

MINIMAL EFFORT, ACTUAL CHANGE

EVERY DROP REALLY DOES COUNT!

Vénusz
Az étel lelke

TEAM BOGYÓKÉK

BACKGROUND

TARGET GROUPS

We are reaching out to **everyone who cooks.**

That includes the **younger** as well as the **older population.**

TENSION

There is a big gap between the people who claim to collect and recycle oil (70%) and the ones who actually do so (7%).

This shows that many people are **aware** of the fact how important recycling oil is, but not many people **get to do the effort.**

CHALLENGES

1. „It’s too complicated and messy, **takes too much effort** to recycle oil.”
2. „I have so many other things on my mind, just don’t have the time for this. I don’t know **how to make it a part of my routine.**”
3. „**Why do I have to recycle** this small amount of oil I’m using?”

MESSAGE: EVERY DROP COUNTS

IDEA

With the campaign's message „Every drop counts” we believe in a long term solution for this global problem.

We don't want a short-term fix, which will be forgotten in a matter of time. Unfortunately, temporary fixes, sweepstakes or incentives fail to make a lasting impact.

But we know how hard it is to build a sticking habit. We know that it requires dedication, time and energy. We know it takes effort.

Our mission is simple: we're here to tell you that it's all worth it.

By joining our movement, you become part of a community that believes in the power of collective action. Together, we can make a difference.



EVERY
DROP
COUNTS

MINIMAL EFFORT RESULTS
IN ACTUAL CHANGE

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HYPE

INTERACTIVE BILLBOARD

We want to **prove through a short physically active task** that minimal effort leads to actual results.

Our idea: an **interactive billboard**

- when people move the **oildrop** to any side of the board, it lights up and shows the slogan and a short fun fact about what one oildrop can harm and/or help.

We would present it in five cities at the same time with different short facts: in Budapest, Győr, Pécs, Debrecen and Szeged.

*The interactive billboard would be placed at a movable height in a popular downtown square. The depiction on the right is for illustration purposes only.



ENGAGE

PRESS CONFERENCE

Introducing the aim of the campaign: „Every drop counts” and why is it important to make a little effort towards change

Announcement of the „Drops of Change” Fest

EDUCATIONAL MICROSITE

Informing people about how to collect the oil, where the drop-off points are, and public containers that can be ordered to apartment buildings etc.

AMBASSADORS

During 66 days, they **guide and motivate** through their oil collection and advice on habit building from their expertise

e.g. Rácz-Gyuricza Dóra, Szabó-Thalmeiner Dóra, Rimóczi Zsófi, Görbe Pál

„DROPS OF CHANGE” FEST

66 days after the press conference – because it takes exactly 66 days to build a habit or a routine (according to the latest researches)

Over this weekend, people will be able to drop off their collected oil at various **Vénusz drop-points across the country**

In return, people can meet the ambassadors at the points, receive Vénusz merchandise and a branded container

Sunday afternoon, a **half-day event** will take place at Liberty Square

- educational programmes for families
- Round Table discussion by ambassadors on habit building
- performing band: e.g. Quimby

Announcement at the end:

how many litres of oil have been collected TOGETHER quantified by the number of Vénusz bottles

CARE

SHOWCASING RESULTS

Tracking the journey of jointly collected oil and providing **continuous feedback** on how it has helped the environment.

Showcase individual success stories on both microsite and SoMe.

PRESS COLLABORATION

Press releases on **habit building and maintenance**, helpful tips and examples to follow - including interviews with ambassadors.

TO MAINTAIN THE HABIT...

- Placing **QR Codes next to bins** to show the nearest drop-off point
- Supporting emerging **community groups** (e.g. on FB) discussing their oil collecting journey
- Sharing inspiring stories on FB and IG **#everydropcounts**



ECOSYSTEM

	TEASER PHASE	REVEAL PHASE	FOLLOW-UP PHASE
GOAL	Generate interest and buzz	Inform, educate and activate people	Feedback of results and further encouragement
MINDSET	Minimal effort results in actual change	Go green effortlessly. Recycle cooking oil and make a difference!	Keep going, because your efforts will become a routine
MAIN TOUCHPOINTS			
OWNED	Teaser post on Vénusz SoMe channels	Press conference	Vénusz SoMe channels Microsite
PAID	OOH board	„Drops of Change” Fest Ambassadors	QR Code stickers
EARNED	WOM Press coverage	UGC: share your habit story Press coverage	UGC: share your habit story Press coverage

ACTION PLAN

*FOR 2024



KPIs

REACH

OOH:

measuring engagement through interaction with board

SoMe:

reach on posts

Ambassadors:

reach on shared contents

Event:

how many people participated in the event

EDUCATE

Microsite:

measuring the traffic on the website, average time on page, bouncing rate

QR Code:

how many times was the QR Code scanned

IMPACT

Recycled oil:

participants in the oil donation, how many litres got recycled

Press:

how many times got the campaign or the brand mentioned in diverse channels

SoMe:

how many times was the hashtag #everydropcounts used

Additional / financial KPI: ROI (determining the financial return or impact of the campaign)

WHY DO WE BELIEVE?

PROLONGED

Long term, sustainable solutions are the key to achieving tangible results.

TALKABILITY

The issue impacts everyone, extending beyond just oil collection/recycling.

ENGAGING

Involves people and encourages to act genuinely.

PHASED IMPLEMENTATION

Achievable on a smaller scale (e.g. citywide) or nationwide (Hungary).