



Lot 1 PR

Why work with us?

Ideas PR is a tight-knit team of talented people with plenty of PR savvy, lots of ideas and a creative approach to communicating key messages to target audiences through the media they read, watch and listen to every day. Always enthusiastic, always focused on results and always with something to say, Ideas PR people have different backgrounds - from f.m.c.g and food trade and consumer PR to the Cleaner, Safer, Greener Communities government project and the G-Wiz launch, as well as strong experience client side in the waste and recycling sector - and they share the common purpose of achieving great results for clients.

Here's a project which is right up our street . We think ed and the recycled logo engages with consumers in a fun and lighthearted way, not finger wagging and most importantly differentiating recycled from recycling.

As a concept ed presents a great platform to generate media coverage and maintain interest levels post campaign launch. So our proposal has been devised with the view to using 'recycled' as the 'big idea'.

However our PR programme can stand alone and be executed independently of ed to drive and support any other WRAP creative concept.

Lot 1: Public Relations Strategy

Your brief

This has been a fascinating brief to work on. You have asked us to develop communications to encourage retailers (own label and stockists) and branded manufacturers to commit to using at least 50% recycled content in their packaging; and once compliant to be able to use your 'recycled logo' on their packaging. Once these packs are available in stores we must motivate shoppers to make sure they choose recycled packaging which has the recycled logo on. Also existing signatories must continue to meet objectives to reduce packaging and waste.

Our thoughts

Recycled packaging is good for many reasons: it's good for the environment because it reuses material instead of it going to landfill and uses less virgin material; good for brands and retailers who are constantly looking for new ways to demonstrate their green credentials; and good for consumers who (for once) need to do very little to make a difference - a win-win for everyone. Yet there are a number of factors that make this sell harder than it should be.

Recycling: friend or foe?

Recycling is a mainstream activity in the UK, 77% of the population claim to recycle (TGI, Q3 2007) and with the reams of media coverage and advertising it should be our greatest friend. But in reality it's the gremlin in the closet. An issue that kept

arising in this project has been trying to explain that this initiative is not recycling but about recycled packaging. The confusion is unsurprising given that barely a day passes without some mention of recycling: 'you must recycle that', 'can this be recycled?', 'is the recycling bin coming today?' etc. The result is hypnotic, and everything is 'recycling'. More surprising is that (in our experience) this confusion extends to brands and retailers.

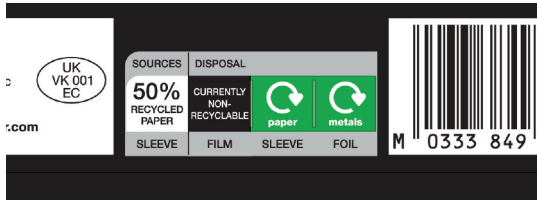
Putting 'recycled content' under the 'recycling' umbrella raises even bigger issues, which do not guarantee action. Firstly, the intention gap is vast. Even in London where 79% of people say they recycle, GLA research indicates that only 19% actually do. More importantly from a consumer point of view, recycling and recycled content are completely different:

Recycling	vs	Recycled content
confusing and time consuming	vs	easy to do
needs complicated facilities to be provided	vs	just needs to be bought
point of disposal	vs	point of purchase

Furthermore, recycling is the scapegoat of waste initiatives: local authorities feel waste reduction is the retailers problem; retailers pass the problem to their suppliers; brands feel there is a limit to how much they can do whilst trying to meet retailers targets; the buck stops with the consumer to recycle. As a result brands seem to be muddying the water between recycling and recycled in an attempt to show 'greenness', but this haze is confusing and likely to disengage consumers.



Kelloggs pack side



M&S pack

Communications need to differentiate between recycled and recycling to get everyone onboard

Getting this initiative to work

Mass buy-in

Unlike most green initiatives, recycled packaging will only work if we can get mass buy-in from brands, retailers and consumers. The more products carrying the logo, the easier it is for consumers; the more consumers buying recycled, the better for the environment. Therefore we need the volume shoppers, the Mums who shop at Iceland, Asda, Tesco etc. with the biggest supermarket trolleys i.e. those with kids. Kids also have the power to edit Mum's trolley, so we should engage them as advocates for recycled packaging.

The role of the consumer campaign

For brands, the consumer is still king. A consumer campaign that tells shoppers to choose recycled packaging will provide additional incentive for suppliers and retailers to sign up, as well as the additional profile. We therefore see the consumer facing campaign as key in getting brands and retailers signed up and driving the first deadline.

The role of integration

'Recycled content' is not an unknown subject, and a minority of brands are already using it, encouraging dark greenies to look out for it. But recycled content will be new to the mainstream or being wrestled with by other brands. We must therefore treat this as a launch of a new brand – 'the recycled logo'. Integration can ensure that from sign up to advertising launch, everyone hears and sees one thing: choose recycled packaging.

Communicating 'recycled' to business.

- Past waste initiatives suggest that retailers tend to set higher targets than branded manufacturers e.g. Tesco aim to cut packaging by 25% by 2012 whereas P&G's goal is 10% (Source: The Grocer). This puts pressure on suppliers to meet targets that might be technically or logistically unrealistic. Retailer competition and voluntary targets put additional pressure on the suppliers. If the relationship over this issue breaks down, the initiative will suffer

WRAP need to encourage a wholly co-operative approach between retailers and brands

- The scale of the problem needs to be clear so the scale of the task ahead can be managed. Currently Defra measures household waste at 4.3m tonnes, whilst WRAP measure it at 6.3m tonnes

A coherent set of numbers is needed to measure the benefits of the 'recycled' initiative, but within the overall context of waste reduction so not to distract signatories other waste initiatives

- Many retailers and brands have already developed comprehensive waste strategies some of which may cause conflict with recycled e.g. reducing packaging weight might conflict with changing to heavier recycled packaging. Strategies will need to adapt or change to incorporate the recycled initiative, whilst not losing momentum behind the other waste initiatives

WRAP will need to help signatories adapt their strategies, whilst ensuring the overall commitment to waste reduction is maintained

- We know there are already a number of brands who are developing their own 'recycled' logos. We are essentially asking some brands to compete with their own logo or discard it

WRAP need to make the benefits of being part of a bigger initiative more motivating than working alone

Key rules for talking to retailers and getting them to sign up:

- make the benefits of increasing recycled packing very clear from an environmental, social and economic perspective
- make it clear that ownership of the recycled packaging issue lies with the manufacturer but that they will be fully supported in the process
- facilitate and engage retailers in helping to support the manufacturers
- work constructively, collaboratively and coherently to find solutions

Communicating recycled to consumers.

'The Rules of the Game' research by Futerra into communicating climate change unearthed some important learnings that are relevant for our campaign:

We like collective responsibility and don't like to act alone. Most people need to feel they are a part of something bigger and that small steps lead to a big change. Our campaign needs to create a mass movement

I'll act if everyone else does

Making it easy is crucial. We know from recycling that intention does not convert to action if it is not easy. In fact nine out of ten people in England and Wales would recycle more if it was made easier (Source: The Environment Agency). We need to make it clear just how easy it is to do your bit

Make it easy

Being told the negative consequences of our actions leads to paralysis and feeling of guilt. Most people react by simply wanting to bury their heads in the sand. We need to talk about the benefits of recycled without finger-wagging or scare mongering

Be positive

As with climate change, little steps can have a big effect. There is a powerful role for 'big benefits' as long as they are balanced with the small things that need to be done to get there, in a fun rather than worthy way

Save the planet...lightheartedly

Most people would like to be told what they need to do and think the government could do more to tell them "they want someone to take the lead [on plastic bags]", says Robin MacEwen, Scottish Assembly's justice department. Choices have become overwhelming and they don't feel it is their responsibility or ability to work out what to do

Don't give me choice, just tell me what to do

This is all about looking out for a new logo. Shoppers are already looking on pack for GDA's, calories, organic etc. and they only spend 0.5 seconds choosing most products, so won't have much appetite for another logo. We need to make them love this logo and want to look for it

Don't give me yet another logo

Key rules for consumers

- Tell them it's easy to just choose recycled packaging
- Give them a big benefit like 'Saving the World'
- Be fun
- Make them feel a part of something big
- Make them love the logo
- Pick the right messenger: fun not finger wagging

Communications objectives:

To get the nation to choose recycled packaging

Strategy:

By telling them why buying recycled packaging is good for the planet

- introduce a cool character as spokesperson for recycled

By getting them to look for the logo and making it easy to find

- give the logo a personality and put it on front of pack (if possible)

By getting kids on-board

- educate kids about recycled with a schools programme
- make the logo fun to find in store

Our proposition:

Choose recycled packaging because it's the easy way to save the planet

The big idea:

ed says make sure you choose recycled packaging

Introducing ed?

ed says choose recycled packaging

ed is our contemporary.

ed will blog about recycled packaging, has a MySpace page and is on Facebook. He has a lot of friends.

ed is anonymous. There's a bit of Banksy about him. We don't know who ed is, but we do know what ed stands for.

ed isn't a figure of authority. He's one of us, he doesn't lecture.

ed talks to us in a simple, honest, sometimes witty way.

ed makes the subject interesting and relevant.

ed believes you can save the planet by choosing recycled packaging

ed can be quite partial to a bit of sloganeering, too: **ed** says mums can be heroes.

ed says save the world one coffee jar at a time.

ed likes to put his slogans on t-shirts. He cares about good design though. **ed**'s quite cool really.

ed never does public appearances. Although he may make his presence felt in other ways; projections onto The Houses of Parliament etc.

ed doesn't appear in any television, radio or viral advertising in person. But people in the ads will talk about **ed** and what he says.

ed is a logo. **ed** means to recycled packaging what the Nike 'tick' means to sport.

Tone of voice

Fun not finger-wagging

Logo

ed comes straight from the recycled logo, making the link from the character seamlessly to the logo. We have two versions of the logo: version 1 uses your existing logo; version 2 manipulates ed so it seems to be recycled. It is our preferred option as it gives ed (and the logo) more character, differentiates it from being 'yet another logo' and is more fun.

version1



version2



Front
of pack

Back
of pack

Pack
in store

For the purpose of our creative presentation we have used version 2, but the idea works as well with version 1.

Why this idea works

- clearly differentiates recycled from recycling
- focuses on the logo, but gives it character
- makes looking for a logo fun
- 'ed' is likeable because he is left to our imagination, creating a talking point
- flexibility and longevity to vary messages over time
- can work in all media
- has huge word of mouth potential with ability to become playground currency

Phasing the campaign

We need to give retailers and brands a realistic time frame to change their packaging content and pack design for this campaign to work. Working on the assumption that recycled card lead times are 12 weeks and aluminium are 12-16 weeks, we feel 9 months will be realistic. We believe that whilst cost-savings and green credentials will be key drivers for getting signatories on-board the consumer launch will be a great incentive and provide the first deadline for them

Stage 1 (9 months): Getting retailers and brands on board, signed up, packaging content changed and re-designed to incorporate logo

Countdown to launch date to keep pressure and momentum

Stage 2 (3 months, including teaser): Launch of consumer campaign (this can only happen when there are enough products carrying the logo)

Stage 3: (year 2: monthly activity) Keeping up the momentum

There is a danger if momentum is not maintained behind this initiative that before long it will slip off the radar and become the 'last fad'. We must keep momentum going both to keep retailers and brands engaged in signing up and committing to using higher % of recycled packaging, and to keep consumer support

Lot 1: Public Relations

The Proposal

Our PR Objectives

Our PR objectives for the Sample Task activity are:

- To raise the profile of WRAP as a dynamic and active organisation with consumer and business audiences through editorial coverage in a wide range of consumer, trade and business media
- To promote the advantages of recycled packaging to trade and consumer audiences
- To encourage 'sign up' to the extended Courtauld Commitment
- To inspire consumers to choose recycled packaging when they do their daily, weekly, monthly supermarket shop

Our Strategy

Our strategy is based on using a mix of PR techniques and tactics, underpinned by a media relations programme. PR is a key tool for engaging both the industry and consumer, and because the budget is not big our strategy focuses on partnerships and link-ups to pull cost out of the plan wherever possible. Linked to the overall marketing activity, the PR activity is across three stages:

The Set Up setting the stage for a launch of the new initiative with both trade and consumer audiences - highlighting the key issues and supporting efforts to encourage retailers and brands to sign up

Here's ed publicising the launch of the recycled initiative with consumer and trade audiences, with key players taking centre stage as sign up to the commitment and the ed mark evolves onto supermarket fixtures

Find ed keeping up the momentum with stories and features in the trade media and tactical consumer activity

Phase 1: The Set Up

The Hook

The aim is to highlight the confusion between recycling and recycled as a way of promoting the ease of buying recycled and the need for the new initiative. A piece of MORI research will be commissioned on consumer attitudes to recycling focusing on recycled packaging - confusions, desire to buy, ease (or not) of on selection, understanding the marks, demand.

Trade Audience Tactics

Key messages Initiative information
Sign up now
Don't be left behind (towards latter stages)

Key titles The Grocer
Retail Week
Packaging News
Management Today
FT and broadsheet business supplements

Strategy

- Press briefings on WRAP/MORI Survey results – focusing on what today's consumers want from retailers and brands
- The Grocer to host Round Table event to review WRAP/MORI survey results. The event will include key players from brands with follow up editorial in the publication and online. The Grocer sponsorship minimizes cost to WRAP
- WRAP/MORI Survey focused feature to be sold into the Business media
- Announcement of new initiative with 'trail blazers' focus in the June 2008 packaging issue of The Grocer
- 4 page insert to sell sign-ups in packaging issue of The Grocer
- Tactical stories on the Courtauld Commitment status to reinforce WRAP's profile and underpin the extended initiative
- EU comparisons feature

- Retailers and brands networking/promotional event for current and prospective signatories, as well as WRAP representatives
- Sign up bulletins



gets to take a friend instead. ed does send some T-Shirts as an apology

- Use of Reality TV opportunity (we understand this is likely to be filmed next year as part of a major Daytime TV show.) The feature tracks a family who have pledged to live a green lifestyle for a month, drive an electric car instead of a 4x4, curb their energy consumption, conserve water etc. The idea is to sell in a recycled packaging segment – possibly a shopping trip when only products with recycled content can be bought with an explanation about why it makes such a huge difference. This is an excellent platform for showcasing the role of recycled packaging and how being a green consumer can be easy
- Dale Winton advertorial (supermarket sweep link) examining the lack of recycled packaging in Dale's cupboards and how much waste a simple decision could save – Dale is shocked. To be placed in women's celeb magazine (Heat/Closer) and sold at the supermarket checkout or in-store

Consumer Audience Tactics

Key messages you are confused but...
WRAP are about to make it easy to be green
ed is here (but who is he)?!

Key publications Women's and Lifestyle titles
Celeb magazines
Nationals
Supermarket publications
National TV and Broadcast (Today/News)
Regional press and broadcast

Strategy

The consumer strategy is to reach everyone, from every social class and be appealing to all. It needs to be mainstream to connect with mum's shopping in ASDA and Iceland etc., as well as the Waitrose shopper. In the pre-ed phase we need to create ed anticipation and a sense of fun, not a top down approach that promises finger wagging. Our plan involves:

- Who's ed press releases – featuring the top ten views of ed's identity from the street. The current top ten ed identities to be published weekly (possibly on the website if launched)
- Competition (local radio) – 'win a date with ed' but the day before ed cancels as he is Saving the World and the winner



- Possibility for ed teaser ad in the same publication and follow up advertorial to be placed post launch
- More serious press stories on WRAP/MORI survey results for national and regional print and broadcast media including Radio 4 Today, GMTV, This Morning and rolling news programmes
- To buy-in spokespeople for more serious media (e.g. Today) from critical supporters i.e. the Environment Minister, Waste Watch, Friends of the Earth, Local Authorities. We'd involve these spokespeople in all press release activity and make them available to comment



- Announcement of new initiative for consumers but about the trade launch with 'trail blazers' focus - WRAP spokesperson plus Sir Terry Leahy and critical supporters. 'Watch out for a new logo to help you make the right choices in around 9 months time'

Phase 2: Here's ed

Trade Audience Tactics

Key publications

The Grocer
Retail Week
Packaging News
Management Today
The FT and national broadsheets

Key messages

- Consumers are calling for it to be easy to 'do their bit' to save the planet, they want recycled packaging to make their job easier
- The ed logo is the way of the future for packaging
- The key players have signed up and are meeting targets
- Recycled packaging takes little effort to create, yet will have a huge impact

The Hook: The big six photo call

Invite key journalists to a photo call with the chief executives from the big supermarkets (ASDA, Tesco, Sainsbury's, Morrison's, Waitrose and M&S) standing behind trolleys with their respective supermarket logo 'edified' in the bottom of the trolley. The WRAP chief executive will be the central figure, showcasing the WRAP logo.



We want to demonstrate to brand owners, retailers and suppliers that the WRAP initiative is serious and is here for the long term, that it has high level backing and sign-up from the key players and has strong support from key opinion formers (Environment Minister, Waste Watch, Friends of the Earth, Local Authorities)

The photo call will create the background for:

- One-to-one press briefings with key trade and business press journalists about the WRAP initiative, the strategy, the facts and figures
- Interviews with WRAP chief executive, supermarket chief executives and key supporters

Consumer Audience Tactics

Key titles

Women's lifestyle (Heat/Closer)
Supermarket titles
Today/GMTV
Regional newspapers
National broadsheets and tabloids

Key messages

ed is here!
ed makes saving the planet easier
choosing recycled packaging is the simple way to do your bit

PR Tactics

Launch event - ed's giant pie in Trafalgar Square

We want to make a targeted splash, squarely behind the objectives of all of the communication and to engage consumers with recycled packaging as something that is good and takes little effort.

Bake the biggest pie in the world with the focus on the packaging

- Invite journalists, KOLs, local schools and charities to tuck in from recycled paper plates, to be eaten with recycled plastic forks served by Dale Winton



- Staging with ed themes and messages
- WRAP/partner spokespeople available

Let's go shopping with ed

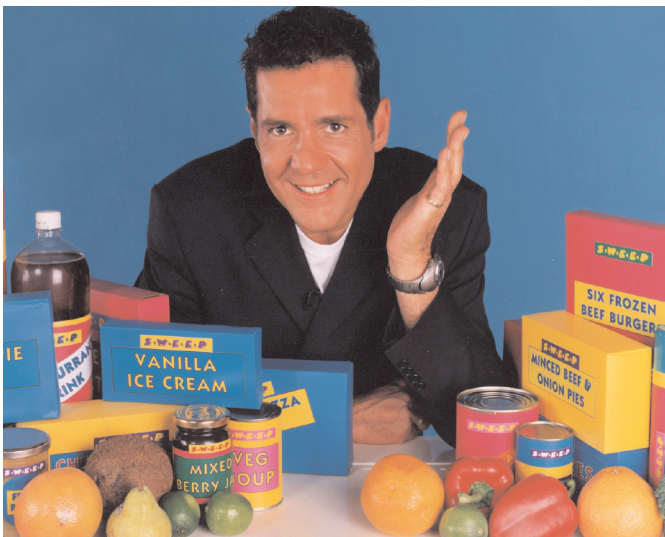
We will take 10 selected (national and regional) consumer journalist contacts and WRAP chief executive grocery shopping, provide them with a typical family shopping list to fill their trolleys with products packaged in recycled materials. The time they take will be timed and the amount of waste they have saved will be shown to them in bins to convey the quick, easy and positive message. The shopping trips will form the basis for interview/features

In-Store co-operative ventures



'Where's ed?' co-branded stand at entrance of premier 'signed up' supermarkets. Treasure hunts for children to find ed in store with clues and stickers for finding ed, kid's giveaway packs possibly to include a recycled school kit (pencil case, pens, pencils etc) and 'Where's ed?' tip card distributed

Supermarket sweep competition



The ed logo will be launched to the regions through a 'supermarket sweep' style competition run through radio and regional press.

In partnership with one of the 'big five' supermarkets the competition will be held in eight locations (i.e. Leeds, Manchester, Swansea, Birmingham, Newcastle, Edinburgh, Southampton, Bristol) and extra budget could be injected by partner to raise profile.

The entrants will answer a simple question based on a recycled packaging fact – the answer will be in the copy of the competition ad. The prize is the opportunity to participate in a supermarket sweep to collect ed products.

There will be four regional rounds, runners up will receive a hamper of ed products. The finals will be hosted by Dale Winton with a prize of £500 worth of ed vouchers and will meet Dale Winton.

Press releases and stories will be sold into local print and broadcast media and interview.

Phase 3: Post Launch

The Hook

Going shopping with ed – using data from supermarket loyalty cards to create stories in trade and consumer press about the success of ed

Trade Audience Tactics

Key messages Success and popularity with consumers
Continued sign ups

Key titles The Grocer
Retail week
Packaging news
Management today
FT and broadsheet business supplements

Strategy

- Trade and business media stories on ed's progress on increasing amount of recycled packaging bought by consumers
- Trade and business media stories on sign ups and data on increasing amount of recycled packaging available for consumers

- Development of WRAP League Table programme on the ed website and to be used for press release material
- Development of the WRAP awards featuring an award for 'best commitment to recycled packaging'



Consumer Audience Tactics

Key messages	Don't forget about <u>ed</u> – he still cares
Key publications	Celeb magazines Supermarket publications National press and broadcast Regional press and broadcast

Strategy

- Follow up advertorial with Dale - how ed has helped reform his packaging habits



- Supermarket Sweep competition winner announcements and regional finals with local press coverage. Final to attract national press and broadcast and take place in easily accessible city on a Sunday afternoon with Dale Winton.
- Stocking up your larder and 'fridge with ed - picture story on a week's shopping for a family of 4 all in recycled packaging
- Double reward points for every ed product bought for two months after launch (working in partnership with supermarkets)
- In store Supermarket magazine voucher page offering discount when over £15 is spent on ed products (discount funded by supermarket, print cost by WRAP)

ASDA MORE FOR YOU FOR LESS

Save cash with this money-off voucher. You can use it in store or when you shop online at www.ASDA.com

* Redeemable at www.ASDA.com. Type in the e-voucher code when you checkout online

Gifted ed - spend over £15 on ed products and save £5 on your weekly shop.

£5 off

Voucher valid until 30 November 2007. Only one coupon can be used against each product purchased. Do not attempt to redeem this coupon against other products as this is likely to cause embarrassment and delay at the checkout. The offer is subject to availability. To the retailer to redeem, send the coupon to NCH, Corby, Northants NN17 1NN by 31 December 2007. NCH Code 934

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WRAP

www.ASDA.com e-voucher code T7-AM-GM-86

Timing

Covered in first section

DISCIPLINE	AUDIENCE	ACTIVITY	2008 PHASE 1 - RETAILER/BRAND SIGN-UP					2009 PHASE 2 - LAUNCH			2009-2010 PHASE 3 - ONGOING COMMS TO MAINTAIN MOMENTUM																
			APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	
PR	RETAILERS/ BRANDS	TRADE PRESS COVERAGE																									
		FORUM EVENT																									
		AWARDS EVENT																									
		GROCER INSERT/ROUNDTABLE																									
		MORI POLL																									
	CONSUMER	NATIONAL PRESS																									
		LAUNCH PR STUNT																									
		RETAILER MAGAZINE EDITORIAL																									
		INSTORE VOUCHERS																									
		ADVERTORIALS																									
COMPETITION (SUPERMARKET SWEEP)																											

Budget

MORI research (2,000 sample, 10 questions) 5000

Inserts and advertorials

The Grocer A4 four page insert 5000
 The Grocer - packages issue insert cover page 8000
 Celeb mag advertorial (media and production) x 2 16000

Supermarket sweep competition

Regional radio placement x 10 radio stations 600
 Regional newspaper placement x 10 newspapers 15000
 8 x ed hampers provided by supermarket partner 0
ed prize vouchers provided by supermarket partner 0

Launch event

½ day venue hire (Trafalgar Square) 500
 Baked pie inc. bowls spoons 2500

Celebrity endorsement

Est. Fee Dale Winton (2 advertorials, 2 appearances) 20000

Contingency/sundries 7400

Ideas PR fee 20000

TOTAL 100000*

*Cost breakdown rounded to nearest 100

Evaluation and measurement

Standard PR measures of success can be used in context (cuttings, tone and depth of coverage, signatories, reward points). Attitude change can be demonstrated through tracking change in behaviour in terms of recycling and the preference for recycled packaging. But for the organisation itself, increasing awareness of WRAP as the accessible, approachable but no nonsense voice on everything to do with how we package the goods we buy and sell. This is vital in a world where 'expert opinion' and confusing data is in danger of drowning out the real practical advice that consumers, in particular, crave.

Keeping the relationship between WRAP and Ideas open and maintaining regular contact reports will let WRAP to keep informed of success as and when it happens.

Corporate information

1. Company/Organisation details

Ideas Eurobrand Ltd
London House
Great Eastern Wharf
Parkgate Road
London SW11 4NQ

VAT number: 656 867773

Company registration number: 3038656

Nominated contact: Sophy Merrick, Business Development Manager
Email Address: sophy@ideaslondon.com
Direct Line: 020 7801 1614

2. Sub-contractors

N/A

3. Fees (inclusive of VAT)

	Hourly	Daily
Board Director	£176.25	£1410
Planner	£117.50 - £146.88	£940 - £1175
Creative	£135.13	£1081.00
Account Director	£73.44	£587.50
Account Manager	£55.81	£446.50
Account Executive	£36.71	£293.75

4. Terms and Conditions

Ideas Eurobrand Ltd is happy to comply with WRAP's terms and conditions as laid out in appendix 1 of the Tender Invitation Document: CMP308 WRAP Communications. The company understands that if successful, it will join a roster of up to 50 communications services suppliers, across 13 service disciplines.