

D19.

NGO / CHARITY

MATERIAL FOCUS: RECYCLE YOUR ELECTRICALS

Challenge

Over 103,000 tonnes of electrical items, which contain valuable materials that can be reused, are binned annually, while 880 million unwanted items gather dust in homes.

Brief

Shift public behaviour from hoarding or discarding electrical items, to actively recycling them, conserving valuable resources such as lithium, copper and gold, reducing landfill waste, and supporting a circular economy.

Solution

Use HypnoCat, Recycle Your Electricals' pink fluffy brand messenger, to get people focused on a traditionally lacklustre chore- recycling- targeting the 88% of people already recycling paper and plastic but not necessarily electricals.

Execution

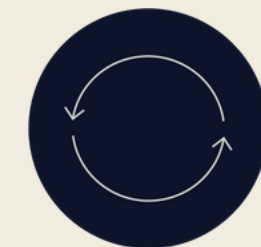
- Utilise TV for the first time, capitalising on the media channel's emotive power and broad reach to 'hypnotise' the nation into bagging up and recycling their electricals.
- Use targeted communications across different regions groups and key moments including the national Spring clean.

- AI-driven contextual targeting on social channels strategically placed HypnoCat alongside relevant content, such as recycling videos, tech reviews and vape discussions.

Results



100x search increase for "Recycle Your Electricals".



955,000 more people reported they recycle their electricals having seen the campaign.



A 9% increase in electrical recycling knowledge among ad viewers.

