



1 in 5 said they would recycle a mobile phone after seeing content.



15% reduction of carbon emissions in media plan.



Driven sustainability and business growth with a +16% YoY increase in Q2 2024.

Challenge

A refurbished or recycled phone generates 87% less emissions than a new one, but to sell more recycled phones, Giffgaff needed to create the stock.

Brief

Educate citizens about the 'right way' to do mobile and drive behaviour change in the market by getting people to trade in their old phones (turning unwanted phones into cash) and opt for refurbished, thus committing to people and planet as well as profit.

Solution

Adopt a combination of levers adept at creating behaviour change to highlight e-waste and remove the stigma around refurbished phones, using valuable media partnerships as messengers.



Execution

- Refurbished one of giffgaff and LADbible's most successful 2020 campaigns- 'Check your Drawers', using the tongue-in-cheek tagline to remind people of the issue of phone wastage.
- Maximised relevance and share of voice by strategically aligning with key calendar moments, including reaching a values-driven audience by partnering with fellow B Corp, The Guardian, during 'B Corp month'.

- Reduced 'attention blindness' by adapting content to match new social behaviours, making it shorter, punchier, and more engaging.
- LADX Ad streaming reduced data-wastage of videos by reducing load time.

