
20.000 Drops
on Earth



01

Problem

Getting the target audience to collect used edible oil and drop it off at designated collection points rather than throwing it away.

03

Obstacle

Collecting and disposing of used edible oil are not as widespread as recycling plastic waste, so people are not aware of this.

02

Target Audience

Everyone who cooks, young and old, male and female, and anyone else who has used oil in their lives.

04

Solution

To create a PR campaign that demonstrates the **simplicity of collecting used oil** and makes everyone aware of the need to do so.



Insight

BRAND

Vénusz is a strong advocate and supporter of recycling used edible oil.

Message: *Every drop counts.*

AUDIENCE

People say that the collection and disposal of used edible oil is too complicated, is not part of their daily routine, and they mostly use 'very little' amount of oil – so why should they collect?

People find it uneasy to their daily routine to collect used oil and they will not drop off neither small nor large quantities of it at collection points - which is why we need to show them how important and easy it is to collect and recycle even a single drop.

ENVIRONMENT

In 1 year, households generate around 25,000 tons of used cooking oil, of which 500 tons are currently collected*.

Concept

The concept is to show the target audience that when collecting and recycling used oil, they should not primarily think in liters (**a unit of measurement that is intangible to most people and not so transparent in everyday life**), but in drops.

In doing so, we offer them a new perspective, communicating that we are rounding up 'a lot' from the few, hence negligible and commonplace 1 liter - raising awareness and attention linked to the main message

Key Message.

1 liter = 20,000 drops*

Collecting cooking oil is not a complicated process, it's easy to get used to, it doesn't require a lot of preparation on your part and even the smallest amount of oil you collect can make a big difference to the environment.

PR Stunt

We start the campaign by displaying sculptures in the most visited places in Budapest – for example **Ferenc Deák Square, Heroes Square**. The exhibited works are seemingly normal items from our daily lives, for example yogurt boxes, soda or nursing bottles etc.

We do not provide any kind of further information that would specifically point out what exactly these sculptures are. However, we place a small sign on the statues with a **QR code** and a number that refers to the volume of the sculptures' form but not in liters – **in drops**.

The QR code leads people to a webpage that will show a **countdown timer**, but no other graphics or text will be visible. The aim of this guerilla tool is to attract the attention: what are these statues, why drops, what is this website?

Solution: the statues represent the items from our home that are perfect for used oil collection, but we only reveal this on the website – where more information is available about the campaign and about used edible oil recycling –, when the countdown ends.

Press event

To raise the attention of journalists and influencers and therefore reach the end users, we organize a unique press event.

On the event, a **famous Hungarian chef** demonstrates how to recycle used oil during an everyday cooking – he prepares different types of meals and uses exactly **1 liter of cooking oil, 20,000 drops**. While cooking, he always measures every drop of oil and he also collects the used oil in different ways, showing how easy it is to do it while being busy with cooking.

Also, on arrival, every participant will have the chance to take part in a small competition: they have to guess some key data about cooking oil recycling trends in Hungary. Later, the representative of **Vénusz and Biofilter Zrt.** talk about what they see on the Hungarian market, about people's current attitude and environmental issues as well – and of course they reveal the numbers.

We generate more articles and social media content with the special event than with a traditional press release.





Influencer campaign

We officially launch the **Venus Drop Calculator** on the press event – it is a unique tool on Venus's website which converts liters into drops and therefore helps to understand how recycling used cooking oil can help in protecting the environment.

With the help of social media influencers, we draw attention to the calculator and invite people to **try it out and learn more** about the negative effects of wasting used cooking oil as well as the positive effects of recycling used cooking oil.

The influencers share videos and images on the social media accounts to demonstrate the calculator and **encourage people to start recycling today.**

Special feature: Dávid Katz

We make a funny, yet entertaining video with [24.hu](#)'s well-known journalist, Dávid Katz.

In the video Dávid Katz walks at dense public places around Budapest, for example in the metro, or around Ferenc Deák Square and randomly asks people if they would like to have a soap. Then, instead of the soap, he gives them used cooking oil in different containers. After surprising people with the oil, he asks them if they know that used cooking oil can be recycled 100% and even new products, such as soaps can be made.

In the end of the video, Dávid walks to one of the collection points and shows the **easy way to drop the used cooking oil**.

The aim of the video is to educate and raise people's awareness to the fact that recycled cooking oil is used to made new products and it can be easily recycled.



PR Ecosystem

Paid



Earned



Shared



Owned

Collaboration with
Dávid Katz – video
appearing on 24.hu

Influencer campaign
– IG contents

Word of mouth – for
example social media
content shared by people
who saw the stunt

Articles based on the
PR stunt and the press
event/press release

Influencer content
based on the press event –
mainly Instagram posts and
stories which we did not pay
for

Contents on Venus'
social media channels –
Facebook, Instagram,
YouTube

Venus' own
website



We believe it. Why?

**...because it
amazes**

Guerrilla expeditions generate an immediate response and get people interested.

**...because it
affects everyone**

Environmental awareness is not a lifestyle, it's a choice and literally everybody uses some oil. Everybody.

**...because it's
easy**

Contrary to popular believes and misconceptions, the main mechanism of the campaign is child's play.

**...because it's
both funny and
informative**

Using humor to get the message across to more people while giving useful and newsworthy information to the press.

+Nursing Bottle
Imagine, a giant 1500-drop nursing
bottle on Heroes' Square.

