

The logo for Vénusz features the brand name in a stylized, green, cursive font with a yellow outline. Above the 'u' in 'Vénusz' is a sunburst icon with yellow and orange rays. The entire logo is set against a bright yellow background with a subtle sunburst effect.

Vénusz®

Az étel lelke

X DZSUNGELZÖLD

DROPS OF OIL, THE FUTURE OF WARMTH

BACKGROUND

Vénusz, one of the most traditional cooking oil brands of Hungary, aims to raise awareness about the importance of properly collecting, recycling, and transforming edible oil.

CHALLENGE

People tend to see oil collection as a complicated process, it is not part of their everyday routine like collecting trash selectively. They think if they only use a little bit of oil, they won't harm the environment.

GOALS

To raise people's awareness of the environmental impact of oil contamination but more importantly to educate people, raise awareness, and encourage them to collect and recycle oil as a part of their everyday routine.

TARGET GROUP & TENSION

Cooking is for everyone. So the audience is hardly can be limited.

Do they know about the problem?

YES
70%

NO
30%

So what's the problem?

Although the **70% of the respondents are aware of the possibility** of collecting options and dropping off oil at collection points, **but less than 10 % of oil lands on recycling sites.**

How can we come up with a solution?

Change their attitude in a way that we make them see the benefits of oil collection **through a case that really matters to them.**



CONCEPT

Recent years have shown that the topic of education is a hot issue that everyone can relate to. Due to last year's economic changes, all children and parents had to face with challenges, including the increasing price and the lack of heating. It was an extraordinary experience for them. But what about the ones who struggle with it day by day in small rural schools?

Let's give them an opportunity to study and to live in an institution in which they have the proper conditions for learning with the help of a well-known brand, and basically, with the contribution of everyone who cooks and at the same time uses cooking oil.

The question arises: **what's common in education and cooking?** They are for everyone. And what we all know: change often comes from the youngest. **Let's start our campaign in small classrooms and reach a whole country with the help of education.**



IDEA

We create a campaign, the basis of which are high school students. Let's motivate them through education and social awareness. By with the help of professionals, teachers, parents and acquaintances we **make the whole country fight for a great cause: to transform cooking oil into biodiesel and create a new, well-developed heating system for a selected Hungarian school in need.** In the meantime, we **integrate oil collection into their everyday routine.**



STEPS OF THE CAMPAIGN 1. - LAUNCH

Project weeks are well-known traditions in high schools, let's raise them into a higher level. In collaboration with Vénusz, professionals and teachers, we create syllabuses that are focused on environmental protection and oil pollution. This is also the day when teachers raise awareness of the “**Green way to school**” tool and the “**Green way billboards**” set up in the main transfer points (e.g., Blaha Lujza square) that children are likely to go through while travelling to school. Teachers also present a **class code** to help, and they emphasize the social impact: the possibility to help others in their age, highlighting that the oil collection is beneficial for the chosen rural school.

Green way to school: In collaboration with Google, we add oil collection points (just like restaurants) as a choosable option when planning a journey. The map **finds the best and fastest way to school while also adding the possibility to drop off your used oil.**

Drop off points: When students arrive at the drop off points, they can scan **their class' code via an electrical device placed next to the point, and they also gain QR codes, which they can use for the Green way billboards.**

Green way billboards: Feeling warmth in wintertime is priceless. Let's encourage children not only to help others experience it in the chosen rural school, but to experience themselves. **Let's create billboards that work with biodiesel. If students check in with the QR codes given by the devices nearby the drop off points, they can scan it, and the billboard will start heating exactly the same number of minutes that children spent on the detour towards the collection points.** In addition, **a counter is also built into the billboard,** which shows how much oil is missing to prepare the heating system.



STEPS OF THE CAMPAIGN 2.

In **regular check-ins**, teachers will **provide information about the students positive economic footprints based on the given QR codes** placed by the drop off points.

To raise their economic footprint, **the teens will publish their codes on various social channels, encouraging others to make the campaign more and more famous.** At the same time students will involve their parents, grandparents and acquaintances in the campaign, **making all generations fight for a good cause and sharing their ever increasing positive economic and social footprint on social media.**

In the meantime, **on various TV and Youtube platforms, we will insert oil collection as if it were part of the everyday routines of celebrities** (e.g., DTK gets out of the car/András Hajós gets off the bike, and puts the used oil at the collection point, in the last minutes of Konyhafőnök, the used oil is spilled into a bottle by the contestants to be recycled.) This way we **confirm that collecting oil is a natural habit to do.**



STEPS OF THE CAMPAIGN 3. - FOLLOW-UP

In the last stage of the campaign, **the counters of the Green way billboards go zero, the goal is achieved, the heating system renovation begins in the chosen school, and oil collection becomes a routine in the life of more and more Hungarian families.**

Vénusz, as a brand, continuously follows and shares the main events of the campaign and publishes the results both in terms of renovation and oil collection percentages.



Who invest what?

Vénusz (Elviszlek magammal, Dalfutár, Konyhafőnök)	School	Students	Others (parents, grandparents, acquaintances)
Professionals (biologists), special devices near drop off points, QR codes, shows (Elviszlek magammal, Dalfutár, Konyhafőnök), Green way to school tool, heating and counting billboards, transforming a rural school heating system	Project days, weekly check-ins, motivating	Choosing the green way, encouraging others to help, posting on their social networks to raise their class' positive environmental footprint	Helping and supporting others and their children in choosing the green way

PR Ecosystem

Paid media	Earned media	Owned media
Shows (Elviszlek magammal, Dalfutár, Konyhafőnök), Green way billboards	Social media platforms of the students, articles published about the campaign	Own social channels, interviews with pupils, follow-up posts