



THINK THRICE ABOUT YOUR CLOTHES
Reduce, Repair, Reuse.

Think Thrice About Your Clothes

2022 CAMPAIGN RESULTS

Jay Soper

Communications Specialist, Corporate Communications

Zero Waste Committee, June 16 2022

metrovancouver

BACKGROUND

Background:

- Fourth year of regional clothing waste reduction campaign
- February 28 – May 8, 2022

Objectives:

- Increase diversion of textiles from the waste stream
- Raise awareness of clothing waste issue
- Empower residents to take action to reduce their textile waste (reduce, repair, reuse)

Audience:

- Metro Vancouver residents
 - Primary: Adults aged 18-64
 - Secondary: Women and parents

Caption here

CREATIVE UPDATES

- New platform celebrates the lives of various “owners” by focusing on items of clothing, and the stories they collect
- Builds on premise that if clothes are to be spared from the landfill, they require “caring owners”
- New campaign URL: www.think-thrice.ca



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1
THESIS
DEFENSE

24
BUSINESS
MEETINGS

3
PROMOTIONS

1
ENTERPRISING
OWNER

When we think thrice about our clothes not only do they last longer and collect more stories, we help minimize landfill waste.

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think-thrice.ca

CREATIVE EXECUTIONS

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10
CASUAL
FRIDAYS

7
DATES

2
LUMBERJACK
COSTUMES

1
THOUGHTFUL
OWNER



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26
CAMPFIRES

102
SUNSETS

8
SHOOTING
STARS

1
GRATEFUL
OWNER



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46
CONCERTS

10
TOURS

1
FIRST
DATE

3
DEDICATED
OWNERS



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PROMOTIONAL STRATEGY

Digital:

- Facebook & Instagram
- YouTube video
- Google Search (year-round)
- Interactive:
 - Facebook live series

Broadcast:

- TV PSA
- Radio (Rock 101, JRFM)

Out-of-Home:

- Super Bus Kings
- Digital Billboards



CAMPAIGN HIGHLIGHTS

- **Campaign delivered over 33 million impressions**
 - Digital: 5.7 million
 - Traditional & out-of-home: 27.4 million
- **Campaign webpages had over 19,000 page views (~300/day)**
- **Post campaign research (among those who saw ads):**
 - 55% more likely to donate unwanted clothing
 - 48% more likely to buy clothing that lasts longer
 - 38% more likely to repair clothing
 - 35% more likely to buy less clothing

CAMPAIGN HIGHLIGHTS

Digital Billboards

- Surrey, New West, Coquitlam, Port Coquitlam, Delta, Richmond, North Vancouver



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1 THESIS DEFENSE
24 BUSINESS MEETINGS

3 PROMOTIONS
1 ENTERPRISING OWNER

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CAMPAIGN HIGHLIGHTS

Super Bus Kings

- Placed on 12 transit busses throughout the region



Reduce, Repair, Reuse.

Find tips at **think-thrice.ca**

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26 CAMPFIRES
102 SUNSETS
8 SHOOTING STARS
1 GRATEFUL OWNER



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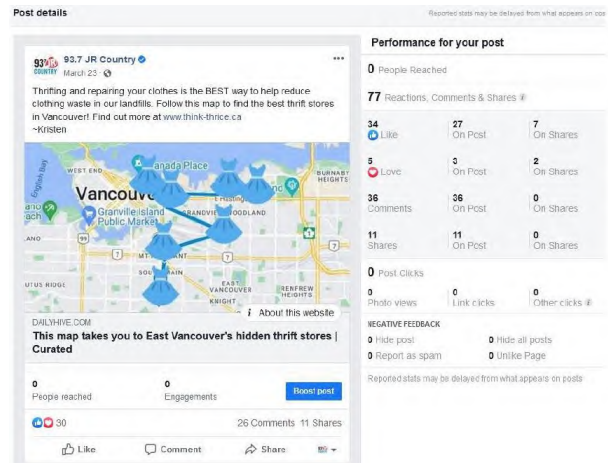
think-thrice.ca



CAMPAIGN HIGHLIGHTS

Radio Host Endorsements – Rock 101 and JRFM

- 4 x 30 second pre-produced recordings (292 spots) & supporting social media



CAMPAIGN HIGHLIGHTS

Earned Media

- Print & online stories in community papers
- CBC radio and TV story
- Print, online, and broadcast media reached nearly 17 million people, providing ad value equivalent to \$146,000

Support i

OPTIMIST100™

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HOME > ENDORSED

AFFILIATE CONTENT
If you choose to purchase an item via a link in one of our articles, we may earn a small affiliate commission (at no extra cost to you). This is paid in full by the retailer and does not influence the products we choose.

Refresh, renew and repair worn-out wardrobe staples

Give hard-working closet staples some TLC with a few simple and cost-effective treatments.

[Maria Tellerico](#)
Apr 21, 2022 3:42 PM

[f](#) [t](#) [in](#) [e](#) [p](#)




Some simple and cost-effective fixes can help get more wear out of a wardrobe.
/ iStock/Lifemoments/Glacier Media Digital

Want to turn your closet of stuff into an eco-conscious fashion experiment? It's a lot simpler than it sounds.

Textile waste is a massive environmental problem, so much so that in 2019, the Think Thrice program was launched in Metro Vancouver to highlight sustainable consumerism (like shopping vintage and upcycled) and encourage repair and care.

Metro Vancouver
March 29 · 🌐

'These boots were made for walking'... a long way! Look for quality items that are made to last.
#ThinkThriceAboutYourClothes



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14
MOSHPITS

142
HIKES

5
MOVING
DAYS

1
HARDY
OWNER


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Learn more

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Learn more

Questions?

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Together we make our region strong



Love Food Hate Waste Canada

CAMPAIGN UPDATE

Alison Schatz

Senior Communications Specialist

Zero Waste Committee, June 16, 2022

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BACKGROUND

- Background**
- Regional activation of Love Food Hate Waste Canada
 - Year 4 of the national campaign
 - May 2015: Metro Vancouver launched regional LFHW; licensed from WRAP UK
 - July 2018: National Zero Waste Council launched national campaign
- Objective** Prevent avoidable household food waste.
- Dovetails with food scraps diversion campaign, “Food scraps aren’t garbage”
- Audience** Metro Vancouver residents

REGIONAL HIGHLIGHTS

Summer / Fall 2021 Campaign Activation

- Regional activations using national creative (“5 Ways With”)
- Digital (Facebook, Instagram, Pinterest, Google Search)
- Social media influencers



REGIONAL HIGHLIGHTS

Food Waste Action Week

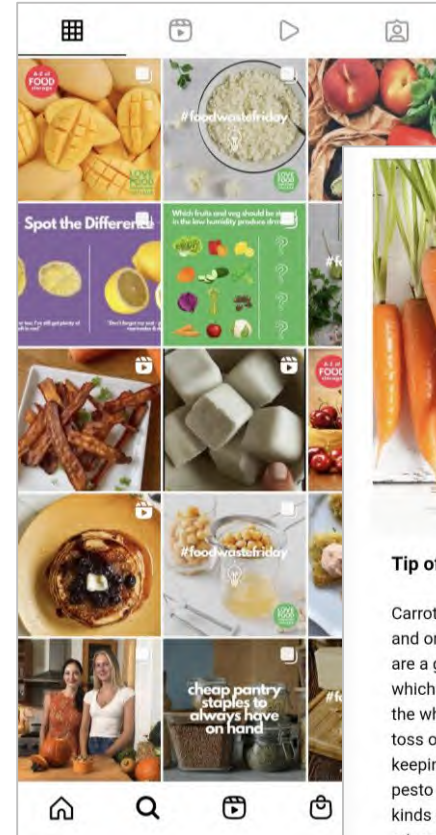
- Global Food Waste Action Week (March 7-13)
- Canadian and global Love Food Hate Waste campaign partners shared coordinated social media posts



NATIONAL HIGHLIGHTS

Always-on Tactics

- Be there with tips and recipes when people need them
- Social media, search engine marketing, SEO, newsletter
- Draws on resources like the A-Z Storage Guide, Fridge Guide, and recipes to use up leftovers



Instagram Feed
(@LFHW_CA)



Tip of the Month – Carrots

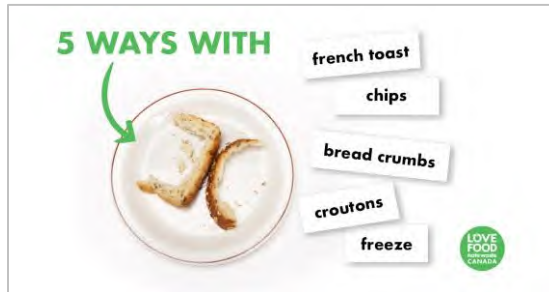
Carrots should always be stored in the fridge and only washed when ready to use. They are a great source of vitamins and minerals, which includes their peels and stems! Use the whole carrot to prevent food waste: don't toss out those tops and save time by keeping the peels on. Turn those tops into a pesto – pesto is a great way to use up all kinds of greens! Bake the peels into carrot crisps – a healthy salty snack that the kids will love!

Newsletter (November 2021)

NATIONAL HIGHLIGHTS

“5 Ways With” Promotion

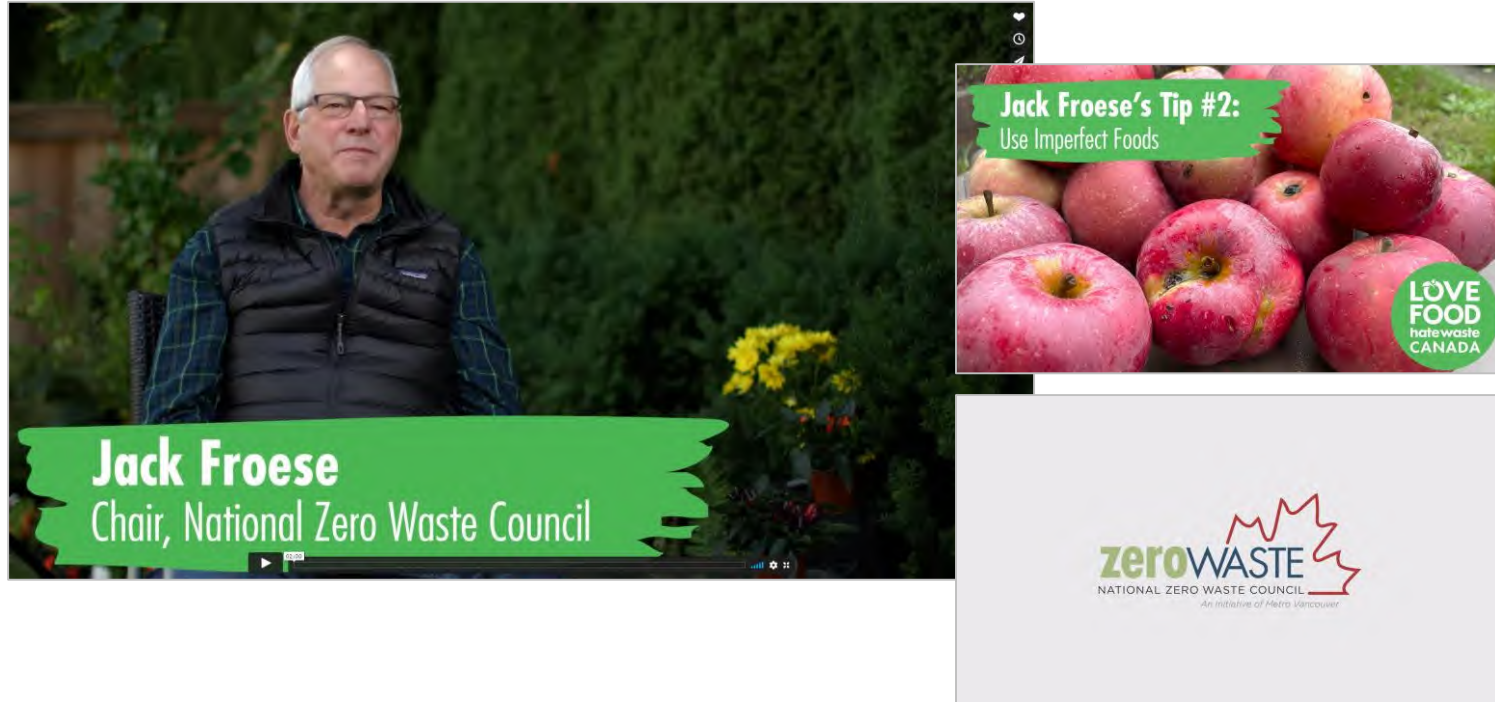
- Ideas to use up the most commonly wasted foods and seasonal produce
- National influencer campaign, social media, earned media



Social Media Influencer Content (Instagram Stories)

NATIONAL HIGHLIGHTS

Video: Food Saving Tips from National Zero Waste Council Chair Jack Froese



NATIONAL HIGHLIGHTS

Food Waste Action Week (March 7-13)

- Took part in global activation
- Paired global creative with actionable tips
- Social media, media outreach, amplification package



Actionable tips



Global creative (provided by WRAP UK)

NATIONAL HIGHLIGHTS

Household Food Waste Data

- Updated with current food costs and changes in population
- Stats that are relatable to residents





lovefoodhatewaste.ca

Instagram @LFHW_CA

Facebook @lovefoodhatewaste

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