

Vénusz<sup>®</sup>  
Az étel lelke

# Let's be Eco- Friends

acélzöld.





# background

Vénusz aims to raise awareness about the importance of properly collecting and recycling used edible oil.

The used cooking oil can be transformed into various products such as biofuels, soaps and lubricants.

Unfortunately the majority of used household oil is improperly disposed of, leading to environmental pollution.



# insight

We know about the problem, and how to collect used oil. But the last step is missing: the **drop-off**.

# big idea

We have at least something in common: we don't feel like returning used oil. Let's be Eco-Friends, and do it together.

# message

Boring alone, exciting together: let's make used oil drop-off a community experience.



# We have something in common

Creating installations at the entrance of busy shopping centers: odd pairs at first -- they have something in common. **Sendout to influencers and journalists** with the same theme, style and content.

**Solution:** one of them is made using fresh **Vénusz** oil and the other one is made from **recycled oil**. Strange at first, but what they have in common: the soul of each is oil. A poster near to the installation will contain a QR-code which suggests: **Scan for the solution**. It lands the users to the **Vénusz** application download page.

## The odd pairs:

Fried meat - soap (at Allee)

Hungarian lángos - engine lubricant (at Westend)

French fries - biodiesel (at Etele Pláza)

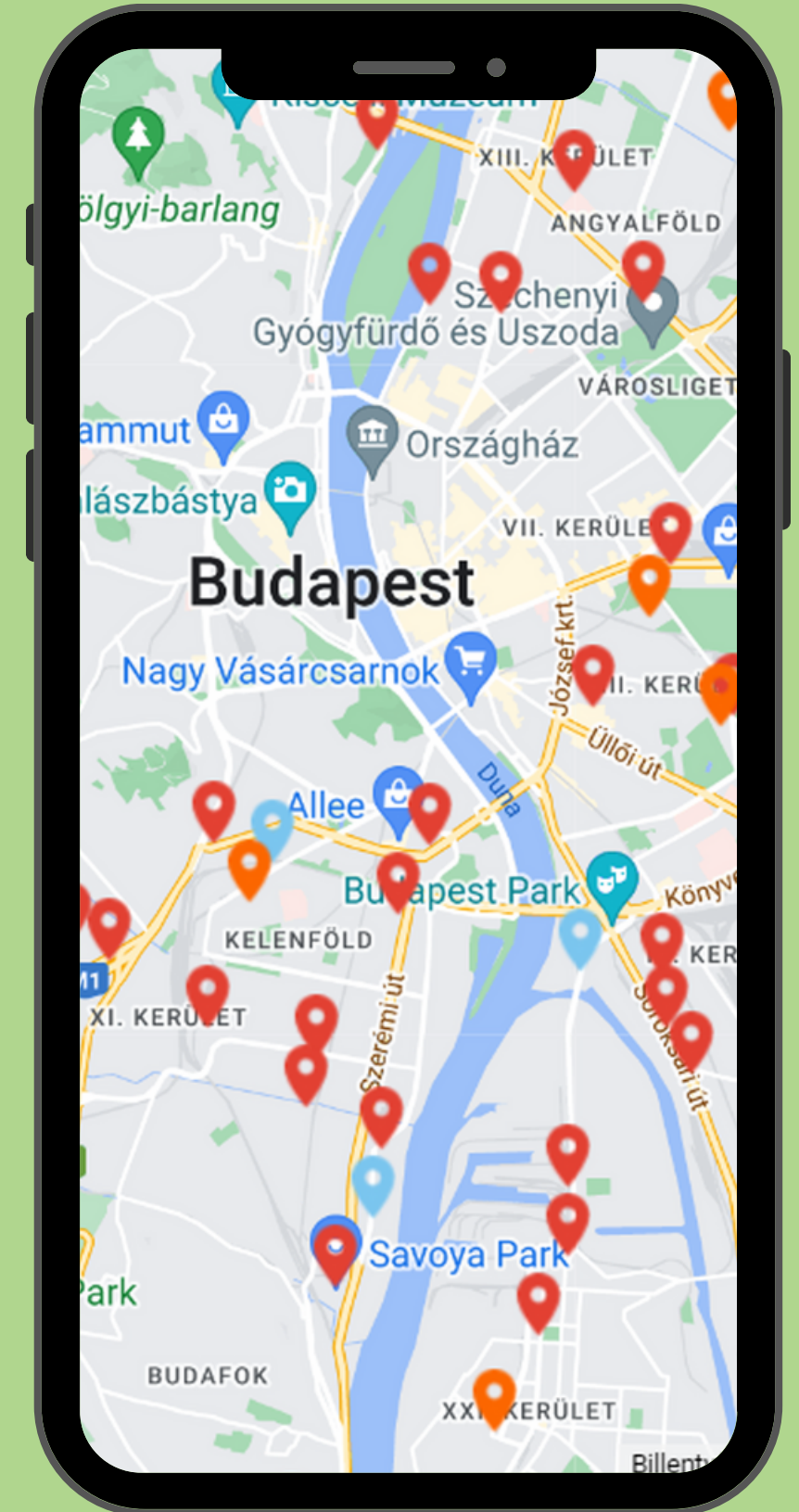


# Let's be Eco-Friends

Vénusz launches its own application: Venus Eco-Friends. It functions as a virtual community platform.

Which helps you:

- with oil recycling facts
- with showing you the nearest drop-off
- with finding your own friends
- with finding new friends
- with topic based forums (e.g. tips and tricks, recipes etc.)
- with tracking your progress
- with getting feedbacks



# Let's be Eco-Friends

For those, who download the app and create an account, we organise **take back tours**.

One tour per month for three months, led by an **influencer**. Suggestions: The Puskás-Dallos couple, Lukka-Lukka, Fördős Zé.

Each time there is a meeting point from where participants **walk together** to the nearest drop-off point and **bring the collected oil with them**, making it a **community experience**.

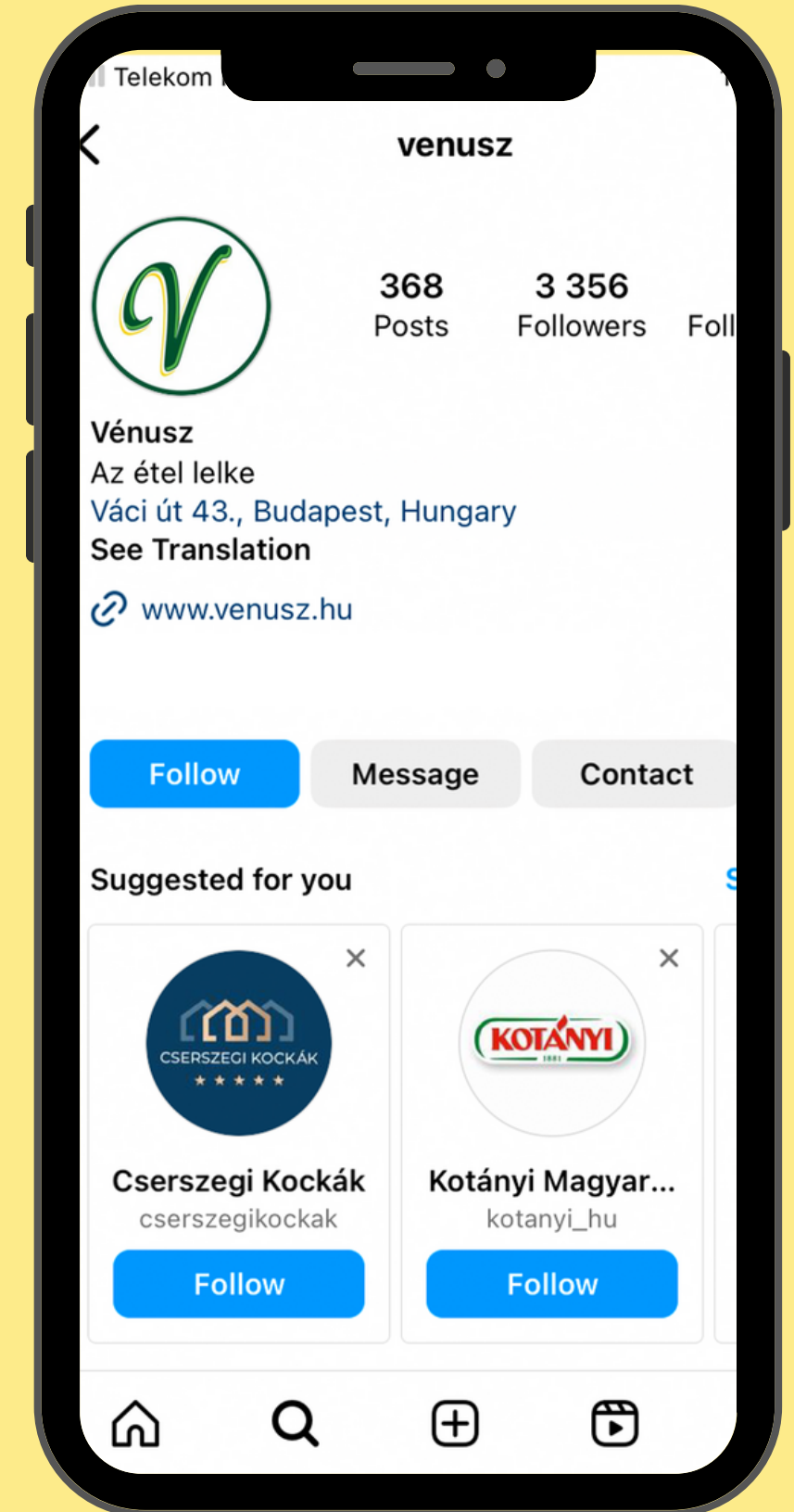




# The biggest drops

One of the key steps in the follow-up communication is to select 10 of the users who have collected the most oil during the campaign and introduce them to the public in TikTok and other social channels.

Virtual Wall of Fame in the app



# Ecosystem

## Paid

Influencers

Sendout

Installation

## Owned

Vénusz Eco-Friend app

Brand social channels

Consumer stories

## Earned

User generated content

Press coverage



# KPIs

Raising awareness

Reach

Video views

Engagement

Press coverage

Education,  
community building

App download

Average time  
spent in the app

The number of  
participants at  
the tours

Impact

The amount of  
collected oil

# Why do we believe in this idea?

## Strengthens brand value

Vénusz brand enters people's minds with a different perspective and activity.

## Edutainment

Not only educates people, but make it look fun.

## Shareable

The campaign can create a social buzz.

## Easy to connect

You can be part of a great community and join anytime.

## Experience-driven

Not just educates but involves you.