

WHAT A WASTE!

Hagymahéjszín



WHAT A WASTE!

CAMPAIGN PLANNING



AUDIENCE: Urban cooking people aware of the importance of recycling used oil. **Older target group** lacking information / transport. **Younger target group** using less oil that underestimated the recycling of smaller amounts.



PROBLEM: The **collection of used oil is not yet as widespread** among Hungarians as the routine of separate waste collection.



CHALLENGE: The majority of people **neglect the recycling of used cooking oil** due to the **messy** process involved, a **lack of established routine**, or the common excuse of "**I only use a small amount.**"



GOAL: Raise awareness of the **convenience** and the **proximity of collection points** and **encourage** the target groups to actively **participate in recycling** of used oil as part of an environmentally conscious community.

WHAT A WASTE!

Insight

If 70% of people say they collect and dispose of oil properly, yet only 7% is actually recycled, then **63% is definitely missing**. 63% of recyclable oil is lost somewhere in the process.

63%. What a waste!

Concept

The magnitude of this 63% can be demonstrated in situations where it is unexpected.

However, drawing attention is just the first step because **as every drop counts, this 63% can be eliminated by anybody**, revealing the power of the individuals.

Key message

Don't settle for 63% less when a single drop can make the change.

STUNT ACTIVATION: A DROP FOR THE CHANGE

Through a captivating **PR stunt**, we aim to visually showcase **the significance of wasting 63% and highlight the potential for positive change**. We will select two everyday locations that are closely associated with oil recycling points, illustrating the transformation that can be achieved.

- At **ALDI stores**, people will have access to 63% fewer parking spaces, shopping carts, and checkout counters.
- At **MOL gas stations**, people will have access to 63% fewer charging stations, service personnel, and restrooms.

At both locations, the "shutdowns" will be presented with the message of Vénusz, directing **shoppers towards the used cooking oil collection point** where they can **unlock parking spaces or restrooms by dripping oil drop by drop into an empty Vénusz bottle** to emphasize the significance of every single drop and get more information about the project.



PRODUCT: LIMITED WITH 63% EDITION

Let's release **a limited Vénusz product** that draws attention to the importance of oil recycling.

It would be a **Vénusz oil bottle that is 63% smaller than the original**, featuring the same design. Its uniqueness would be that **the smaller edition would cost the same as the one-liter bottle**, showcasing the impact of wasted oil on the economy as well.

The packaging would be **made entirely from recycled materials**, and the label would emphasize the importance of proper oil collection and storage for future use with the additional link of the **Vénusz microsite about oil recycling**.

It would also be a perfect PR item sent to journalists and collaborators.



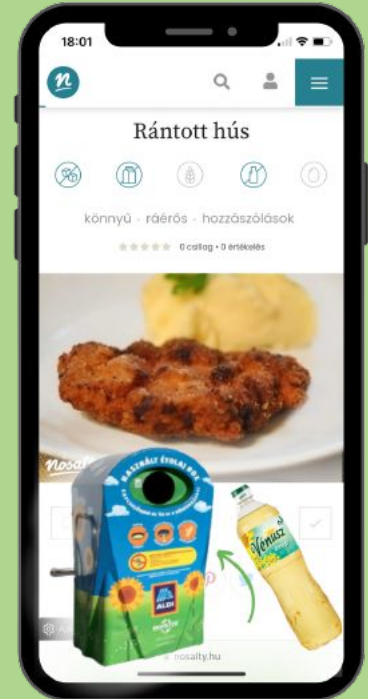
CONTENT & COLLABORATION: A SINGLE DROP VS. 63%

Following the teaser phase, we would **connect the 63% waste concept with the power of a single drop in various content displays** in collaboration with popular food influencers, online cooking shows, native news websites and recipe platforms.

In these sponsored content placements, a **banner ad would cover 63% of the content.** Instead of a usual skip option, **users would engage in a short game where they would drip a single oil drop in order to close the ad.**

The game would last for a brief period, but it would be slightly longer than a basic advertisement, ensuring that **the brand and its message effectively reach the users.**

Furthermore, we would place significant emphasis on **showcasing the correct oil collection and recycling** as the final step in our sponsored cooking content.



CONTENT & COLLABORATION: A SINGLE DROP VS. 63%

63%



Recommended collaborations:

- **YouTube channels:** Partizán - Az Ínség Zavara / Street Kitchen
- **Creators:** Kristóf Steiner / Palkó Görbe
- **Recipe websites:** Nosalty.hu / Mindmegette.hu
- **News websites:** 444.hu / Telex.hu

ACTIVATION: THE POWER OF EVERY DROP

Our project would culminate in a **one-week-long community experience**, starting on June 5th, the World Environment Day.

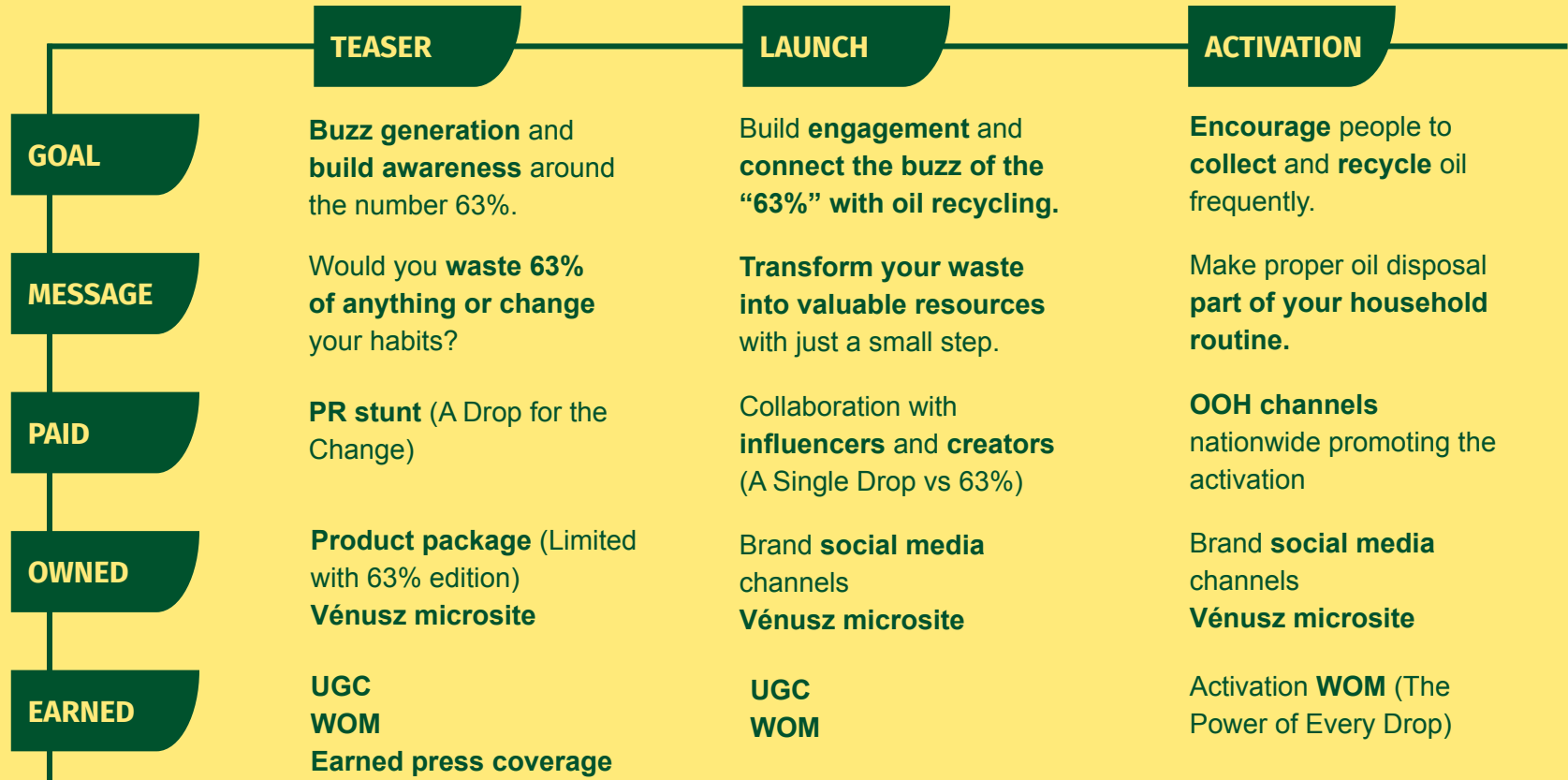
We are launching **a nationwide call and competition aimed at promoting real activation:**

- Every residential building in the country can establish its own used oil collection point - by the end of the week, **we will randomly select three from those that have submitted their used oil**, and they will receive a renovation of the building sponsored by Vénusz.
- For every 100 liters of used oil collected in the country, the brand will donate 1 million forints, which will be used **for the purification of surface waters in Hungary**, following the guidelines of the Institute of Aquatic Ecology.

These activities aim **to solidify the recycling routine** - a newly established residential collection point can contribute as much to proper oil storage as the experience in individuals that their actions have tangible results.



COMMUNICATION ECOSYSTEM



WHY DO WE BELIEVE IN THIS IDEA?

INNOVATIVE TONE

Highlighting an overlooked topic of sustainability

ACTION-DRIVEN

Interactive and activating dimensions following each other

SUPPORTING

Conscience-appealing, yet not judging message

1

2

3

4

5

SEQUENTIAL

Three different phases with an overarching message

UNCONVENTIONAL

Delivering the message on mainstream platforms, not in a mainstream way