Think Thrice About Your Clothes

2022 CAMPAIGN RESULTS

Jay Soper
Communications Specialist, Corporate Communications

Zero Waste Committee, June 16 2022
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
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
CREATIVE EXECUTIONS

10 CASUAL FRIDAYS
7 DATES
2 LUMBERJACK COSTUMES
1 THOUGHTFUL OWNER

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

THINK THRICE ABOUT YOUR CLOTHES
Reduce, Repair, Reuse.
think-thrice.ca

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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metrovancouver
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
CAMPAIGN HIGHLIGHTS

Super Bus Kings
• Placed on 12 transit busses throughout the region

Reduce, Repair, Reuse.
Find tips at 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
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14 MOSHPITS
142 HIKES
5 MOVING DAYS
1 HARDY OWNER

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Questions?
Love Food Hate Waste Canada
CAMPAIGN UPDATE

Alison Schatz
Senior Communications Specialist
Zero Waste Committee, June 16, 2022
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
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
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

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

An average household wastes $1,300 of edible food per year.

We waste 785,000 grocery bags of edible food every day in Canada.

The average Canadian household wastes 4.5 meals every week.