



'Every drop counts'
so drop in as a
collector champ

Vénusz
Az étel lelke

BOLEROVÖRÖS

INSIGHT

Tension

Used oil should not be thrown away due to its environmental impact. According to recent research, 70% of respondents claim they collect and later drop off the used oil, but **only 7%** of purchased oil actually gets recycled.

Challenge

Due to lack of education, we don't know how to collect used oil at home. Also, Vénusz's used oil collector map is **outdated**; there is a need for a reliable source where you can find the nearest collection point without searching much.

Goals

We want to raise awareness and aim for action, real action. By using the power of community and the power of curiosity, we want everyone to participate and take action, in whatever way they can.

Audience

Everyone who cooks (even a little) and has access to used oil collection points

IDEA

When you are curious, you search. Without branded content and key elements, we **take away the information, but not the message**. We created three samples of key visuals where we hinted some clues, but even with the help of a QR code, the bypassers would either see the map of the collection points, or the Facebook community, not the whole campaign.

With this campaign, we want to get the attention and make them wonder, **who did this and why**. We believe that this is not only good for media representation, but the customers would want to know the answers to the questions we asked on the posters.

KEY VISUALS

*70% say,
7% do*

Are you one of them?



*200 meters
until change*

Will you take the step?



*Would you give it
a second chance?*

You would want one too!



PR-ECOSYSTEM



MARCSI BORBÁS
FACEBOOK
INSTAGRAM



ZÉ FÖRDŐS
FACEBOOK
INSTAGRAM



ADÉL CSOBOT
FACEBOOK
INSTAGRAM



SZABI the BAKER
FACEBOOK
INSTAGRAM



On the day of the press event, our influencers and media partners change their profile page as it would be **drowning in oil**.

They do this without communicating about it, so the **mystery remains** till the start of the event.

This helps to grow the buzz around the campaign and creating a social interaction.

PRESS EVENT

IDEA: A public press event would be held, to unmask the meaning of the unique banners.

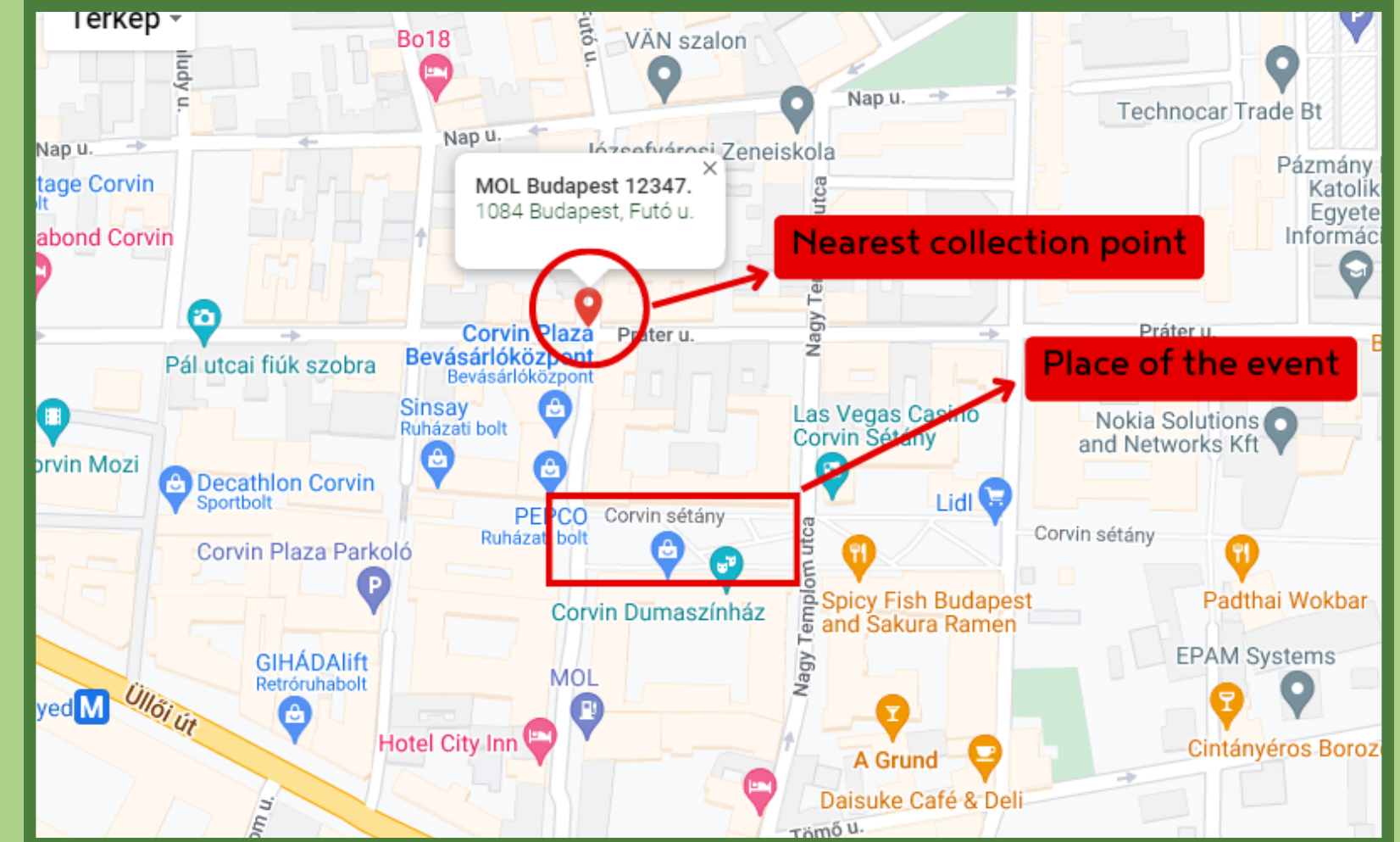
An aquarium with a capacity of 1000 liters would be shown and some yellow food color would be dropped into it, to symbolize the pollution of one drop of oil.

This amount of water is 2.6% of the yearly water usage of one person in Hungary. (Stats from KSH)

The Facebook community would also be mentioned.

INVITEES: Influencers, media partners, relevant Hungarian media (FMCG, Economic, Public, Regional, News), and consumers would be invited.

PLACE: Corvin promenade, which is only a corner away from the nearest collection point, a MOL station.



INTEGRATED CAMPAIGN IN DETAILS

The influencers we work with create **educational videos** at their homes on how to collect the used oil without mess and problems. Through this social campaign, we want to **ease the difficulties** the collecting comes with and make sure that you don't think of this as a hassle, rather a valuable act.

When you collected the used oil, we want to make sure you can transfer it to a collection point. So we are looking for **collector champs (CC)**. Someone who is willing to help out friends, family, and the neighbourhood. Someone who is responsible for the environment and wants to take real action.

These CCs can volunteer in a **Facebook group created by Vénusz**. The group helps the members give and get advice on the practices of collecting used oil, as well as getting help from CCs to pick up and transfer their collected bottles to a collection point. This also gives a long-term basis to the cause that will continue after the campaign has already finished.

TIMELINE



SUMMARY

Owned

Paid

Earned

Facebook
Community

Banners

Press
Release

Educational
Videos

Media + Influencer
Partnership

Social
Buzz

Website
Map

Press
Event

User-generated
Content (CC)

OUR KEY TAKES

The unique banners create buzz and word of mouth.

Chosen influencers and media are credible sources.

The press events creates the Fund of the community.

The community will be self-operating, achieving change.