



Lot 4 Advertising

Why work with us?

As the UK's leading ethical marketing agency, we specialise in creating compelling advertising campaigns for clients with an environmental and social agenda for change. Our 13 years' experience of working with government, business and NGOs, and our personal commitment to achieving change, give us unrivalled expertise in the sector.

We take a disciplined planning approach to briefs, which are signed off by clients before creative work starts, and we use strategic and creative development research and pre and post tracking research to help ensure we deliver the most effective work possible.

Our approach is shaped by our insight into the different audiences we engage. We've worked on public issues campaigns: like the iconic 'Stop Esso' press work for Greenpeace; the launch of Stop Climate Chaos; or the disturbing Safe and Sound TV and outdoor work for The Children's Society; repositioning campaigns, like our press work for Unison; consumer health campaigns, like the Tea Council; consumer recycling campaigns, like Stella Artois for InBev; and business-to-business environmental campaigns, like Sainsbury's, Wood for Good, Business Link, Biffa and EMR. We understand how to create advertising to motivate audiences to generate a change in attitudes and behaviour in different target sectors.

Lot 4: Advertising

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.

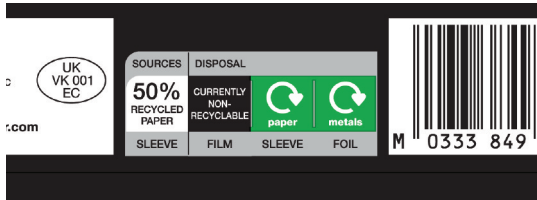
Putting 'recycled content' under the 'recycling' umbrella raises even bigger issues, which do not guarantee action. Firstly, the intention gap is vast. Even in London where 79% of people say they recycle, GLA research indicates that only 19% actually do. More importantly from a consumer point of view,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

ed 75% recycled
This leaflet is printed
on 75% recycled paper



version2

ed 75% recycled
This leaflet is printed
on 75% recycled paper



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

What this means for advertising

The key role of advertising is to make the nation aware of the new recycled initiative and importantly want to get behind it and support it. It must position recycled in such a way that it feels fresh and exciting, to cut through the reality - that this is another logo shoppers need to look for. **Advertising has the ability to create a loud noise, and give the initiative stature and credibility so it feels important, and not just another fad**

The key insight into our mass market audience of Mums with kids is they want to do their bit for the environment, but because they simply do not have the time or money, will only do things that are easy (and not more expensive). **Advertising can help position this initiative as fun, accessible and easy to do**

Most people don't register the difference between recycling (which they find a hassle) and recycled (which would be very easy). **Advertising can ensure this is clearly communicated as a recycled packaging initiative**

Kids have a huge sway with Mums in supermarkets. Not only do they have a say over what goes into the trolley, they can also be involved with editing it – after all they have the time. **Kids love advertising and if it has a catchphrase e.g. 'ed says' can get playground currency which will turn to action in supermarkets**

Advertising objectives

- Raise awareness of recycled initiative
- Recognition of new logo
- Education about benefits of recycled packaging
- Ensure consumers choose recycled packaging

Role for advertising throughout phasing

Phase 1: For trade: to announce recycled initiative

Phase 2: For trade: to announce new consumer campaign

For consumer: to get the nation behind recycled

- teaser to introduce 'ed'
- launch 'ed says choose recycled packaging' campaign

Phase 3: For trade and consumer: to keep recycled salient

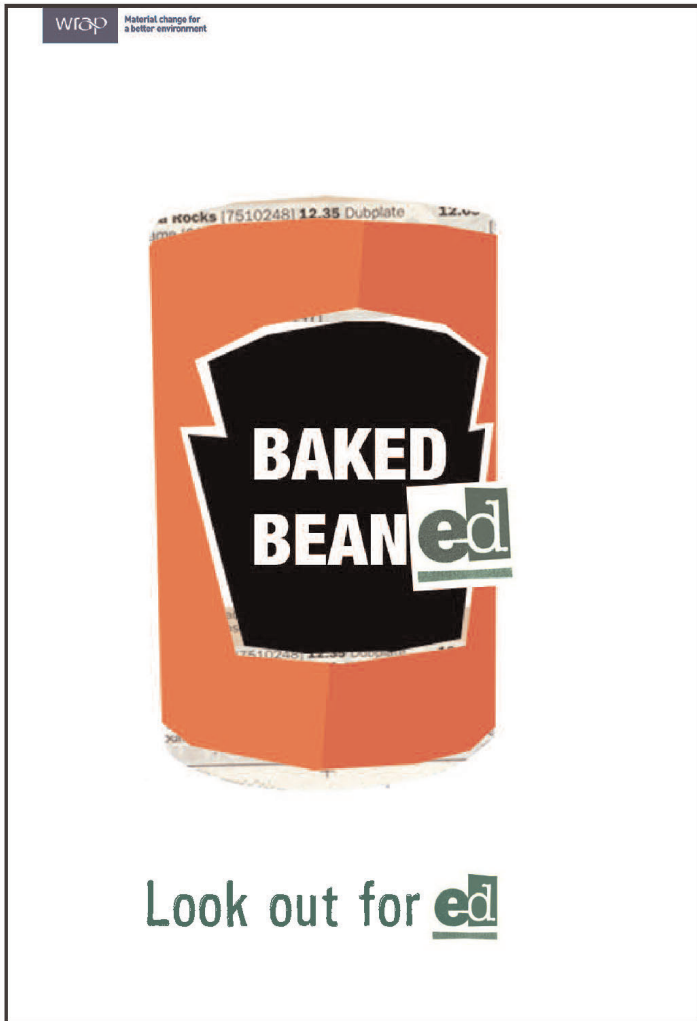
The work

Our campaign has a 'recycled' yet contemporary feel to it to help convey the issue at the heart of it: recycleded. The packaging images include recycled glass, aluminium, plastic and paper

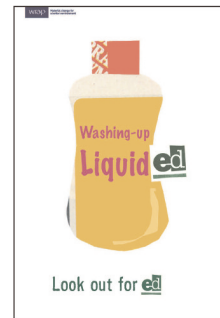
Introducing ed.....

The teaser will create intrigue and want people to find out more about who or what ed it. They should pop up all over the place.

Teaser



teaser press ads



teaser press ads



ed says food tastes better with me on the packet. 

ed says look for me on everything you buy. 

ed says get more nectar points if I'm on the packet. 

online banners




teaser balloons

Launch

wrap Material change for a better environment

ed says
do your bit to
save the world
think packets of
biscuits.




press
Choose **recycled** packaging.

press ads

wrap Material change for a better environment


ed says
save the world
start in the
breakfast cereal
aisle.



Choose **recycled** packaging.

wrap Material change for a better environment

ed says
be a hero. don't
just put any soap
powder in your
basket.



Choose **recycled** packaging.

This commercial features 'real life' people observed in everyday situations, acting naturally. However their surroundings are made from 'recycled materials' which move with a slightly staccatoed animation.

Client: **Wrap**
 Product: **Recycled Packaging Supermarket**
 Title:
 Length: **30 seconds**

A mum and her son aged 9 are doing the weekly shop. Mum picks up a box of soap powder, but her son stops her from putting it in the trolley.



V/O:

Son: **Don't get that one, mum.**

(He talks about Ed with complete reverence, like a cool new best friend)

Ed says you should only buy the stuff with the recycled logo on it.

Mum frowns and puts the pack in the trolley. Her son takes it back out. There's a stand off.



Mum: **Ed?**

Son: **Yeah, Ed. Ed says buying packs made from recycled packaging can help save the planet.**

The kid swaps his mum's soap powder for another pack with the recycled logo on it.



Mum: **What else does this 'Ed' have to say for himself then?**

Mum mouths the word 'heroes'.

Son: (Proudly) **Ed says we can all be heroes.**

Endline appears and a hand puts the product onto the screen.



Super: **ed says choose recycled packaging.**

Client: **Wrap**
 Product: **Recycled Packaging**
 Title: **Tree**
 Length: **20 seconds**

This commercial features 'real life' people observed in everyday situations, acting naturally. However their surroundings are made from 'recycled materials' which move with a slightly staccatoed animation.



Rachel: **Ed says if we buy things that use recycled packaging it's good for the environment.**



Wendy: **Like clouds and stuff?**



Wendy: **Yeah, like clouds and stuff.**



Super: **ed says choose recycled packaging.**

Client: **Wrap**
 Product: **Recycled Packaging**
 Title: **Kitchen**
 Length: **20 seconds**

Three men are at a party taking cover in the kitchen, having a beer. We catch them mid conversation.

The lads all do send-ups of their wives swooning and batting their eye lashes over the mythical Ed.

One of the wives pops her head round the door, catching them mid-swoon. The men straighten themselves up, embarrassed.

Endline appears and a hand puts the product onto the screen.



Mark: **I mean, who is this Ed character?**

Nobby: **It's the same with my missus, (mimics his wife in a 'my hero' style) 'Ed says only buy products with the recycled logo on it—'**



Mark & Chris: **...and we can all help the environment.'**



Wife: **...Having fun, boys?**



Super: **ed says choose recycled packaging.**

Radio

Client: **Wrap**
 Product: **Recycled Packaging**
 Title: **Tannoy Radio**
 Length: **30 seconds**

Supermarket tannoy announcement: **...button mushrooms can be found in the fresh produce aisle and don't forget English garden peas are in season right now...**

The announcement becomes more gossipy and intimate.

Oh, and you know Ed? (Ed is obviously held in Brad Pitt-like reverence) **Well Ed says you should look out for packs with the recycled logo on it.**

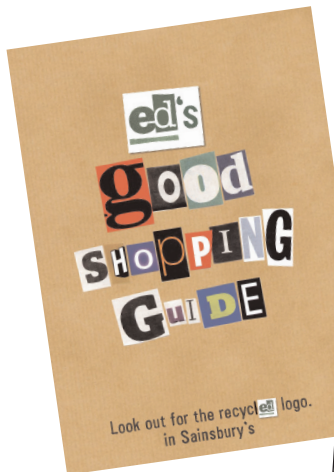
Ed says it means it's made from recycled packaging and can help save the environment.

The announcer lets out a long sigh.

That's so Ed.

MVO: **Ed says it's easy to do your bit. Choose recycled packaging.**

This is a big idea. Here are some examples of how it can work in other media.



Catalogue



Shopper voucher



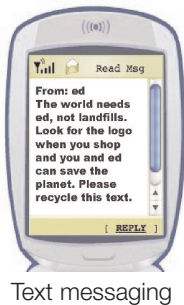
trade ad



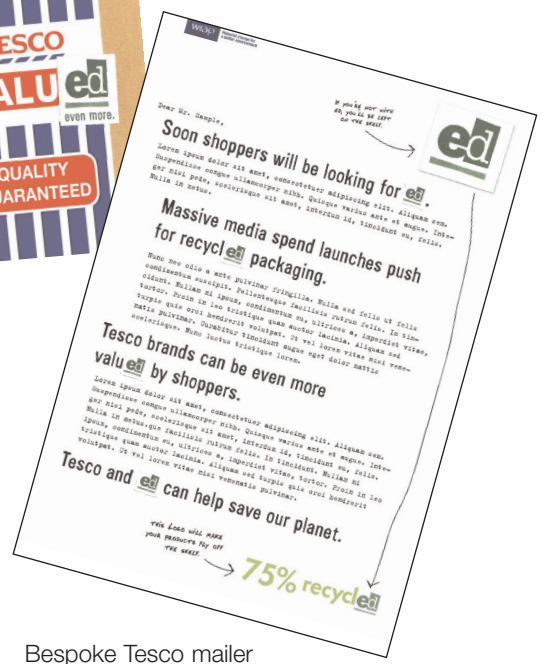
caption?



Stunts



Text messaging



Bespoke Tesco mailer



Trade 'fashion show' event



Notepad



Website



Shopping trolley



In-store entrance mat

T-shirts



Wristband

Approach

We have demonstrated that the campaign concept can work in all media channels. We understand that we will be working with WRAP's media planner to agree the communications plan, but we envisage that an integrated campaign will be developed. The business element of the campaign is likely to include advertising in the business press and we expect consumer campaign to include TV, press, radio and outdoor. The costings have been developed based on these assumptions.

Timing

			2008 PHASE 1 - RETAILER/BRAND SIGN-UP				2009 PHASE 2 - LAUNCH			2009-2010 PHASE 3 - ONGOING COMMS TO MAINTAIN MOMENTUM																		
DISCIPLINE	AUDIENCE	ACTIVITY	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR		
ADVERTISING	RETAILERS/ BRANDS	TRADE PRESS																										
		ONLINE ADVERTISING - Banners																										
	CONSUMER	TV																										
		PRESS																										
		OUTDOOR																										
		RADIO																										
	ONLINE ADVERTISING - Banners																											

Campaign Evaluation

Awareness of initiative: Face to face tracking study amongst consumers and online tracking study amongst trade (retail owners and brand owners) to measure awareness, persuasion, ad recall and diagnostics, WRAP's profile: with dips pre and post launch, and end Year 1.

Signatories: 50% target: Track sign-ups over campaign period, plus bi-monthly depth interviews with key signatories to monitor progress and address issues; on-line tracking questionnaire to all signatories to monitor campaign awareness, persuasion, recall.

Ensure retailers and brands set their own KPIs to measure progress.

Advertising Budget Breakdown

We have a clear, transparent and fair pricing policy. The amount we charge is based on the time that we need to undertake the job. The following shows the break-down of the time that we estimate that we would require to create and implement the advertising element of the communications plan.

Set-up and planning

To understand WRAP and your audiences fully will take time, and we will want to do this thoroughly. Time spent planning is always repaid double throughout the rest of the campaign.

During this phase we will:

- Get to know you, and your communications
- Update ourselves on the impact that the other communications are having on the market
- Receive and learn from audience planning that has been undertaken already by WRAP and other key sources, undertake new research if required.
- Create media and other targeting models for the specific activities mentioned
- Create segmentation models for the specific activities mentioned

Total cost

£14,000

Creative Development

Once the overall concept is agreed, the different elements will be developed, the costs and timeframes for which are as follows.

Retailer/Brands

April – June 2008

• Trade Press production:	£8,000
• Online advertising production:	£5,000
• Creative and account handling fee:	£12,000
	£25,000

Consumer

Jan – March 2009

• TV production:	£125,000
• Press production:	£5,000
• 48 & 6 sheets outdoor production (excluding print):	£4,000
• Radio production:	£5,000
• Online advertising production:	£8,000
• Creative and account handling fee:	£25,000
	£172,000

Total cost **£197,000**

This shows how the costs will break down for a budget of £200,000 (including VAT) excluding photography as stated in the brief.

All costs are indicative at this stage, and will be dependent upon receiving and agreeing a detailed brief. All costs include account management and VAT.

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.