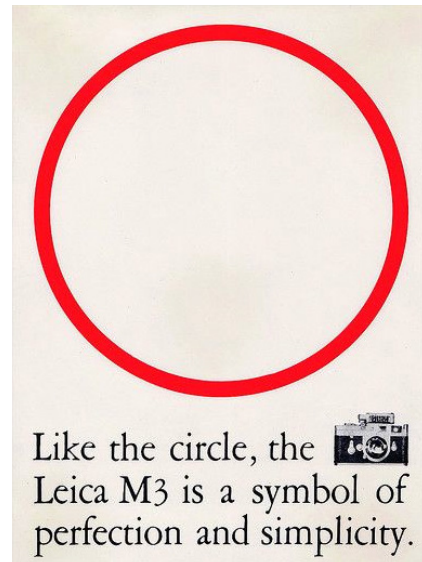
When it comes to keeping electronic waste out of landfills, Apple and the consumer are in this together.



Exploration



Bold transitional gradients and fractured spectrums harness fluid systems with iterative restraint.



We're in this

together.



Keeping electronic waste out of landfills is a shared responsibility.
www.apple.com/recycling

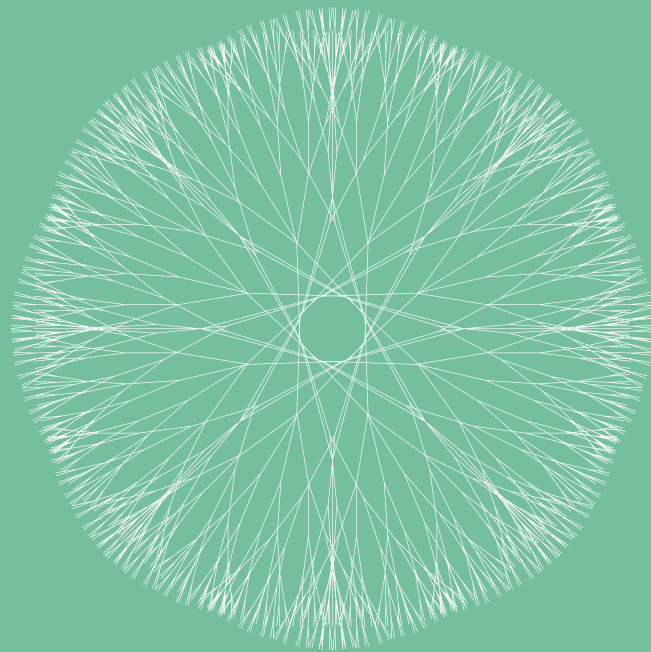
Perpetual

motion.



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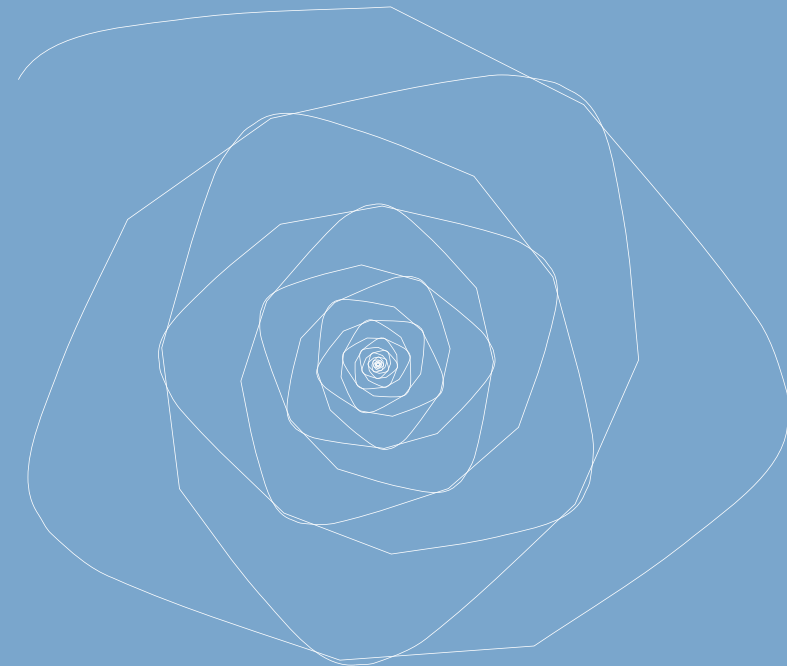
What comes around
goes around.



Doing good today can help insure a brighter tomorrow. When you
recycle your old electronics you make sure they keep on giving.
Recycle your products online or in-store — www.apple.com/recycling



Go green
get gold.



Recycling is not only good for the planet, it's often good for the wallet. Trade-in
your unwanted electronics today. You never know what you might get.
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We're in this
together.

Perpetual
motion.

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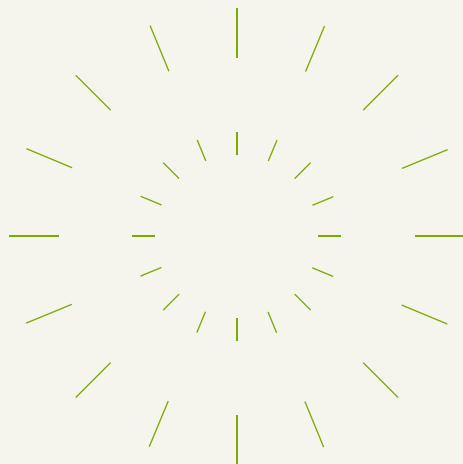
From this
to that.



It's all how you look at it. That old iPod could be your next iPad. Or, it could be someone else's new iPhone. When you recycle, the possibilities are endless. Recycle your products online or in-store — www.apple.com/recycling



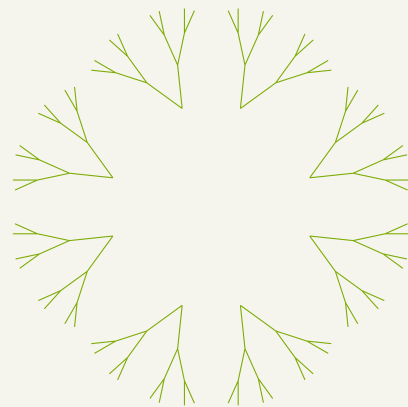
Less
is more.



All that old electronic equipment is cramping your style. Free up some of that valuable storage space by trading-in your unwanted devices today. Recycle your products online or in-store — www.apple.com/recycling



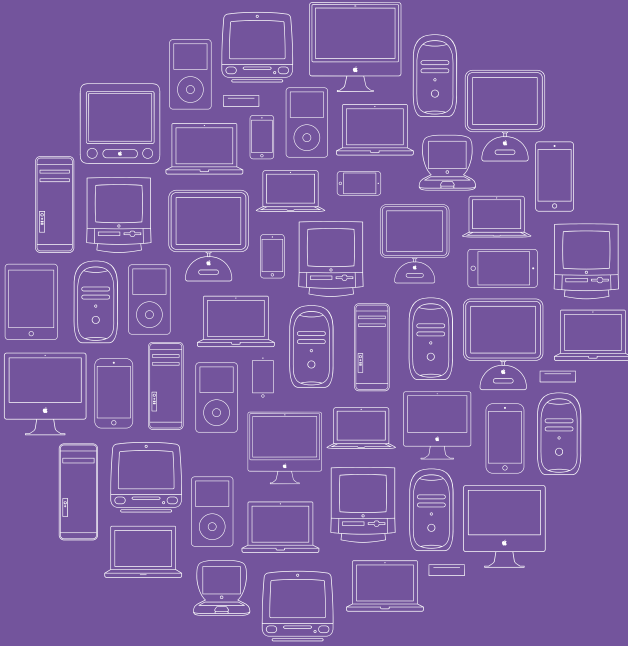
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Recycling is not only good for the planet, it's often good for the wallet. Trade-in your unwanted electronics today. You never know what you might get. Recycle your products online or in-store — www.apple.com/recycling

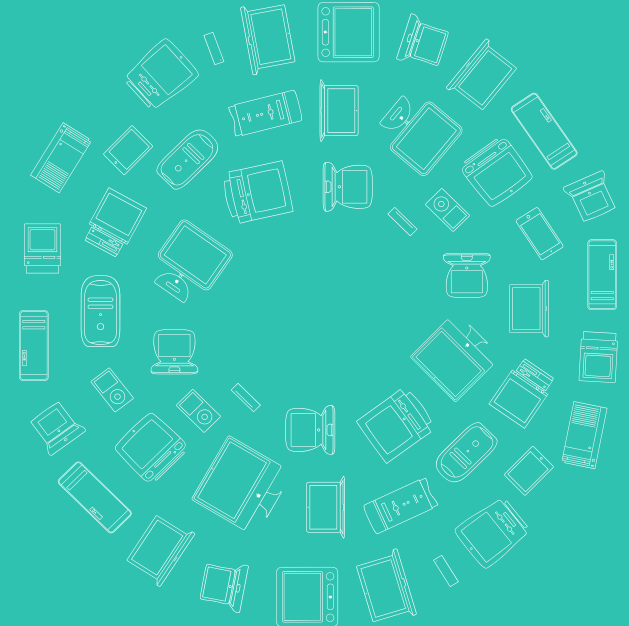




Perpetual motion.



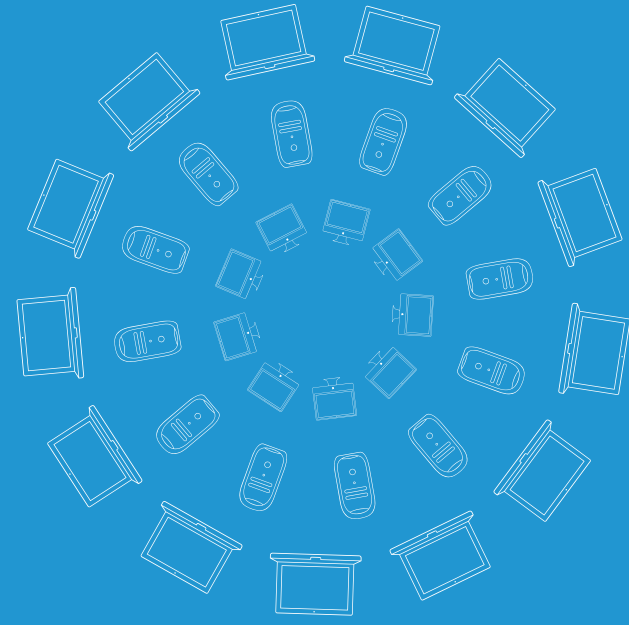
  www.apple.com/recycling



What comes around goes around.



  www.apple.com/recycling

Re live.



  www.apple.com/recycling

What comes around
goes around.



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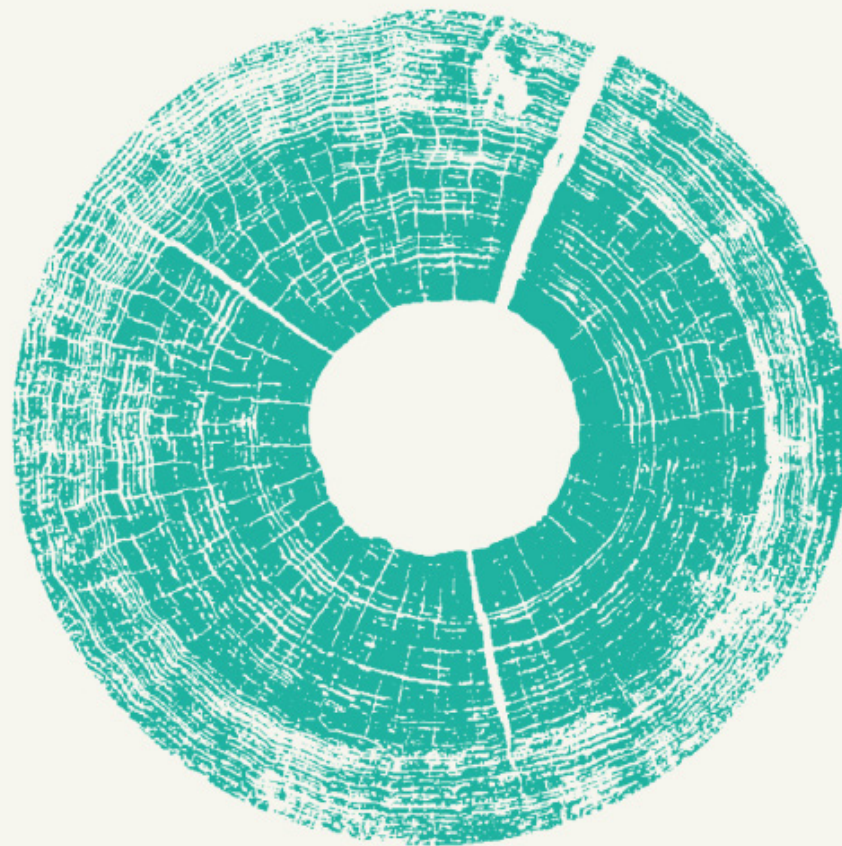
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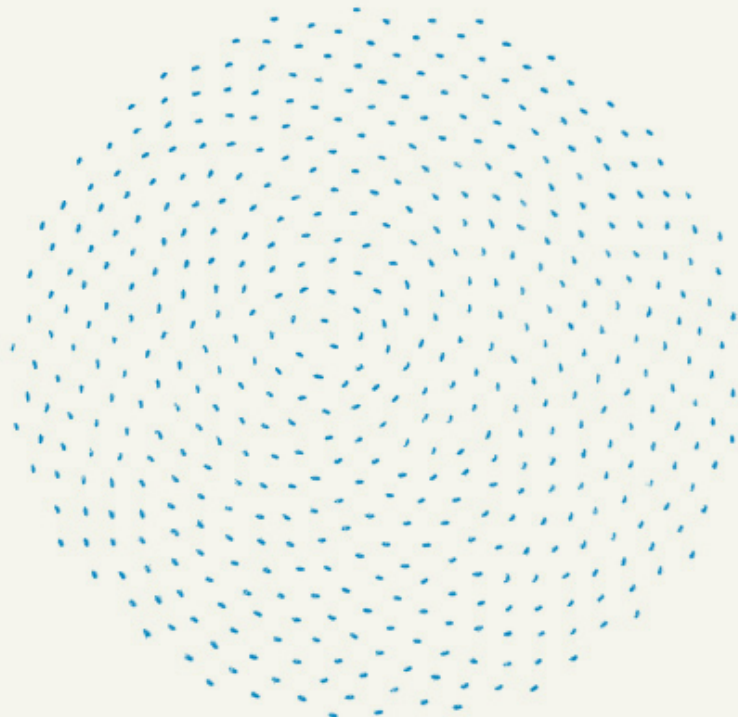
Repeat.



Recycling is not only good for the planet, it's often good for the wallet.
Trade-in your unwanted electronics today. You never know what you might get.
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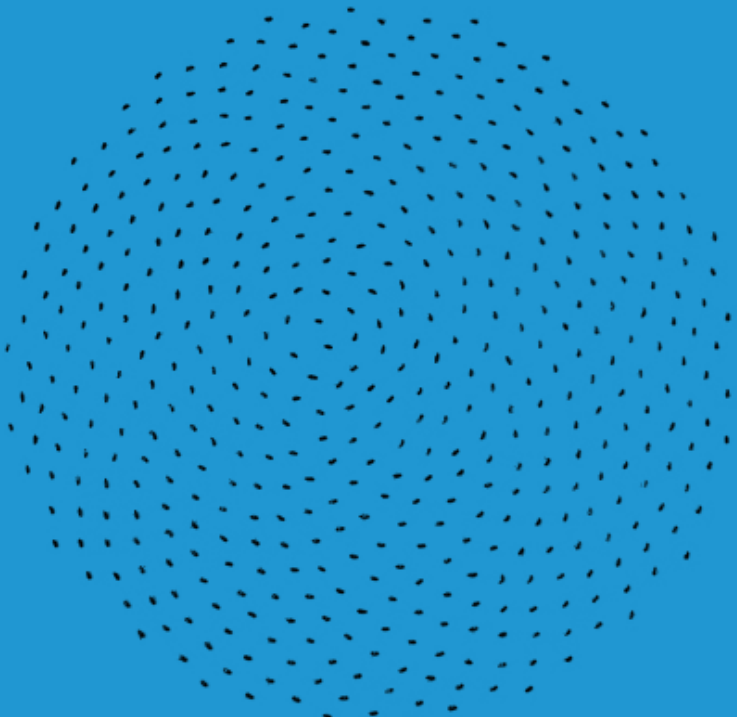
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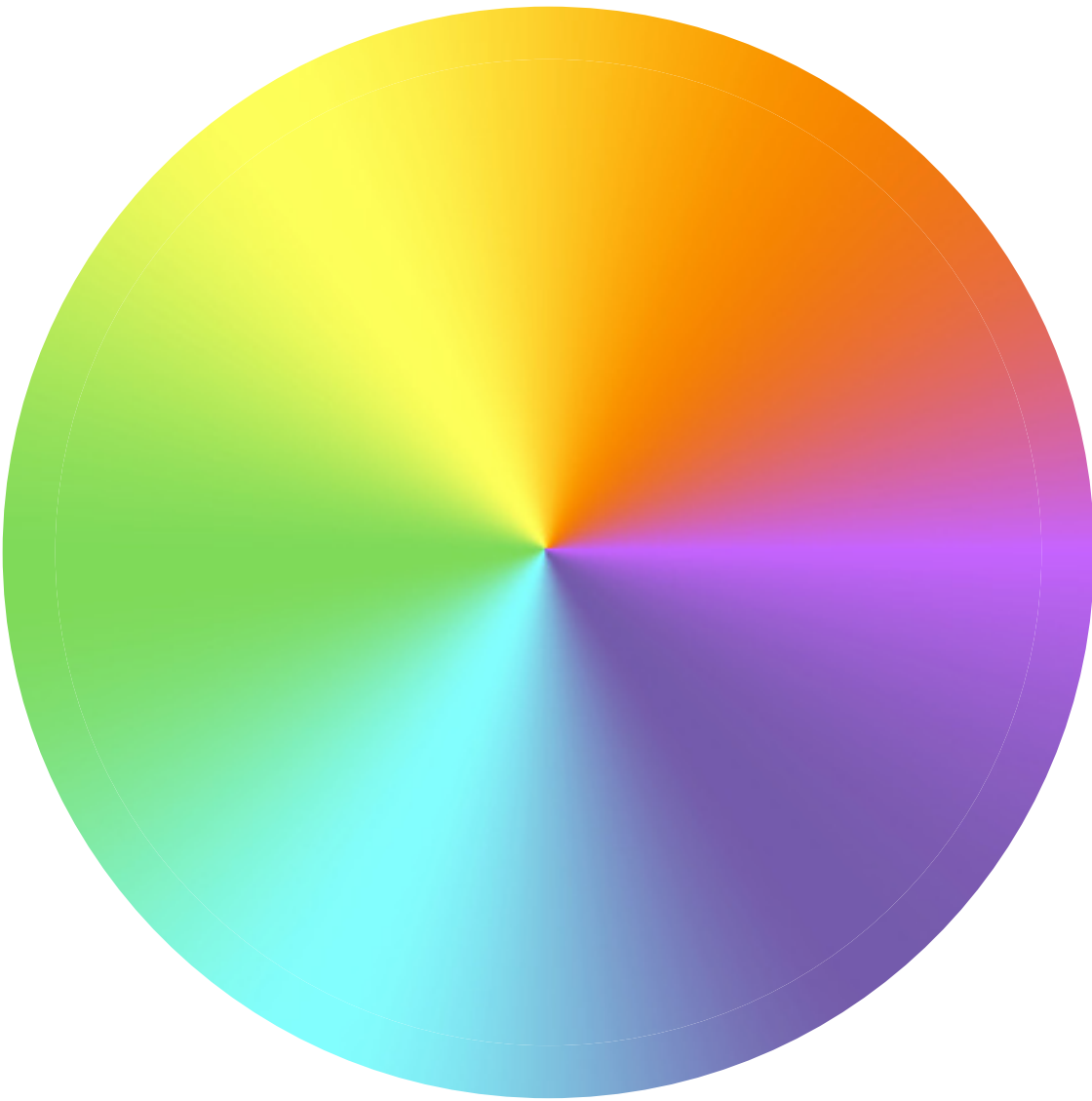
Execution

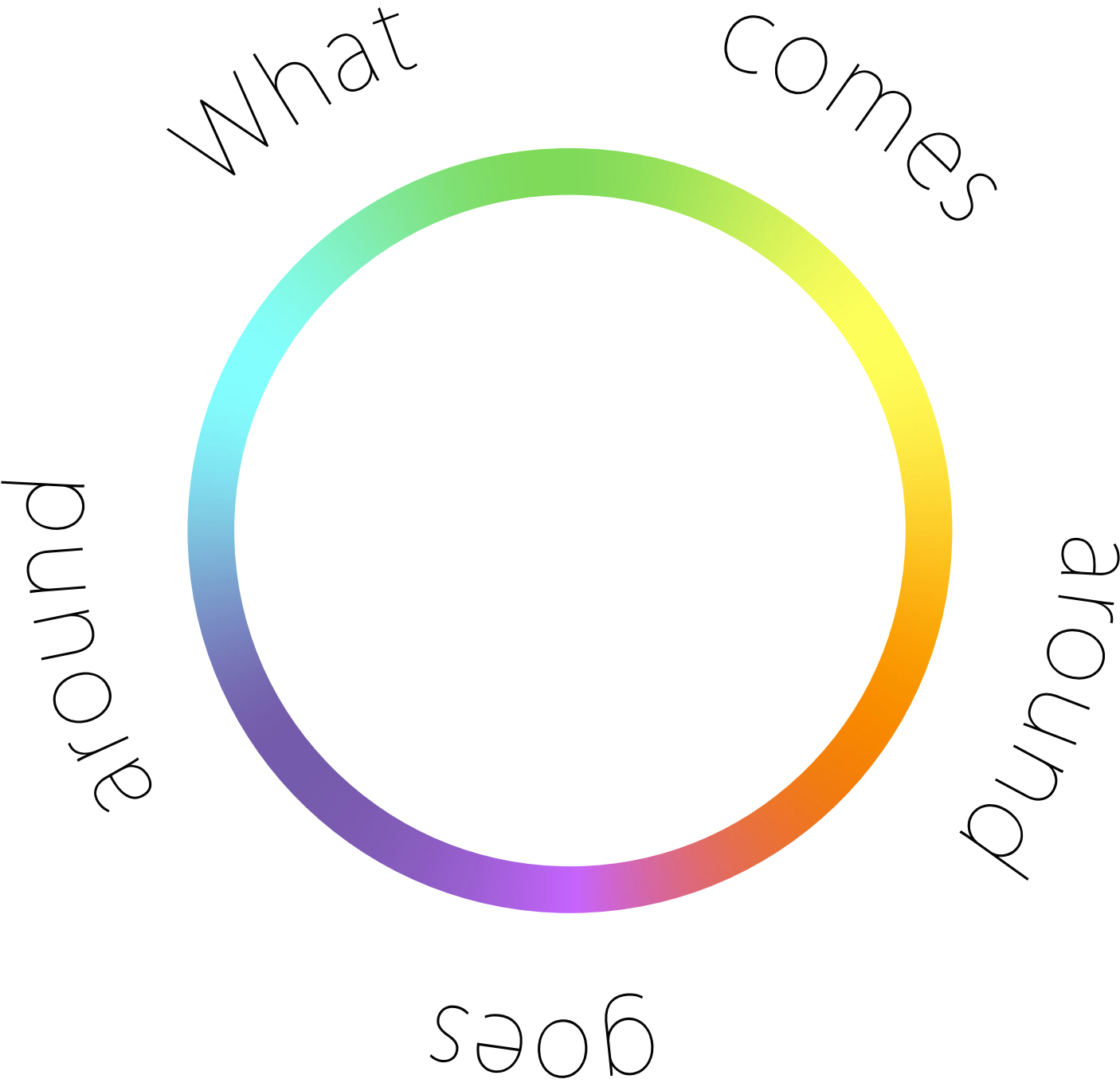
We designed a memorable visual system inspired by simplicity and timeless appeal.

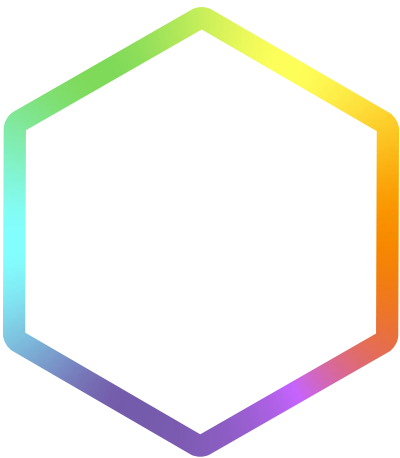
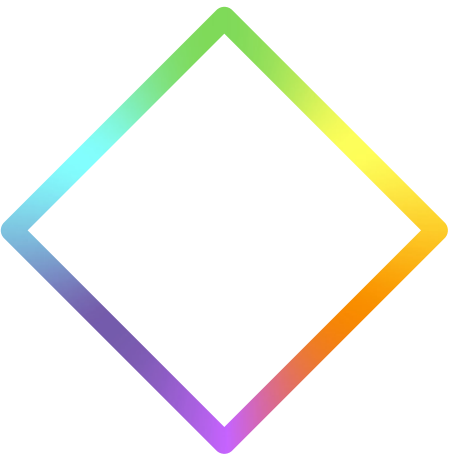
A clean, graphic approach elevates unified messaging with fluid interactions and nuanced vocabulary. We employed formal treatments that were versatile and contextually sensitive, inspired by the inherent tension between opposing dualities and continuous motion.

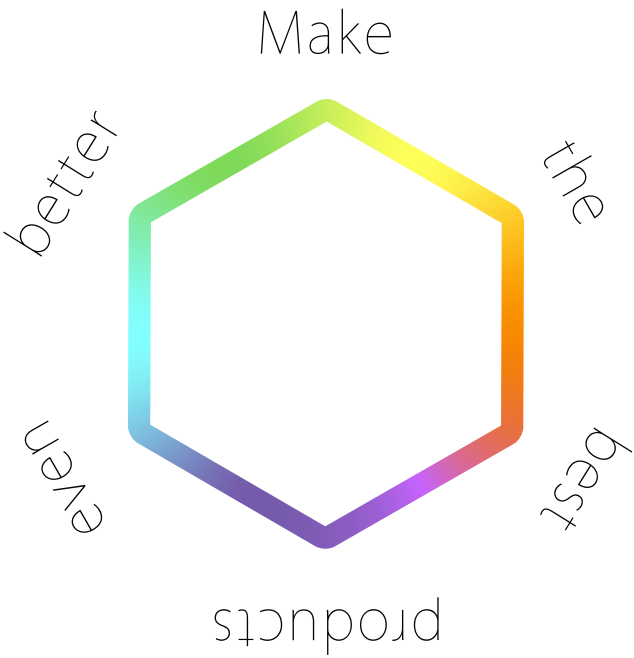
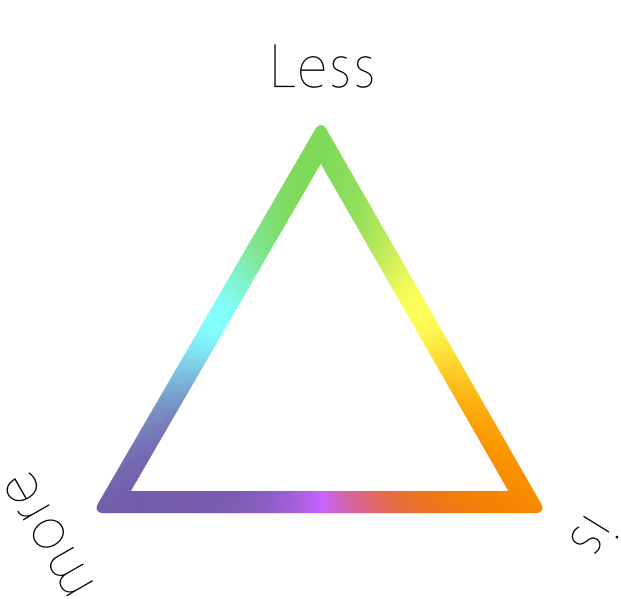
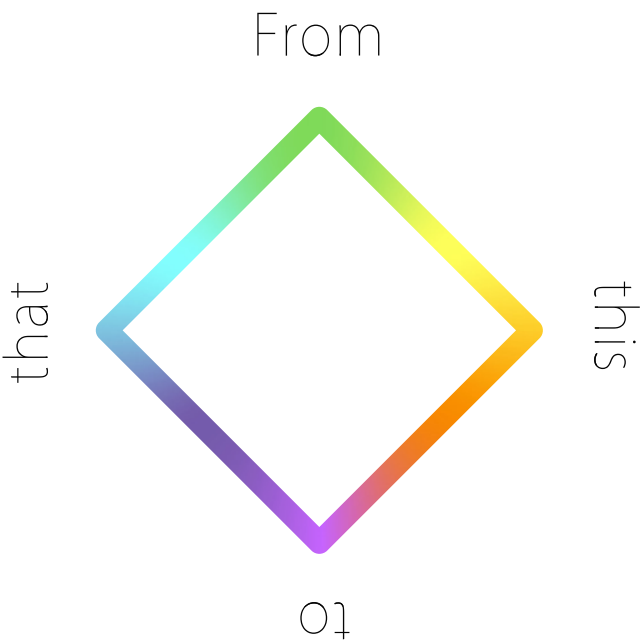
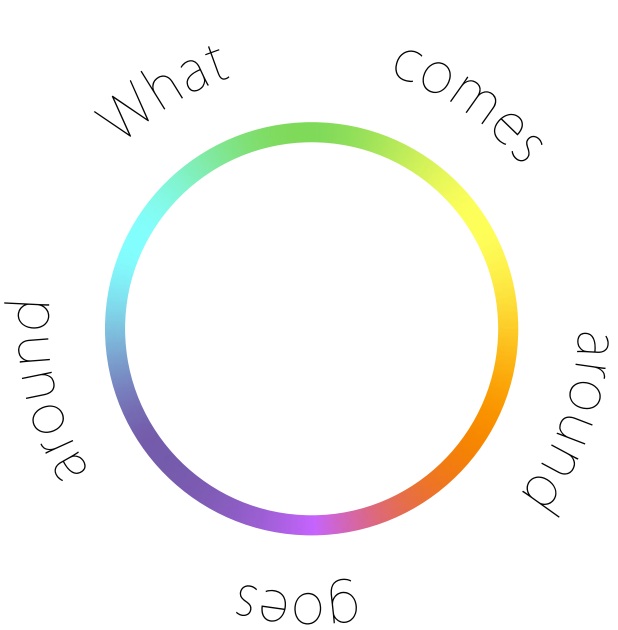
The campaign works as an extension of the Apple brand by differentiating itself from conventional environmental imagery, communicating value that resonates with a global audience — informed by the past while defining the future.

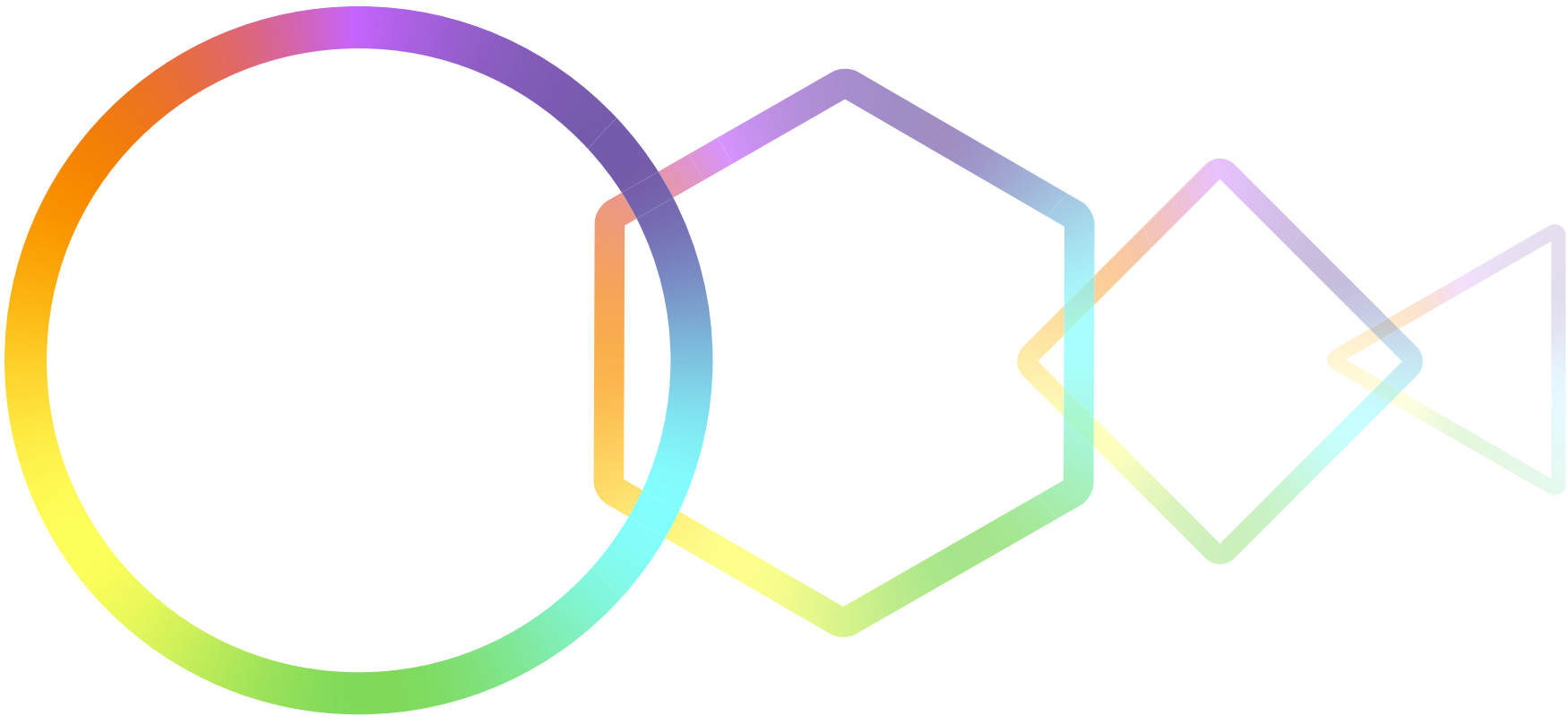
What Comes Around
Goes Around



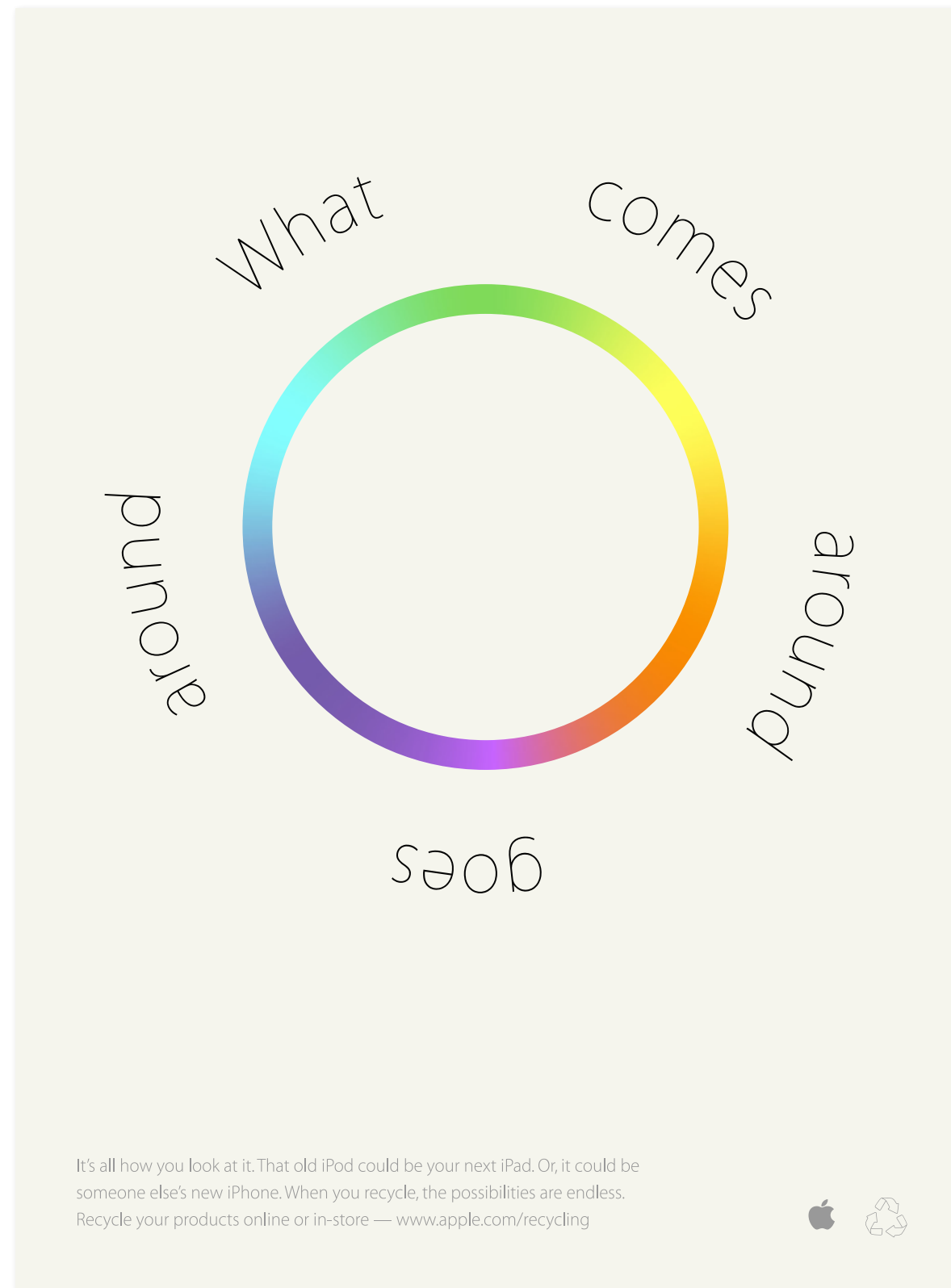




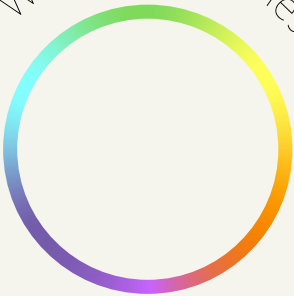






Applications



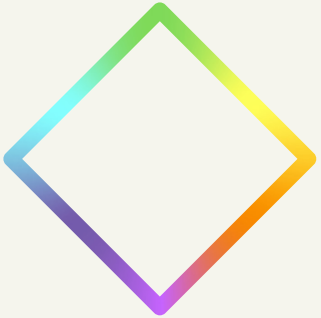
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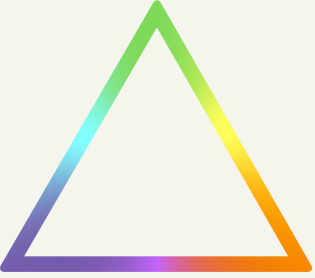
Make the best products even better





Change is continuous, inevitable and exciting. But with rapid shifts come serious obligations. Let's keep pushing each other in the right direction.
Recycle your products online or in-store — www.apple.com/recycling

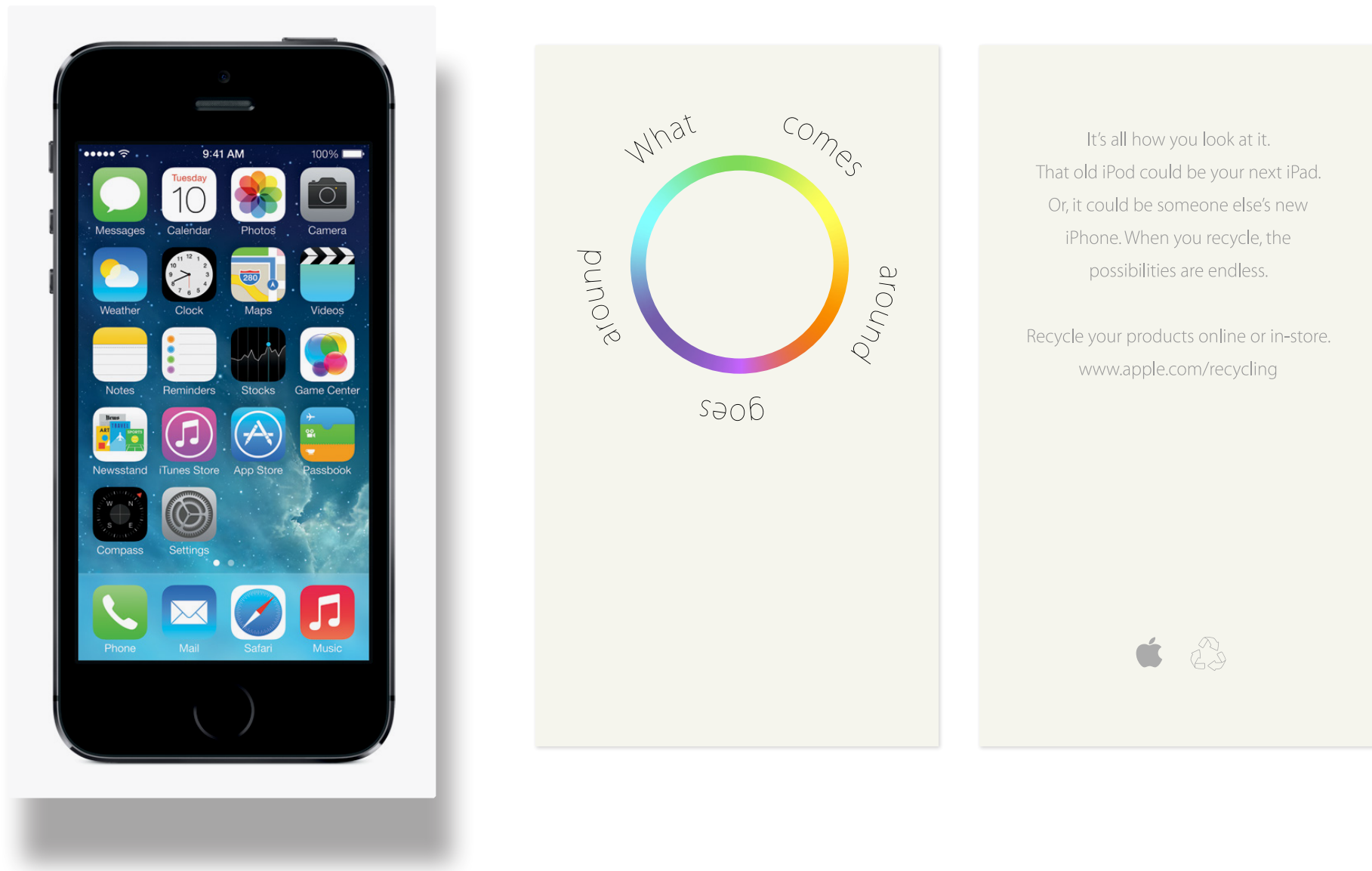


Less is more

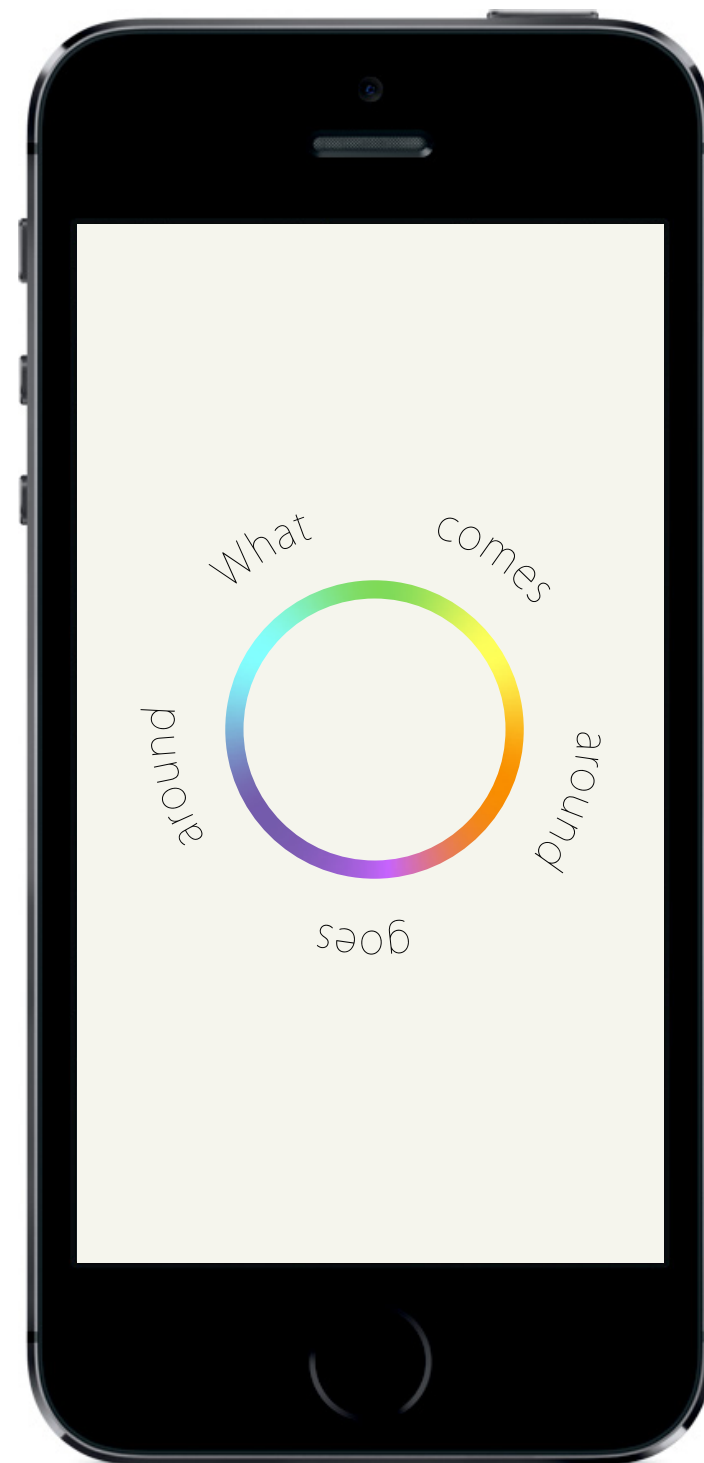


All that old electronic equipment is cramping your style. Free up some of that valuable storage space by trading-in your unwanted devices today.
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Recycling awareness should be embedded in existing consumer behavior during product acquisition.









The Website

The primary concern with the existing recycling site is a lack of programmatic clarity.

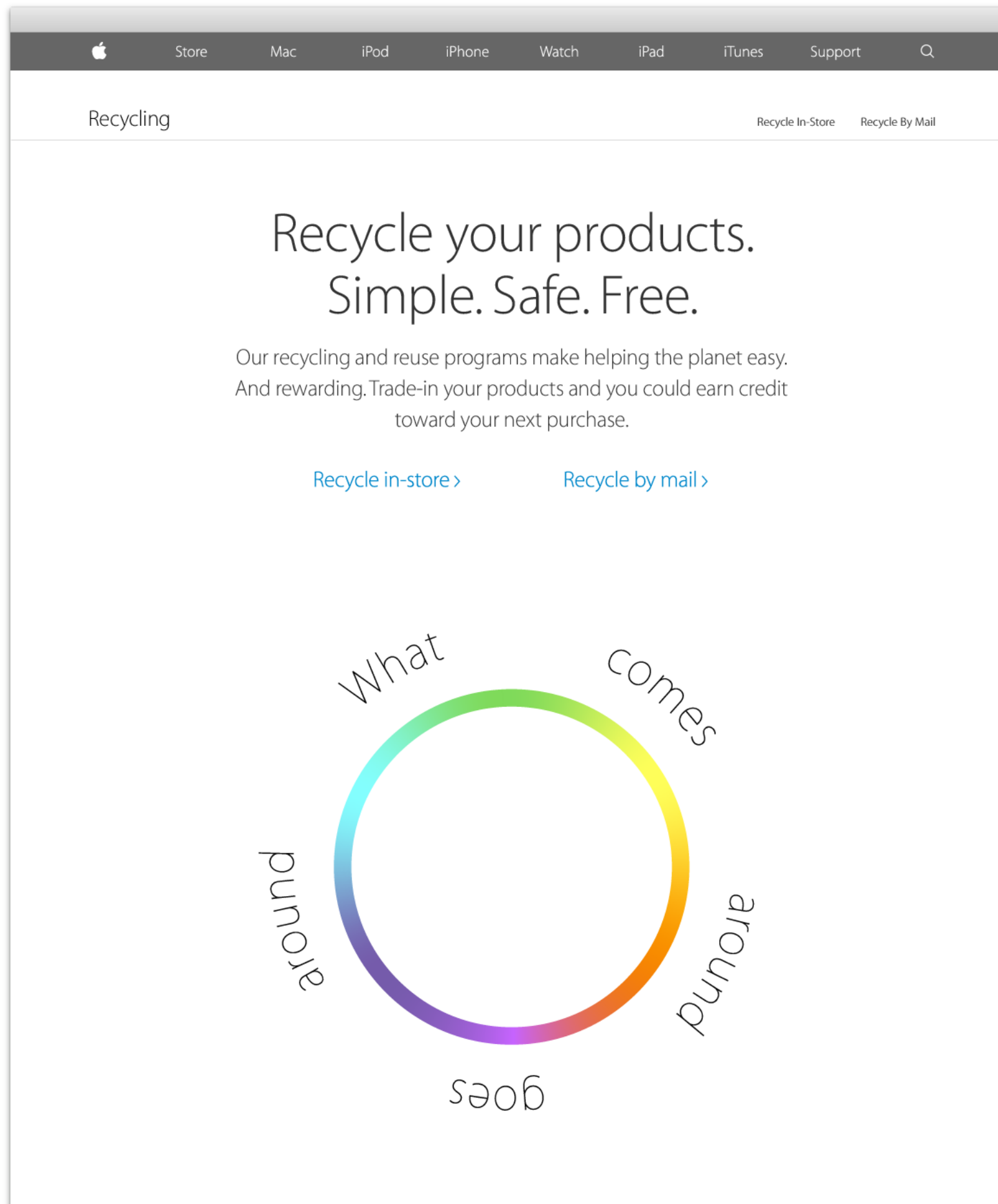
The site presents an unstructured content hierarchy without articulating clear distinctions between offerings.

There is also a lack of storytelling on the site with cluttered messaging that limits any consolidated point of view or positive discourse.

We architected a site that orients user needs, as opposed to programmatic structures, at the core of the experience. Concise, paired down narratives reinforce simple, intuitive, and rewarding solutions.

The site balances actionable utility with complementary campaign messaging, affirming why participation matters. It clearly highlights online offerings and in-store recycling as comparable initiatives, while in both cases providing immediate paths to conversion — one of the few opportunities on Apple.com for consumers to act outside of purchasing.

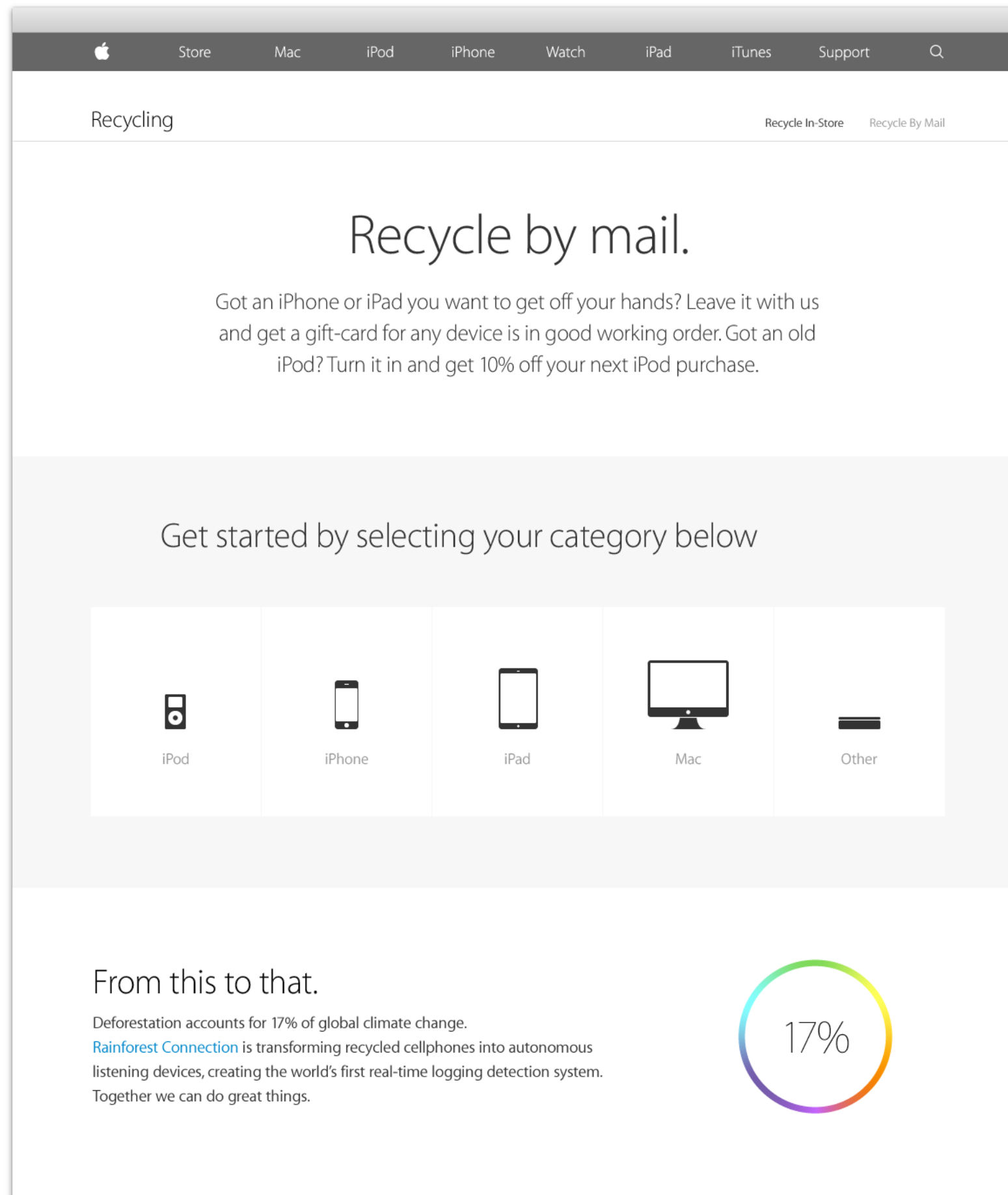
The site addresses a range of use cases — using enriching design and sharp dialogue — to express how recycling itself is important beyond up-sell and monetary incentives.



The online recycling platform is given a sense of purpose through a refined user interface, smart digestible information, and compelling calls to action.

We paid particular attention to hierarchies that consolidate information and avoid redundancies.

These natural groupings and consistent interfaces make it easier for people to accomplish tasks, but more importantly are servants of purpose.



Prototype

We conceived an aspirational platform for continual relevance that firmly situates recycling initiatives within the Apple.com ecosystem.

The site structure and organizational principles work in tandem to deliver content that people actually care about. We believe the most successful products and services are ultimately defined by the people who use them.

It further sustains a receptive audience by driving awareness back to Apple's other online environmental content.

Thanks!



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