

# REPUBLIC SERVICES CASE STUDY



## Corporate Moral Elevated and Safety Awareness Improved

### PROJECT:

2023 ROAD-EO  
EVENT VISUAL IDENTITY

### Location:

Phoenix, AZ

### Company Size:

35,000+ Employees

### Industry:

Sanitation, Environmental

### Services Provided:

- Creative Direction
- Visual Identity
- Fabricated Signs

### The Client:

Republic Services is a Fortune 500 waste management company and a leader in the environmental services industry. They are committed to employee satisfaction, eco sustainability and customer safety.

### The Challenge:

Republic Services stressed the importance of building team morale and safety education among its employees. They wanted to create an engaging and memorable event that would enhance team morale while also promoting safety as a core value. RS approached us to develop a design solution that would communicate these objectives and create a cohesive look and feel.

### The Solution:

Our designers proposed branding their 2023 ROAD-EO National Championship, a corporate event that combined a competitive motorsport event with a hosted dinner. The event aimed to create a visually appealing and functional user experience while fostering employee morale and reinforcing safety education.



# THE PROCESS



## OBJECTIVES:

- Enhance Team Morale
- Promote Safety Education
- Create Cohesive Visual Identity

## PROCESS + EXECUTION

1. Research + Analysis
2. Define + Ideate
3. Concept Development
4. Design
5. Implement

# RESULTS + METRICS

- + **Boost in Team Morale:** Through competitions, substantial monetary awards, networking and mixer events, the drivers and technicians were celebrated creating a sense of appreciation and satisfaction.
- + **Safety Performance:** “This event helped to reinforce our strong safety performance which has been nearly 40% better than the industry average.” - Jim Olson, VP of Safety
- + **Brand Recognition:** The 2023 ROAD-EO National Championship event was featured nationally in public news, creating brand awareness and as a byproduct interest in eco-friendly waste management.











## COMMITTED TO SERVE

We go above and beyond to exceed our customers' expectations.



# Customer ZEAL

