



The Most Hungarian Beauty

Audience

Everyone who cooks. Preferably those living in housing estates and residential areas and who are already aware of the importance of recycling but may not be actively practicing it when it comes to used cooking oil.

Problem

While 70% of respondents claimed to collect and drop off their used oil at collection points, only 7% of purchased oil actually ends up being recycled.

Challenge

To capture people's attention and educate them about oil recycling in a way that cuts through noise. To create not another top-down campaign telling them about the importance of recycling, but one that surprises and activates them.

Goals

Develop a PR campaign that transforms how people think about the issue, and change their attitude toward oil recycling.



presents:

'Magyaros' Beauty cosmetics

IDEA

You can say a lot of things about **Hungarian cuisine**, among many, that it's **reeeally greasy**. It's a common fact, which implies that we're not really mindful about our diets.

Let's **turn this into something positive**, because many of the things we use for stir-fries and juicy foods have something in common: **they are made with cooking oil, which is recyclable**.

One of the last things that comes to mind when you cook a big fried **chicken** or eat a **lángos** is that you can't wait to **put on your skin or wash your hair with the oil** it's made in.

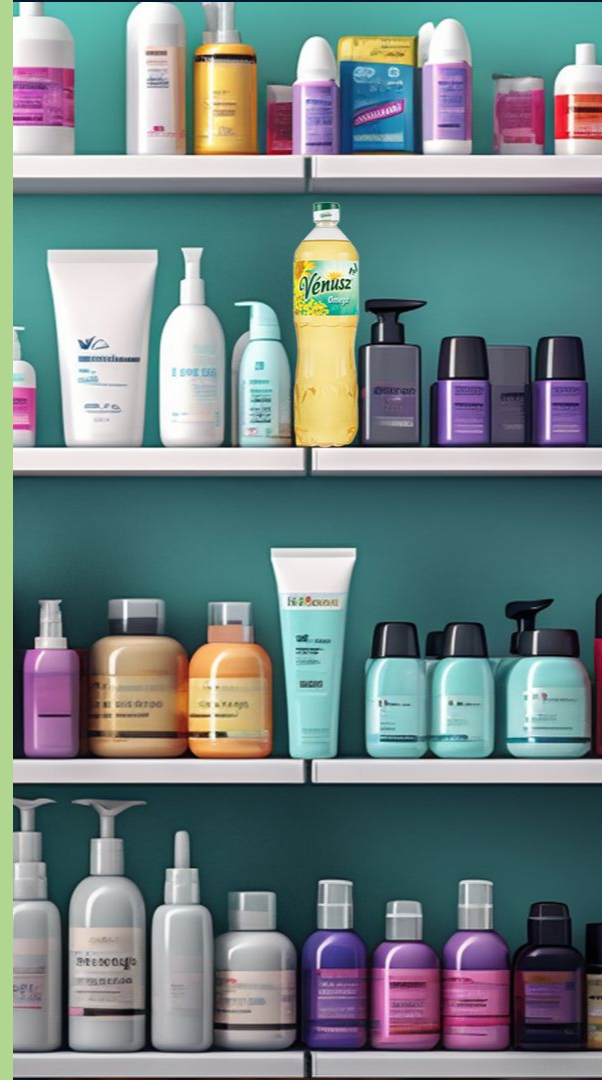
But used cooking oil can also be used for that as well, so we're launching the juiciest product chain, **the Vénusz 'Magyaros' Cosmetics**.

VÉNUSZ SURPRISE

In the teaser period we would **display our well-known product** but **where people least expect it**, with our original packaging, containing oil. 1 litre bottles of Vénusz would be placed on the shelf of drogeries such as **Douglas, Dm, Rossman** with a small message: **Soon you can use it on your body.**

Print ads and cosmetic brochures containing juicy, mouth-watering Hungarian foods with **women next to them doing their night routine**, causing puzzled looks, wherever they turn up.

We would ask opinion leaders to **cook traditional Hungarian foods** and **talk about them as if they were cosmetics**, but not completely explaining what they're talking about.



THE LAUNCH

At the launch we would **introduce our new product line** in the framework of a **professional press conference**, they would look like any other beauty products except **one little twist**.

They would each feature a picture or the name of a juicy Hungarian food: **Lángos Lip Balm, Fasírt Shampoo**, and other unexpected pairings. These would be **nicely smelling, pleasant and professional beauty products** having nothing in common with the food, except the fact that they were **made in the same oil**. They would be available in supermarkets, drogeries, etc. with testers, so that **anyone can try them out**.

We would send these to **opinion leaders and celebrities**, who could ensure their followers that the products are good for the skin, hair, etc, and most importantly that used cooking **oil can be recycled like this**.



EDUCATION

After **establishing** our products and **creating buzz** around the topic we'll have to give the **solution to people**. We'll create videos how our beauty products came to life, and how **anyone can do it at home**.

But there'll be no big factories and multi-million worth robots, rather **handicrafts people**. They will **demonstrate the ways of recycling oil** in different platforms and formats, which at this point won't be limited to solely beauty products.

Printed tips on the packaging of the bottles for older people or described in a **small booklet attached** to the them, on TikTok and Instagram for young people, and in **native collaborations** on various recipe sites.



CAMPAIGN PHASES

	TEASER	LAUNCH	FOLLOW-UP
GOAL	Directing attention to our upcoming campaign and Vénusz in general	Raising awareness. Generate buzz. Education	Education and activation. Creating attitude change.
IDEA	Placing Vénusz oil in unexpected places, spreading beauty brochures, opinion leaders surprising content	Product launch, press conference. Making them available in drogeries and supermarkets, opinion leader videos.	Videos about how products were made, additional product
KPIs	Reach	Reach Engagement (like, share, comment), View Average time on page (native collab.)	Reach, Engagement (like, share, comment) Average time on page (native collab.)

PR ECOSYSTEM

OWNED		Brand social channels (Facebook, Youtube, Instagram) Press event	
PAID	Native & influencer collaborations,	Native & influencer collaborations	Influencer collaborations
EARNED	WOM, UGC	WOM, UGC, Tabloid & lifestyle magazine articles	UGC

WHY DO WE BELIEVE IN THIS IDEA?

EXPERIENCE-DRIVEN

Doesn't just tell a message, but crawls under your skin.

AUTHENTIC

It's main message is: care, which is deeply embedded in the brand.

TALKABLE

It's surprising and can drive conversation around the issue.

EASY TO ENGAGE

It delivers the message in simple way, making it easy to identify with and get personally involved.

CUTS THROUGH THE NOISE

A new take on a well-known issue told in a way that the consumers haven't seen before.