

#SeeYouAgain

Vénusz - Every Drop Counts
Young Lions - Pezsgőszín

TENSION

There is a disconnect between people's intention to recycle used oil and the actual practice of doing so. The tension lies in the large gap between the perceived and actual rate of recycling.

CHALLENGE

There are several barriers that prevent proper recycling: clumsy and complicated activity, lack of routine and unawareness.

COMMUNICATION GOAL

Everyone who cooks should recycle properly the used oil and take an interest in protecting their own environment and encourage others to do the same, as Vénusz does.

INSIGHT

Most Hungarians are receptive to selective waste collection and new kitchen technologies, but even when they do collect waste oil, they do not return it to the collection point.

PR Campaign Idea

Solution

Our concept is based on ideas that strengthen the role of the Vénusz brand in environmental protection and sustainability. As part of the campaign, we focused on communicating awareness-raising and educational content, as well as on collecting used oil in a creative and fun way.

Key message: *See You Again*

We strengthen the message of **Every Drop Counts** by referring to the circular economy with the message ***See You Again***. **It suggests that the life of an oil drop does not have to end on a paper towel, in the bin or in the toilet, you will see it again after you have eaten your meal.** Everybody who cooks ends the process with taking the used oil to the collecting point.

Wheel of circulation

We generate buzz and draw attention to the topic with a three-day pop up event on Erzsébet square.

Budapest Eye transforms into a Wheel of Circulation, displaying a sunflower. The cabins are Vénusz branded and filled with infographics that educate about the **environmental impact** of misuse of used oil with eye-catching data such as **1 drop of oil could pollute 1000 litres of water. Best practices, collection points, circular economy and the recycling process are also shown.** These information are also use on Vénusz's social media platforms throughout the whole campaign.

The pop up ferris wheel can be visited gratis if you drop off 1L used oil in the bin at the event. Journalists and influencers are also invited to this event and we send out a press release.



See You Again - video series

In cooperation with one of **Hungary's most read media outlet** by all ages (24.hu), we will **draw attention to the importance of recycling used cooking oil** and take the viewer through the recycling process.

We invite **Dávid Katz, a well-known video journalist** from the 24.hu, to **ask people** on the street **what they think about selective waste collection and the recycling of cooking oil**. In the following episodes of the video series, David will show the process of recycling cooking oil, as well as report on other events and activities of the *See You Again* campaign.

Episode #1: What do Hungarians think about sustainability?

Episode #2: David Katz bakes with a famous Hungarian celebrity

Episode #3: Biofilter factory visit with the press - what will be made of Vénusz's recycled oil

Episode #4: Recycling Charity Concert report



Exhibition: *Oil on canvas*

We organise an exhibition where Vénusz calls for artworks with the motto: **Every drop counts**. Painters, writers, poets, designers, textile artist can apply with artworks about the issue of oil recycling.

The prize is an exhibition at the Ludwig Museum. We start the opening with a media hack where we slide down a huge sunflower down the Danube river made of empty bottles. Afterwards we send out a press release.

We offer co-guided tours by our brand ambassadors to promote the event and attract visitors.



Brand ambassador

Our brand ambassadors are influencers who are credible content creators, linked to the gastronomy, committed to the environmental protection and have loyal followers and well-segmented audience mainly in age.

They participate in all phases of the campaign, such as the **Wheel of Circulation**, the **Exhibition** and they share educational content, infographics stating that **Every Drop Counts** referring to the positive message of the recycling with the hashtag #seeyouagain.

They start the challenge with these hashtags: #everydropcounts and #seeyouagain to activate their followers to collect and recycle used cooking oil and share their experience resulting in user generated content



Recycling Charity Concert

As part of the campaign, **we organise a cover concert** – called *recycling*, because the stars of today will *recycle* the honoured work of a great Hungarian artist from the past.

The concert ticket price will be set at a level that allows visitors to **choose the value of their donation**, in support of a sustainability cause defined by Vénusz.

Aim of activity: to raise awareness → reduce waste; strengthen the experience of community togetherness through donation; build community.



PR Ecosystem & KPI

Owned

Vénusz website

Brand social media platforms

Press release

Reach, view, engagement

OTS, AVE, CTR

Paid

Sponsored events (Wheel of circulation and Exhibition)

Native collaboration (24.hu)

Brand ambassadors

Participants, reach, video views, share, hashtags

Earned

Lifestyle magazine articles, WOM, tabloid (about the pop up event and media hack)

User generated content

Hashtags, reach, AVE, OTS