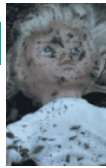


RACE AGAINST WASTE

An interesting brief. Challenging targets. And real results.

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INTRODUCTION

An interesting brief. Develop a marketing campaign that at its heart challenges consumerism. In a world of shiny TV advertising convincing you that cleaning the floor with your new disposable mop makes you a better mother, or shaving with the new throw-away razor means you emerge as a veritable Venus, that's a tall order. Never mind competing with the hefty marketing budgets of every global, national and local brand advertising in Ireland, relentlessly persuading us to buy, buy - use, use, use - and buy, buy, buy some more.

Such was the brief from the Department of Environment, Heritage and Local Government. Create a campaign to persuade the public to think more about what they consume and subsequently the waste they generate; to become active in preventing waste, as well as managing the waste they do produce responsibly and sustainably.

Race Against Waste has delivered awareness levels of 71%, influence scores of 89% and in some local authorities increased volumes for recycling by 47%. People in Ireland now believe they have a personal responsibility for the environment. An interesting brief. Challenging targets. And real results.

BACKGROUND

Waste management, one of the most challenging environmental issues in Ireland:

- Almost 2.3m tonnes of household and commercial waste generated in 2000, an increase of almost 62% in five years.
- Licensed landfill site capacity was set to run out in 2006.
- Domestic waste charges hugely contentious.
- Historical dependence on landfill.
- Little or no awareness that individuals should take responsibility for their own waste.

All of this compounded by a widespread lack of awareness, understanding and appreciation of the problem.

MARKETING OBJECTIVES

To turn awareness into action at home and at work and thus achieve the following ambitious targets:

- By 2005, 50% diversion of household waste away from landfill

Over fifteen years:

- minimum 65% reduction in biodegradable municipal wastes to landfill
- materials recycling of 35% of municipal waste
- minimum recovery of 50% of construction and demolition waste within a five year period

Ultimately delivering a sustainable waste management culture, providing a healthy platform for inward investment and economic growth.

THE TASK

Our task was to communicate a national message with local relevance upon which people would act. But the advertising activity faced a steep challenge. There is little consistency in the facilities for waste management across Ireland, and without this infrastructure the public simply would not recycle. We had to position the campaign away from what to do with waste, to actually preventing waste generation.

However it is a significant task to force behavioural change where the outcome will be perceived as making life more difficult on a culture embedded in, and persuaded by the merits of, convenience.

THE STRATEGIC SOLUTION

The strategy for the achievement of the marketing objectives was in two phases:

- Climate Shaping - Set the moral context.
- Interventions - Provide memorable do-ables.

Awareness was key and had to communicate a message that would deliver 'emotional markers' to deliver the personal ownership necessary to shift attitudes and consequently behaviour. The process is based on Asch's 'order effects' theory of 1946 whereby setting a positive (moral) context leads to positive perception. Once the context for change was fully established, providing the 'how-to' would lead to actual behavioural change.

THE IDEA

The creative idea was to dramatise the consequences of running out of landfill on our children's future and was designed with talkability in mind. It would define the problems, the risks, the urgency, the challenge - the solutions. It would avoid simply appealing to people's better nature, running the risk of being ignored as a "worthy-but-not-for-me" cause.

This creative approach ensured the rational and emotional involvement of the public. The creative hook was highly emotive and infinitely flexible for use across the phases of the campaign - climate shaping to interventions - and across media. It could talk to individuals - vitally important when ultimately a sense of personal responsibility is the goal.

The qualitative creative pre-testing confirmed this approach. Having probed for emotional triggers that would work, the idea was tested using Real Time Response Testing. Meanscores for 'interest' & 'makes me think' were extremely positive - above 50% in five of the six groups. Importantly, those who found it most interesting and thought provoking were those who do not currently take waste action.

THE COMMUNICATION ACTIVITY Climate Shaping Phase 1

TV:

- 13th October to 30th November 2003
- One 60 second edit - 'WHY WITH DO-ABLES'
- RTE, Net2, TV3, Sky, TG4, E4
- 1050 TVRS

Outdoor:

- 3rd to 16th November 2003
- One 48 sheet execution - 'RACE AGAINST WASTE'
- Nationwide
- 155 sites

Press Launch:

As the first spot was in the movie 'Armageddon', the press launch was developed to advertise the spot and capitalise on the association.

- 13th October 2003
- Various Sizes – 'NEVER MIND'
- Main, daily titles
- 7 insertions

Interventions Phase 2:

TV:

- 25th December 2003 to 30th April 2004
- Three 30 second edits; 'WORK', 'FAMILY', 'HOME'
- RTE, Net2, TV3, Sky, TG4, E4
- 1539 TVRS

Outdoor (1):

- 29th December 2003 to 4th January 2004
- One 48 sheet execution – 'NEW YEAR REVOLUTION'
- Nationwide
- 120 sites

Outdoor (2):

- 29th December 2003 to 18th January 2004
- 9th to 22nd February 2004
- Three 6 sheet executions – 'NEW YEAR REVOLUTION'; 'CHOOSE LOOSE'; 'PREVENT PACKAGING'
- Nationwide
- 155 sites

Outdoor (3):

- 12th to 25th January 2004
- Two DART executions – 'WORK' & 'PACKAGING'
- Dublin and surrounding areas
- 456 sites

Outdoor (4):

- 5th to 18th April 2004
- One 48 sheet execution – 'TURN OVER A NEW LEAF'
- Nationwide
- 155 sites

Radio:

- 9th February to 18th April, week on/week off
- Five 30' executions – 'PAPER', 'GLASS', 'BOTTLES', 'COMPOSTING', 'PACKAGING', 'ALUMINIUM CANS'
- 26 stations, Nationwide

Press:

- w/c 26th January 2004
- One 36x8 or 25x5 execution – 'CUT IT OUT'
- Local, weekly titles
- 56 insertions

Trade Press:

- February 2004
- One full page execution – 'insert name'
- Trade Press
- 14 insertions

THE RESULTS

"The Race Against Waste campaign [has] been very successful – certainly got the message to the public mind and the results are there. The fact of the matter is recycling is growing at an enormous rate on the island. We're not there yet, but in a very short period of time we've gone from about 8% recycling to 21% in less than about 18 months. And I believe that it is because of the message in the campaign. It has made people think, it's making people talk, it's making people take responsibility, it's making people understand that everybody doing a little bit makes an enormous difference in the communitive sense when you put the totality of all of that together."

Speech by the Minister for the Environment Heritage and Local Government,
Martin Cullen TD, 14th September 2004

The TV campaign, planned and bought on an all-adults, all-channels basis, achieved the following coverage levels:

OVERALL REACH & FREQUENCY				
Campaign	TV	SR	Spots/Week	
Waste Management	100%	100%	17	
Total	100%	100%	18	

Climate Shaping Phase:

OVERALL REACH & FREQUENCY				
Campaign	TV	SR	Spots/Week	
Waste Management	100%	100%	11	
Total	100%	100%	12	

Interventions Phase:

ATTITUDINAL SCORES/BEHAVIOURAL CHANGE

1. A 49% increase in those who feel individuals/the public have the main responsibility to look after the environment (47% Sept-03 to 70% May-04).

2. Awareness levels of 71% in May-04, 7 months after the launch.

3. 92% agreed the campaign made them think a lot/a little about the waste problem in Ireland; 57% agreeing it made them think a lot.

4. 89% agreed the campaign influenced them a lot/a little; 53% agreeing it influenced them a lot.

5. 90% agreed they are very/fairly favourable towards the campaign; 63% agreeing they are very favourable.

6. Tracking research (May 2004) shows the campaign messages are clearly understood. We can conclude that these influence and favourability scores led to reported behavioural change. An increase in the number of people who report to regularly or occasionally recycle:

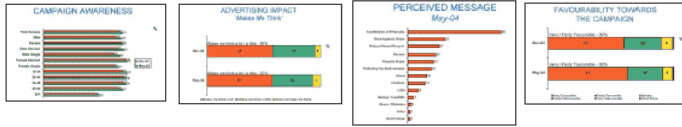
- 26% increase in glass recycling (58% in Sept-03 to 73% in May-04)
- 34% increase in aluminium cans recycling (53% in Sept-03 to 71% in May-04)
- 35% increase in paper recycling (51% in Sept-03 to 69% in May-04)
- 32% increase in plastic recycling (44% in Sept-03 to 58% in May-04)
- 40% increase in clothes recycling (30% in Sept-03 to 42% in May-04)

An increase in the number of people who report to always or often shop in an environmentally friendly manner:

- 24% increase in those who try to shop in an environmentally friendly manner (33% in Sept-03 to 41% in May-04)
- 82% increase in those who pay attention to the amount of wrapping / packaging used before deciding to buy (17% in Sept-03 to 31% May-04)
- 122% increase in those who choose not to buy something that uses too much packaging/wrapping (9% in Sept-03 to 20% May-04)

Among those aware of the campaign reported behaviour changes following the introduction include:

- 78% have thought more about reducing, recycling or preventing waste
- 73% have increased the amount they recycle
- 77% have made an attempt to reduce the amount of waste generated at home
- 75% have made an attempt to reuse more items they would have previously put straight in the bin



RECYCLING VOLUMES

Comprehensive data will be available from the Environmental Protection Agency in the coming weeks. Early indications from the EPA and Local Authorities – as indicated by the Minister’s speech - are that the figures for materials recycled are strong.

Furthermore, the average monthly tonnages collected in Q2 2004 in one Civic Amenity Centre in Cork were some 47% higher than in Q3 2003 (just prior to the campaign). Rehab Recycling note the following volume increases in glass collection:

Material	Volume (tonnes)	Q3 2003	Q2 2004
Glass	100	100	147
Other	100	100	147

CONCLUSION

The purpose of the Phase 1 advertising was to challenge the perception that waste was the responsibility of the Government, Local Councils, Businesses etc. The advertising promoted personal ownership and that objective has clearly been achieved. A score of 89% for the influence of the campaign, followed by increases in reported and actual recycling behaviour shows a clear correlation between the advertising and its effect, and that the 'awareness into action' objective was also met.

Material	Volume (tonnes)	Q3 2003	Q2 2004
Glass	100	100	147
Other	100	100	147

BRAND EVOLUTION

It is clear from the awareness, influence and favourability scores that Race Against Waste has come from nothing to being a recognised national brand - a badge for a collective conscience.

The public, businesses and local authorities now discuss ways to join the Race Against Waste. The brand has evolved to become a statement of intent or description of actual behaviour. The long-term effect of this is evident. The achievement of sustainable waste management requires a continued pressure on the public to engage independently and communally in the issue.

PAYBACK OR RETURN ON INVESTMENT

The return on investment will be seen in the medium to long-term economic health of Ireland. Without a comprehensive, modern and sustainable waste management culture, Ireland cannot hope to attract inward investment, economic growth and job creation.

The ultimate payback however must be measured in terms of the long-term environmental benefits of preserving natural resources when we reduce, reuse and recycle.

SUMMARY

Race Against Waste was designed in its first phase to shock the Irish people into realising that waste is a real problem for today. This set the moral context for 'Daily Do-ables'; the second phase demonstrating the small steps everyone can do at home and at work to reduce, reuse and recycle.

Through applied, research-based creativity and intelligent, targetted media planning which married the message with the medium, the campaign has universally engaged the people of Ireland to address the issue of waste – a challenge that the public have taken to their hearts through an emotive creative execution which pricks the collective conscience, and upon which they are beginning to act following a dramatised, solutionproviding campaign.

The Race Against Waste advertising campaign has produced a significant 49% shift in perceived responsibility for the environment away from government/local authorities to the individual. Awareness levels of 71% demonstrate that the waste issue has moved to become one of personal ownership due to the advertising – a key objective of the campaign. The huge 'influences me' score of 89% and 'makes me think' score of 92% support the reported behavioural changes, which in turn are confirmed by a recorded increase in actual recycling volumes.



raceagainstwaste.com Reduce Reuse Recycle

