



V.O.G.

Audience

Everyone who cooks. Preferably those living in housing estates and residential areas and who are already aware of the importance of recycling but may not be actively practicing it when it comes to used cooking oil.

Problem


While 70% of respondents claimed to collect and drop off their used oil at collection points, only 7% of purchased oil actually ends up being recycled.

Challenge

To capture people's attention and educate them about oil recycling in a way that cuts through noise. To create not another top-down campaign telling them about the importance of recycling, but one that entertains, engages and activates them.

Goals

Develop a PR campaign that transforms how people think about the issue, and change their attitudes toward oil recycling.

A person is shown in profile from the chest up, holding a flaming Olympic torch. The torch is lit, with bright orange and yellow flames rising from the top. The background is a blurred stadium filled with spectators, with bright lights visible in the distance. The overall scene is set at night or in a dimly lit stadium.

Vénusz Oilympic Games

IDEA

Let's organize a game series where instead of a torch there will be a frying pan on fire, carried through the city. Where there's an oath, but instead of swearing on racing clean, **the competitors will swear on recycling their dirty oil.**

And most importantly, where there's **one common thing** in every competition: each incorporates **used cooking oil** in one way or another.

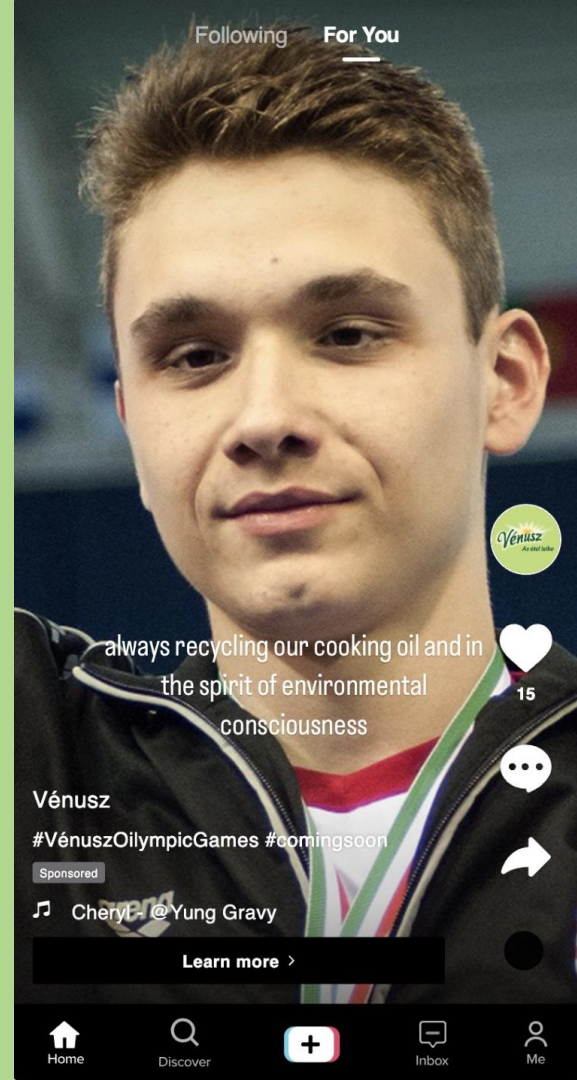
This way we can **elevate our topic to be a cultural discussion with the help of formats** that have proven to be effective many times, that people enjoy to watch and do: **competition, games and show.**

FIRST BUZZ

In the teaser phase of the campaign, **we'll light the Oilympic flame** on one of the most busy squares, such as Deák Ferenc tér, signalling, that soon: the V.O.G. opening ceremony will take places.

Celebrities and famous sportsmen taking part in the competition will create content about **reciting the Vénusz Oilympic Oath** without any explanation, creating hype among their followers

As a **media hack**, our unusual **Oilympic torch frying pan** will appear in popular TV programs (such as Reggeli) or online streams where one of our competitors will run through the event **causing confusion and Google searches.**

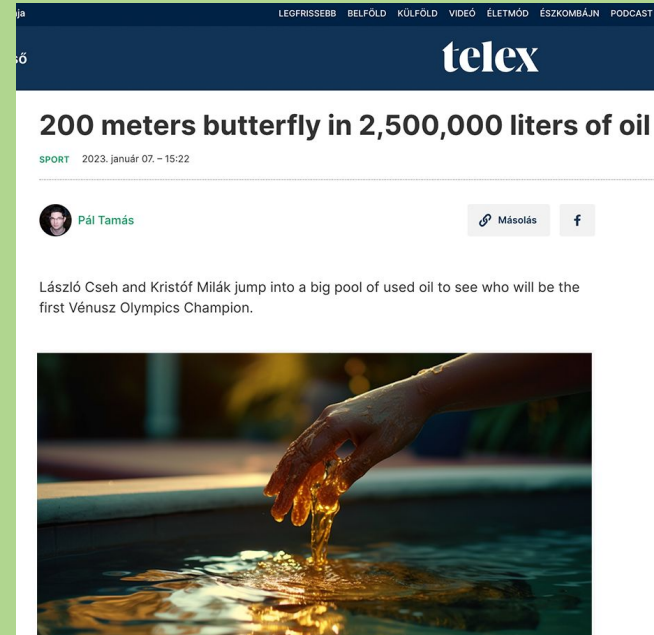


OILYMPIC GAMES

We're kicking off our campaign with **a big stunt/content series to generate buzz** around the topic, **inviting celebrities to compete** in various sporting, and not so sporting events, all having to do something with used cooking oil. These events could be **watched on the venue**, but they'll be **streamed** as well, and summarized in **follow-up contents**.

To give a sense of how much oil is wasted yearly in Hungary (25,000 tons, about 10 Olympic pools amount). **The big opening** event will be a **swimming competition** in a big stadium where top athletes, like Kristóf Milák and Laci Cseh will battle it out in a pool of used oil, that would not go down the tunnel of course.

We could stream **races with only biodiesel-powered cars**, or in a less classic competition, renowned Hungarian **artists will compete to create** the most beautiful **soap sculptures made of used oil**, or a **fishing competition**, where they soak their baits in oil, or even **dog beauty contest**, with cosmetics made from used oil.



THE VÉNUSZ CHAMPIONS

After bringing the issue to the fore and demonstrating the versatility of used oil, we **help people actively participate** in the Vénusz Oilympic movement.

We produce **educational content** for our target audience **on different platforms** with **dedicated opinion leaders**: the environmentally conscious and credible **Vénusz Champions** to spread our message.

Short videos on TikTok for the young.

Native articles for the less digitally mature in online and offline **news** and various **recipe sites**.

It'd be a complete miss not to use the location where Vénusz is most prominently present, so we'd include **tips in retails and supermarkets on POS displays** and of course **on our products** for everyone who cooks.



TURNING TOWARDS COMMUNITIES

Then we'll take the whole series of events to **the level of communities**. We'll organise **competitions between schools** to activate families **from kids to parents through grandparents**, just like in the past with paper collecting competitions.

In additional events, younglings could compete not only in the collected amount but several other events, such as: **running competitions through recycling points**, and other more **creative uses**, like making crayons to educate further about the different ways of recycling oil.

Or, we could **go municipal level**, and organise events for **residential communities, districts, counties**, spreading the movement nationwide.



CAMPAIGN PHASES

	TEASER	LAUNCH	FOLLOW-UP
GOAL	Generating buzz around the upcoming Oilympic event.	Raising awareness of the possibilities of recycling oil. Generate buzz.	Education and activation across the country. Creating attitude change.
IDEA	Reciting of oath by participants in social videos, print ads. Lighting the Oilympic flame, media hack: Oilympic torch.	Oilympic event with celebrities, streamed on social platforms, but people could watch in person as well.	Expanding Oilympic challenges for communities, schools. The Vénusz Champions movement.
KPIs	Reach & view	Reach Engagement (like, share, comment), View Average time on page (native collab.)	Number of participants Reach, Engagement (like, share, comment) Average time on page (native collab.)

PR ECOSYSTEM

OWNED	Brand social channels (Facebook, Youtube, Instagram) Website		
PAID	Native & influencer collaborations, Print, OOH ads	Native & influencer collaborations	Native collaborations (local media)
EARNED	WOM, UGC (using oath TikTok sound)	WOM, UGC , Tabloid & lifestyle magazine articles	Other local media (newspapers, TV channels, Radio)

WHY DO WE BELIEVE IN THIS IDEA?

NATIONWIDE

The series can work not only in the capital, but in other cities as well.

LONG-TERM

The core idea can be used for years as a platform, even at a community level.

TALKABILITY

The format of the idea is unusual for such issue, it's entertaining and can drive conversation..

EASY TO ENGAGE

It delivers the message in simple way, making it easy to identify with and get personally involved.

CROSS-GENERATIONAL

It appeals to people from children to grandmothers with special emphasis on families.