

Client:



Agency:

Mediaedge CIA Manchester

Campaign Objectives:

- Keep people motivated to recycle.
- Overcome perceived barriers to recycling.
- Raise awareness of recycle week.
- Motivate people to recycle "Just one more thing".

Target Audience:

- Adults with children
- People who believe in recycling but feel should be doing more.
- People who are not recycling regularly

Campaign Dates:

June 2008



TMoS Campaign:



- An 8-page insert bound into You magazine showcased four families. Their recycling habits were audited and they were offered advice as to how specific changes could make a real environmental difference.
- This approach was chosen as it was felt a real-life, practical approach would strike a resonant chord with readers.
- An expandable microsite ran for Recycle Week, with new recycling tips, blogs and comment boxes added each day. Banners and skyscrapers on Mailonline directed traffic to the site.
- A final advertorial ran in You magazine the following Sunday. This featured feedback from the showcased families on how the recycling advice proved useful and changed their behaviour.

TMoS Works:



- Independent research conducted amongst 1,820 Mail on Sunday readers found that...
- Of those exposed to the campaign, **one in six recall it spontaneously.**
- This rises to **two fifths recalling when prompted.**
- Amongst those who recall the campaign...
- **79% say they'll recycle "even if it requires extra effort".**
- They are **18% more likely** to do so than those who didn't see the campaign, a significant uplift.
- A quarter claim they will recycle more than before.
- 9 in 10 found most elements of the campaign interesting.