

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...



THE BIGGEST DROP

The background image shows a high-energy concert. A large crowd of people is visible in the foreground, many with their hands raised. On the stage, several performers are present, some holding bright, glowing objects. Two large digital screens are prominent: the left one shows a close-up of a man's face, and the right one shows a large, detailed image of a bear's head. The lighting is a mix of blue, purple, and green, creating a dynamic atmosphere.

The activation is peaking at a big gig where all of our artists come together for an unforgettable, hot night of music.

Plot twist: instead of tickets, the entry fee is a bottle of used oil! Just imagine people proudly lining up with bottles of oil in their hands.

At this stage of the campaign every drop *literally* counts as this is the one and only entry option.

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	<i>Drop off your used oil to make the tracks drop! Every drop counts.</i>	<i>You did it! Listen to the fresh, environmentally friendly tracks!</i>	<i>Bring a bottle of oil and party with us!</i>
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!**