This is a really integrated, well executed campaign. The creative is quite charming and clearly worked well given the results are all very strong.

- Campaign Ad Net Zero judge.

**Challenge**
By 2040, e-waste will contribute to 14% of total global carbon emissions and smartphones contribute to approximately 10% of that. Ireland alone generates 155 tonnes of smartphone e-waste annually and despite the abundance of precious metals in smartphones, less than 15% are recycled or traded in.

**Brief**
Work with Folk Wunderman Thompson to empower positive behaviour change at scale by increasing awareness of both the trade-in service and the increasing problem of e-waste.

**Solution**
Reward consumers for trading in their used smartphones and doing their part for the planet.

**Execution**
- Invested in TV & OOH, seeking a presence in 90% of the top programming during the campaign.
- Used digital, social and audio help build a benefit story, creating a sense of urgency that triggered people to act, using planet, convenience and value messages in relevant channels.

**Results**
- 43% more see Vodafone as sustainable and 45% more see Vodafone as ‘caring for the environment’.
- +1397% increase in Trade-ins, double the original volume target.*
- 100% network equipment is recycled or used by another market.