YOUNG LIONS ---- alizarin



THE PROBLEM

Even environmentally conscious people find it hard to go the extra mile beyond activities that are already their habits.

They need to be assured that recycling oil is **not as complicated as they imagined** and they need a big push to take the first step towards **making it a habit.**



THE TASK

GET environmentally aware, urban people

WHO like to cook but feel like recycling used oil is complicated

TO make collecting and dropping off their used oil a habit

BY activating and motivating them in an easy, entertaining

DROPS FOR DROPS

Drop off your used oil for fresh tracks to drop!

OLD OIL, FRESH DROPS

Unheard tracks for used oil? Yes, please!

We collaborate with the hottest local musicians that our target group loves, to write new songs that are being dropped when enough oil is collected in the chosen districts.

On a microsite we track how many kg-s of oil is still needed to be dropped for the new track to drop. When we reach the goal together, the tracks are being released! So each individual contribution matters.

Each track's lyrics has something to do with environmental consciousness (and in the official videos the oil containers appear of course).



SPREAD THE WORD

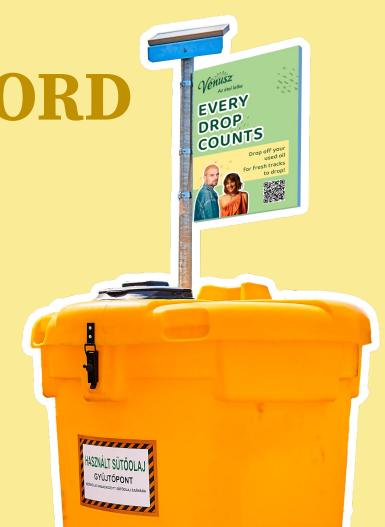
We put QR codes on oil containers and on the products that lead to our microsite, where also educational content is found.

Influencers spread the word about the activation with platform specific content:

TikTok bottle drop challenges, educational Reels, the artists even post teaser videos about the new songs.

Our artists make an appearance in TV, Youtube and podcast shows talking about the campaign and about their new tracks that promote environmental responsibility.

But we don't stop the buzz here...





PR PLAN

	ACTIVATION	TRACK DROPS	EVENT
GOAL	Increase oil drop offs.	Create a buzz about the new tracks.	Create a buzz about the gig.
MESSAGE	Drop off your used oil to make the tracks drop! Every drop counts.	You did it! Listen to the fresh, environmentally friendly tracks!	Bring a bottle of oil and party with us!
PAID	Influencers' & musicians' content, sustainable stickers near containers, targeted ads	Influencers' & musicians' content, targeted ads, native media appearances	Influencers' & musicians' content, targeted ads
OWNED	Social channels, product packaging (QR codes)	Social channels, product packaging (QR codes)	Social channels, product packaging (QR codes)
EARNED	PR, UGC, WOM	PR, UGC, WOM	PR, UGC, WOM

PERCEIVED RESULTS

Beside widespread PR and social coverage people will realise how easy it is to recycle used oil.

The activation's lasting impact is that it will subconsciously become their habit, just like listening to music, while their favourite artists new tracks will make them love and take care of the environment even more.

Because every drop counts – whether it's new music or used oil.

Drop us your questions!