

Campaign "Let's bring it!"

BACKGROUND

Re-Use Centre collects items people do not use any more - clothes, books, toys, electronics, etc. And send the stuff for re-use. Every spring Re-Use Centre arranges a massive campaign to collect reusable items from people. They set up special collecting containers to Tallinn and Tartu. People can easily drive through and leave the items there.

PROBLEM

But it is not enough. There are tons of stuff lie around our homes. People have to bring their reusable stuff to containers by themselves and for some people it is too much. Besides this an awareness of reuse movement is still low.

GOAL

How to make a bringing of old items easier and convenient? Even to reach a level where people should not leave from their homes.

How to increase an awareness of re-use?

RESULT

Landing page was visited ca 5200 times.

We had 2 re-use couriers - 1 hired, 1 volunteer.

The couriers were ordered for 111 times.

For comparison - ca 650 donations to collecting container in Tallinn and ca 170 donations to collecting container in Tartu.

Our campaign reached 18 times to media.

We got 345 new fans on Facebook and Instagram.

During campaign Re-Use Center collected ca 156 000 tons of stuff.

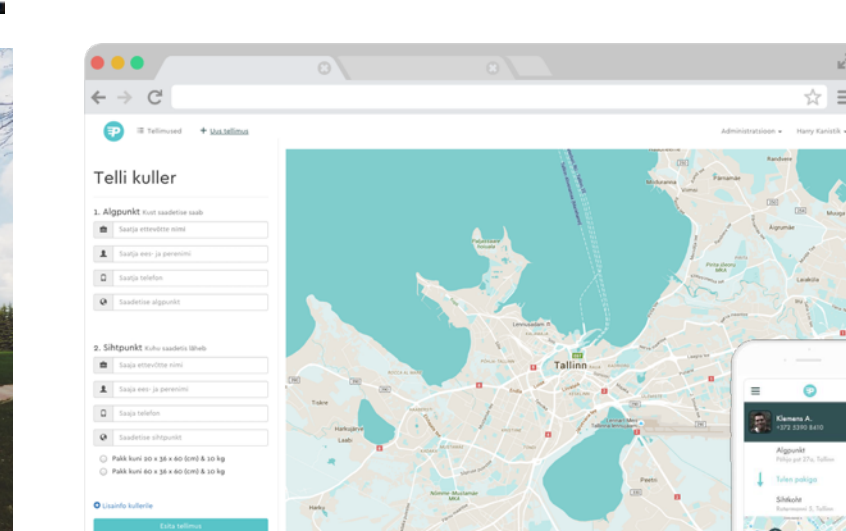
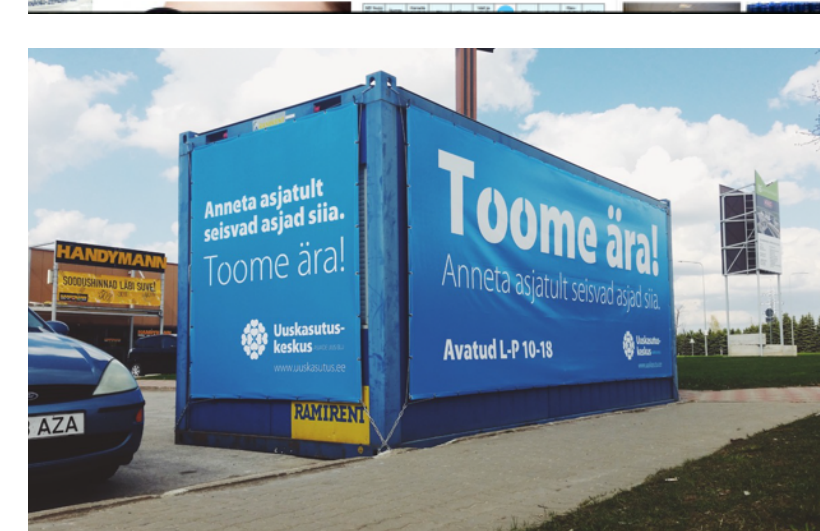
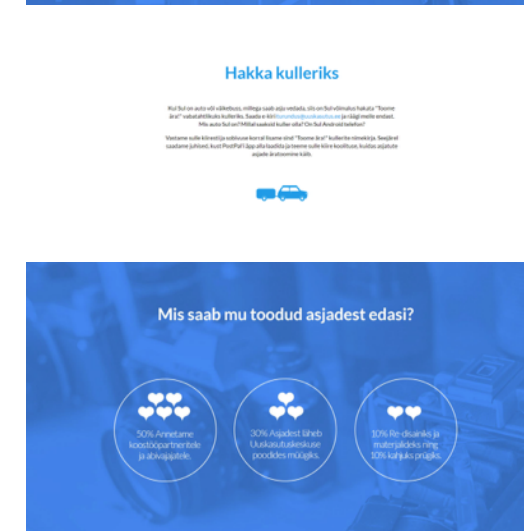
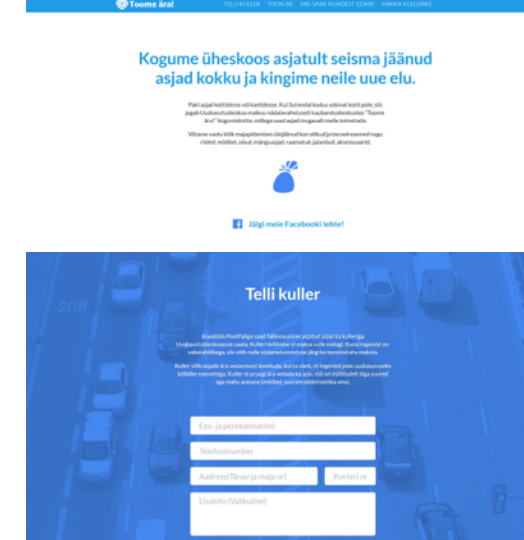
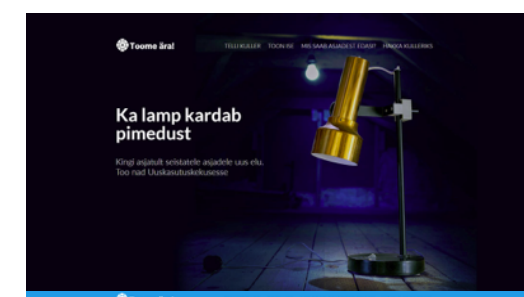
Previous year the number was ca 100 000 tons.

SOLUTION

D/V/S/ON, ADM and PostPal designed a brand new service - a Re-Use Courier. A person had a chance to order the courier to one's home to give reusable items away. The service consisted a campaign landing page which had custom integration with the PostPal fast delivery system. A customer landed on the campaign page, ordered the Re-Use Courier and the courier got a message on PostPal app. The courier picked up the reusable items (for free) and delivered these to the Re-Use Center.

Volunteers with personal car had a chance to become Re-Use Courier as well. Re-Use Centre had also 1 hired courier for backup. To make the packing of items even easier for the customer in home we hand out special Re-Use Centre collecting bags at trade centres.

To increase an awareness of re-use movement, we created emotional campaign images. We showed that even aged items have feelings.



DIVISION