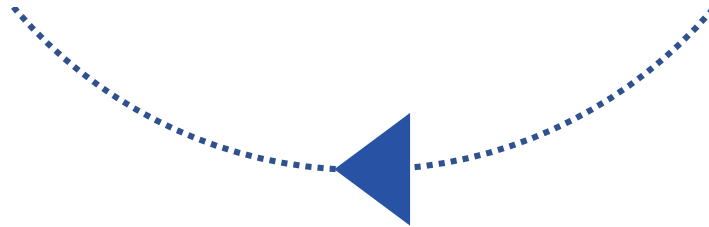


# Turning Unusuals Into Pros

**Nolan Hubbard-Richards**

Communications & Culture Coordinator

APR 2022



# Turn Usual Pros



Hubbard-Richard  
Communications & Culture Coordinator  
APR 2022

## WANTED!

### EDIE DAIRY ALTERNATIVE

**Reward: Up to \$250**

Visit [sarc.ca/pages/unusalsuspects](http://sarc.ca/pages/unusalsuspects) for full contest rules and meet the rest of the gang!

SARCAN  
RECYCLING



## SNAP A PIC. TAG IT WITH: #SARCANUnusualSuspects

**OCT.1-DEC.10**

**FOR FULL CONTEST  
DETAILS VISIT:  
[sarc.ca/pages/  
unusalsuspects](http://sarc.ca/pages/unusalsuspects)**



## WANTED!

### BILLY BATTERY

**Reward: Up to \$250**

Visit [sarc.ca/pages/unusalsuspects](http://sarc.ca/pages/unusalsuspects) for full contest rules and meet the rest of the gang!

SARCAN  
RECYCLING



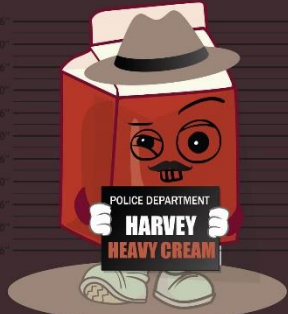
## WANTED!

### HARVEY HEAVY CREAM

**Reward: Up to \$250**

Visit [sarc.ca/pages/unusalsuspects](http://sarc.ca/pages/unusalsuspects) for full contest rules and meet the rest of the gang!

SARCAN  
RECYCLING



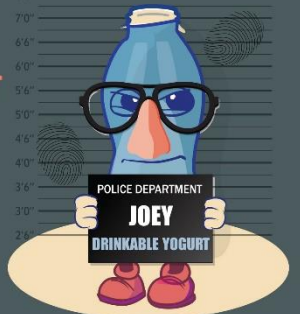
## WANTED!

### JOEY DRINKABLE YOGURT

**Reward: Up to \$250**

Visit [sarc.ca/pages/unusalsuspects](http://sarc.ca/pages/unusalsuspects) for full contest rules and meet the rest of the gang!

SARCAN  
RECYCLING



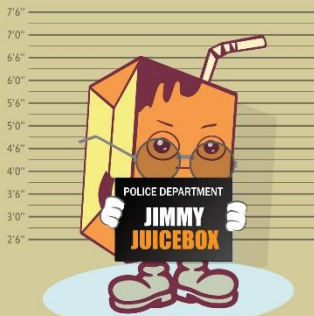
## WANTED!

### JIMMY JUICEBOX

**Reward: Up to \$250**

Visit [sarc.ca/pages/unusalsuspects](http://sarc.ca/pages/unusalsuspects) for full contest rules and meet the rest of the gang!

SARCAN  
RECYCLING



## ENTER TO WIN UP TO \$250!

**OCT.1-DEC.10**

**FOR FULL CONTEST  
DETAILS VISIT:  
[sarc.ca/pages/  
unusalsuspects](http://sarc.ca/pages/unusalsuspects)**



## WANTED!

### MIKEY MILKJUG!

**Reward: Up to \$250**

Visit [sarc.ca/pages/unusalsuspects](http://sarc.ca/pages/unusalsuspects) for full contest rules and meet the rest of the gang!

SARCAN  
RECYCLING





# SARCAN

RECYCLING





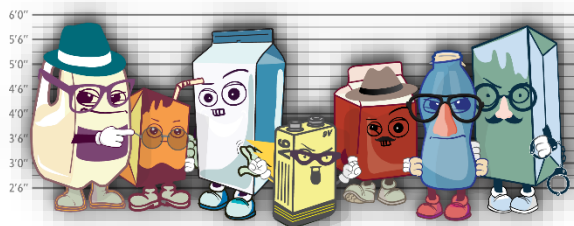


## RESEARCH

Internal + External

Get yo' priorities right.

Where your dreams live!



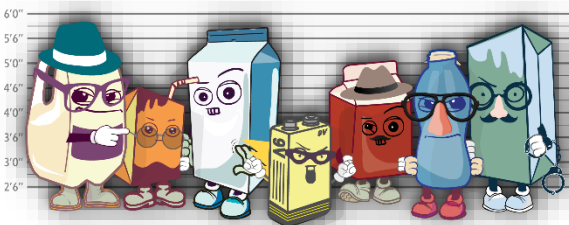


## RESEARCH

Overall container returns are down

Low awareness of all accepted containers

Nah, bro.



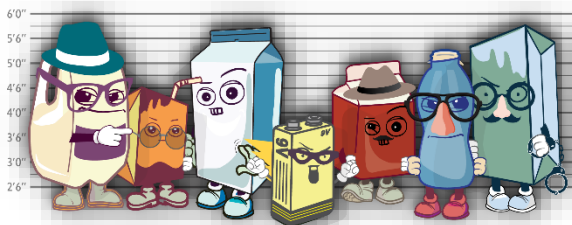


## GOALS & OBJECTIVES

Start with the big picture

Then, rip that picture into small pieces

Use your campaigns to put the pieces back together







## GOALS & OBJECTIVES

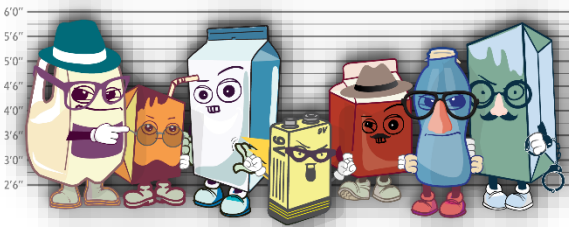
Goal: More containers

Raise the return rates of low-volume containers

Raise awareness of where to get info

Get people recycling in more places

Convert the non-recyclers!





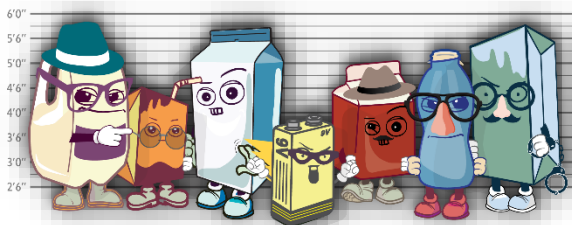
Specificity  
=  
Success!

## AUDIENCE

Who dat?

What do they do?

Hypnosis?





## AUDIENCE

Families, New Saskatchewanians, Heavy Dairy Users

Consumers, Busy lifestyle, High Income

Large demographic range

Under 30 Males

Current Customers

Non-recyclers



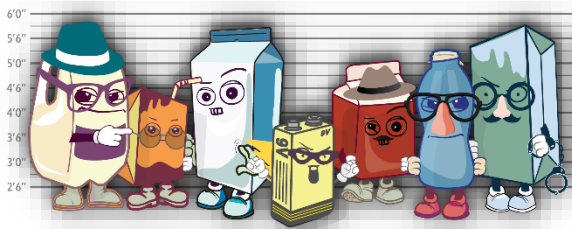


## ACTION

This is when the fun starts

Give 'em what they want

Places, everyone!







## ACTION

Old movie reference for the adults

Showcase recycling in heroic fashion

Super fun, cute characters for the young'uns.

Bright, fast-paced, dynamic

Social Media

Broadcast



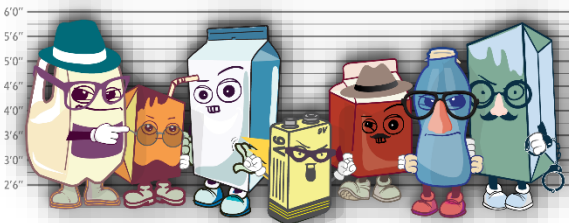


Make people  
happy  
=  
make people  
listen!



## THE RESULTS!

Massive uptake on Social Media!  
Average return increase YOY: 14%  
Carton return increase: 22%  
Tetra return increase: 19%





## THE RESULTS!

People are talking!

Average return increase YOY: 14%

Record container year: 498M

Beat last record by 40M



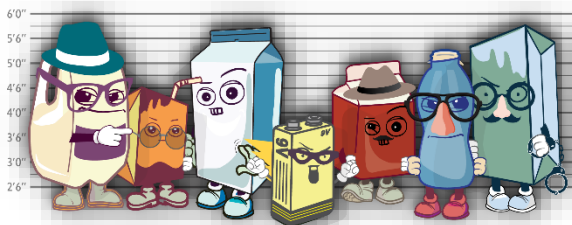


## REVIEW

More data, nerd.

What blew you away?

What just blew up?





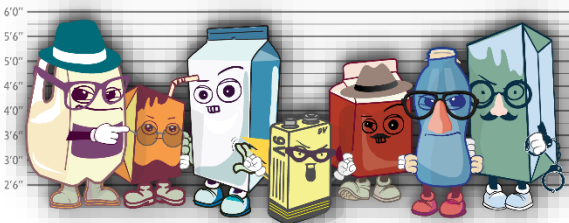


## REVIEW

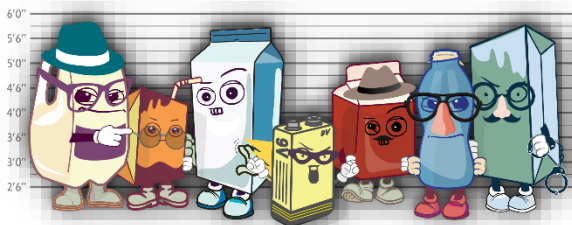
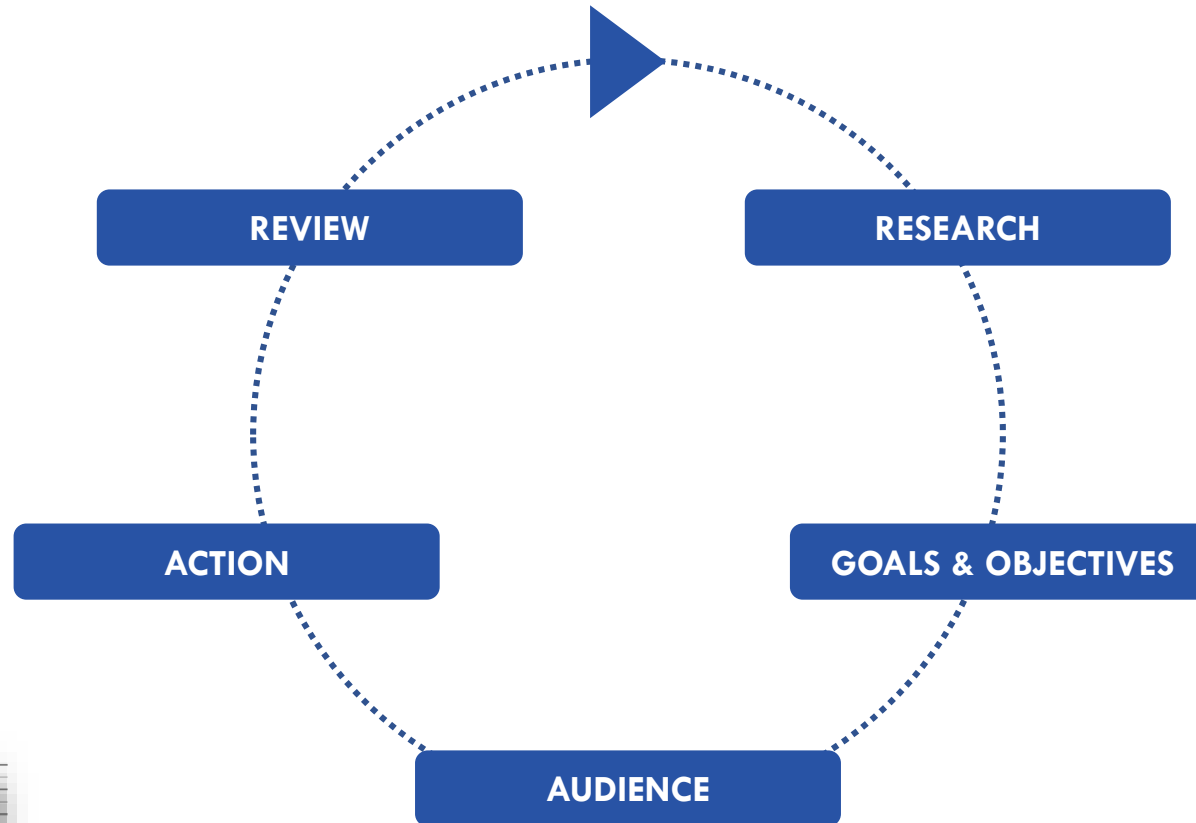
Social Media worked great for the youth demographic and families

15 sec video ads were the bomb!

The things you think will go wrong, won't. The things you think are fine, aren't.  
Be prepared!



**REPEAT!**





**THANK YOU!!**

# Questions?

**Nolan Hubbard-Richards**

[nhubbard-richards@sarcansk.ca](mailto:nhubbard-richards@sarcansk.ca)