

## CIF Project #834.4 - (GTA Plastics Campaign)

### Project Background

Starting in mid September 2013, seven GTA & Golden Horseshoe municipalities, Stewardship Ontario and the CIF conducted a coordinated multi-media advertising campaign promoting increased plastics recycling. The campaign ran for approximately 6 weeks ending before the intense Christmas advertising season started in early November. Costing about \$600,000, the plan involved a coordinated radio, social media, newspaper, bill board and digital in-store advertising campaign. CIF and SO contributed a combined total of approximately \$400,000 in cash funding to support non-newspaper media advertising, with an additional \$200,000 contributed by the 7 municipalities from their CNA/OCNA in-kind advertising allotments.

### Summary of Results

The project ran from September 23 to November 17, 2013. The “Recycle More” print creative ran in 41 newspapers in the 7 participating GTA municipalities, funded from the CNA/OCNA In-Kind funds allocated to these programs, with an estimated viewing (“impressions”) of 13.5 million. Additional advertising, in the Toronto Star Life section on six Saturdays accounted for and additional 2.7 million impressions, costing \$67,800. A 30 second radio spot ran a total of

## RECYCLE MORE



**Recycle empty rigid food, beverage and household plastic containers and packaging.**  
Visit your municipal website for more information.



877 times spread over 5 radio stations, during the 4 weeks, covering the GTA and Golden Horseshoe municipalities. On-line ads, purchased from Google, targeted to geographical and behavioural specific regions ran through the 8 weeks, resulting in a total of 1.8 M impressions. Additional advertising included Digital Ads run at 12 Walmart stores located in all municipalities except Niagara produced 2.9 M impressions. Billboard ads were also run at 45 locations, covering all municipalities. In total, the campaign resulted in 27.1 million impressions in the 7 municipalities.

The campaign did not include a measuring and monitoring component to gauge increased diversion of plastics or increased costs due to addition of more plastic materials to the programs.