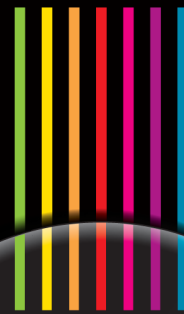


MARKETING EXCELLENCE 2

Keep Britain Tidy

Achieving a fast reduction
in fast food litter



MARKETING
SOCIETY

AWARDS FOR
EXCELLENCE

in association with
Marketing

About The Marketing Society



INSPIRING BOLDER MARKETING LEADERSHIP

The Marketing Society is a not-for-profit organisation owned by its members, with over 2500 senior marketers. Over the past 50 years it has emerged as one of the most influential drivers of marketing in the UK business community.

The Society challenges its members to think differently and to be bolder marketing leaders by supporting the development of leading-edge thinking, and promoting the evidence of effective marketing. The Society does this through the Marketing Society Awards for Excellence; its publications Market Leader, Our Week and rich online Knowledge Zone; a national programme of world-class events; innovative professional development, such as the annual Marketing Leaders Programme; and extensive on-and-offline networking opportunities.

www.marketing-society.org.uk

Foreword

By Roisin Donnelly,
President of The Marketing Society

What is marketing excellence?



Roisin Donnelly
President of
The Marketing Society
Corporate Marketing
Director and Head of
Marketing at Procter &
Gamble UK and Ireland

Marketing excellence can drive breakthrough business results for the short and long term. Marketing excellence requires great strategic thinking, great creative thinking and perfect execution.

But how do we assess *marketing* excellence? First we choose brilliant industry judges who are all experienced and successful practitioners of excellence and we ask them to pick out the cases which they see as remarkable. We ask them to look for two key qualities from our winners: creativity and effectiveness.

But marketing continuously changes and evolves, as consumers become more sophisticated and demanding and the media for communicating with them ever more diverse. So the standards for marketing excellence change and in turn become more demanding.

We believe that The Marketing Society Awards for Excellence in association with *Marketing* set the standard of marketing excellence in the UK. They have established this reputation over a period of

more than 25 years, and they have always been based on the principle of searching out the best examples of different marketing techniques in action, that showcase great strategic thinking, great creativity and perfect execution.

In order to be a winner of one of the Society's Awards, marketers have to demonstrate that what they have done is outstanding in comparison with marketing in all industries not just their own particular sector.

If a marketing story has been good enough to impress our judges, then all marketers can learn from it – however senior they have become. The collection of case histories brought together in this book is the best of the best from the past four years of our Awards, and I am confident that it truly demonstrates *marketing excellence*. I have been truly inspired by these case studies and I hope you will be too.

Keep Britain Tidy

Achieving a fast reduction in fast food litter

Snapshot

Keep Britain Tidy's campaign played on young men's desire to appear desirable by equating dropping litter with looking like a pig.

Key insights

- Keep Britain Tidy found that the main litter offenders, young men of 18-24, were nevertheless keen to not be seen as dirty or unhygienic.
- The campaign likened them to pigs to show them how others see them when they litter.
- The campaign also enabled the charity to discuss with fast food companies their making a long-term reduction in food litter.

Summary

Keep Britain Tidy is an environmental charity and the anti-litter campaign for England. Research in 2007 revealed that fast food litter is one of England's biggest litter problems, with 24% of streets strewn with fast food. The Keep Britain Tidy litter segmentation report highlighted two important issues: that 18-24 year old males were the most likely group to drop litter and that issues of desirability were very important to this group.

In response to the research the campaign targeted 18-24 year old males. Litter droppers were likened to pigs to show them how others see them. Advertising mediums used included six-sheets, bus shelters, phone boxes, A3 posters in key locations, admirrors in restrooms, A4 adverts on toilet doors and pig snout stickers on mirrors.

To engage with the target audience a supporting dirty pig website was created which encouraged people to upload pictures of friends and family and add pig noses to them. Engaging with the fast food industry and key local authorities about the problem of litter was also an important aspect of the campaign. It proved highly effective, with a 31% reduction in litter at survey sites.

Honing in on the target

Keep Britain Tidy conducted market research in 2007 which revealed that fast food litter is one of England's biggest litter problems, with 24% of streets being strewn with fast food. The research also showed that 18-24 year old males were the most likely to drop food litter so this was the audience to target. They lived in England, were more likely to smoke, and had a complete disregard for the consequences of dropping litter. This audience fell into Keep Britain Tidy's 'Am I bothered' litter segment.

However, this target audience was also deeply concerned about sexual desirability and were embarrassed if other people thought they were dirty or unhygienic. So the organisation decided to use a creative approach with the strapline 'What does dropping litter make you look like?' alongside the image of a male and female depicted as a pig. It was felt that this route would have a significant impact on this image-conscious age group.

The total budget for the campaign was £238,000. This was broken down as follows:

- Agency budget (creative, design, artwork): £72,935.
- Booking advertising space: £159,404.
- Printing/production: £2,689.
- Public relations (PR) and a launch event in London: £2,000.

Covering all the bases

The campaign ran for four weeks and was integrated across a variety of channels. The outdoor advertising campaign featured two posters: one of a young female and one of a young male depicted as pigs with pig snouts, accompanied with the strapline 'What does dropping litter make you look like?'

(Figure 1). Media used included six-sheets, bus shelters, phone boxes and A3 posters placed in key locations. Ambient media was also used, with advertising being placed indoors, primarily on admirrors in washrooms, as this was the location the target audience was most likely to be looking at themselves. A4 posters were also placed on toilet doors and pig snout stickers on mirrors.

In addition, the organisation partnered with 10 local authorities to ensure campaign delivery on the ground, as well as wide regional coverage. Campaign partners were chosen to have wide geographical reach and included Colchester Borough Council, Trafford Council, Gateshead Council and the London Borough of Islington. The participating local authorities partnered the campaign by holding a launch event and placing A3 posters and A4 window stickers in key locations, A4 stickers on bins and stickers on mirrors. They also conducted pre and post-campaign litter counts to measure the effectiveness of the work, which showed a combined 31% reduction in litter.

In addition, local authorities were encouraged to engage with local businesses and request that they sign up to a voluntary 'Food on The Go' pledge and display campaign posters in their windows. The feedback from participating councils was very positive, with 100% of those involved reporting that the major fast food retailers (such as McDonald's, Greggs, KFC and Subway), as well as independent outlets in their areas, had shown their support.

The web was used as a promotional tool and a bespoke website was created to run alongside the campaign. The web address was promoted throughout the campaign and those visiting the site could upload pictures of their friends and family and add pig noses to them.

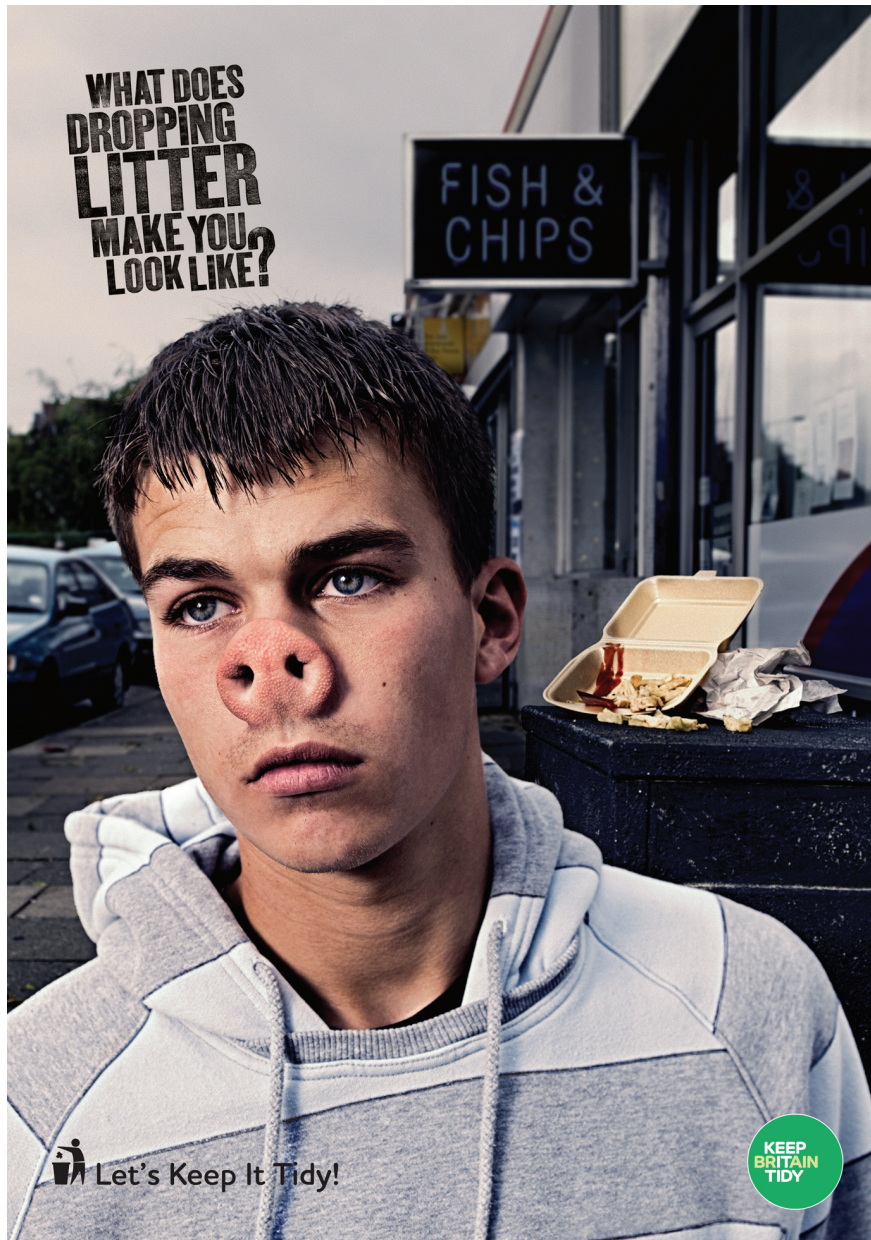


Figure 1. Advertising campaign

Naming and shaming

Manchester University undertook some research on behalf of Keep Britain Tidy to look at the relationship between key brands and litter. The research found that the public's opinion of major brands was greatly reduced once they saw those brands littered on the street. In response to this Keep Britain Tidy conducted a branded litter survey which counted the most littered fast food brands found on England's streets.

The top ten manufacturers/retailers were then named and shamed through the media. The branded litter found to be most prevalent was from McDonald's (53%), Greggs (20%) unbranded fish and chips (13%) and KFC (6%). The charity wrote to the chief executives of the companies named detailing a list of suggested initiatives for reducing litter, and invited them to write back and suggest ways they could work together.

On the day of the campaign's launch the media were invited to attend a special launch event in London, which again named and shamed fast food manufacturers/retailers. The event featured specially-made giant beef burgers and fast food wrappings, which ensured excellent media interest.

Hitting the mark

The campaign was highly successful. In terms of short-term success, it showed immediate correlation between the campaign and the impact of litter as it brought about a 31% reduction in litter at survey sites. The campaign messaging was well understood, with 45% of respondents saying they thought the key message was 'Don't drop litter', 23% interpreted it as being 'Put your litter in the bin' and 65% said that 'If you drop litter it makes you look like a pig'.

Contacting both Greggs and McDonald's chief executives by letter was also highly fruitful, with the companies responding with long-term strategies to reduce litter. Greggs was planning to change its packaging messaging to communicate to its customers that they should put it in the bin. The company also held Big Tidy Up clean-up events across England (the Big Tidy Up is a campaign run by Keep Britain Tidy which invites any member of the public, groups and businesses to hold litter clean-ups). Discussions with McDonald's also resulted in the company improving litter cleansing outside its stores.

In terms of PR, the campaign was very successful. The campaign PR launch event in London generated media coverage worth £6.8 million, and reached an audience of 122 million people worldwide. It was featured on national television, including BBC Breakfast and BBC Newsround, and the story made page leads in five national newspapers and regional and commercial radio stations.

As Keep Britain Tidy is an environmental charity, the environment was considered throughout the campaign. Paper-based mailings were avoided, particularly untargeted direct mail. All printed materials were produced on evolution satin 75% recycled stock, certified by the Forest Stewardship Council (FSC) and were recycled afterwards.

Sponsors

Aviva - 300 Years of Insight

We're the world's sixth-largest insurance group and the biggest in the UK, with 46,000 employees that everyday serve 53 million customers worldwide.

We are committed to delivering one distinctive experience for our customers. Wherever they are, we want them each to feel that "no one recognises me like Aviva". Our global consumer research reveals that most of our competitors are particularly bad at recognising people's individual significance. This research also tells us that small human touches can make a huge difference to a customer's experience. Our aim is to make recognition the familiar quality that distinguishes Aviva from our competitors - just as Apple means user-friendliness and FedEx means reliability.

BT operates in over 170 countries and is one of the world's leading communications services companies. BT is a major supplier of networked IT services to government departments and multinational companies. It's the UK's largest communications service provider to consumer and business markets and is made up primarily of four customer-facing lines of business: BT Retail, BT Global Services, Openreach, and BT Wholesale.

BT operates in a thriving, multi-trillion pound industry that spans the whole world. In recent years the global communications market has been focused on convergence, whereby the boundaries between telcos, IT companies, software businesses, hardware manufacturers and broadcasters have become intertwined to create a new communications industry.

BT has evolved from being a supplier of telephony services to become a



"We know insurance isn't just about policies' and pensions; it's about people. That's why we're making our customers the big picture, putting a spotlight on them and our people. Putting customers at the heart of everything not only makes sense for them, it makes good commercial sense too." (Amanda Mackenzie, Aviva's chief marketing and communications officer)

We are working hard every day to build the company around what our customers want from us. That's why Aviva now ranks among the UK's top ten most valuable brands, according to the 2010 Brand Finance Global 500 survey and that success is something we are looking to replicate across the world.



leading provider of innovative communications products, services, solutions and entertainment products. BT's business customers range from multinational, multi-site corporations to SMEs and start-ups.

More than 80 per cent of the FTSE 100 and 40 per cent of Fortune 500 companies rely on BT for networking, applications and system integration. The National Health Service, Procter & Gamble, PepsiCo, BMW, Emirates, Fiat, Microsoft, Philips, and Unilever are just some of the organisations working with BT.

BT has been a driving force behind the success of 'Broadband Britain'. Thanks to the company's investment, nearly every home in Britain now has access to broadband and in September 2009, BT announced plans to more than double the availability of its fastest fibre broadband service.

MARKETING EXCELLENCE 2

“A treasure trove of examples covering the whole waterfront, from launching new brands to revitalising, sustaining and extending established ones, and from insights to advertising and sustainability. Whatever your business, it should make you proud to be a marketer, shake up your thinking and inspire you to go the extra mile.”

Professor Patrick Barwise, London Business School, Chairman of Which?

“This exciting book demonstrates how great marketing can solve the most difficult problems, through analysis, teamwork and creativity.

It contains 34 fascinating case studies, selected from hundreds of high quality entries to The Marketing Society Awards for Excellence. Those involved had the determination to win, and the courage to think differently. An inspiring read.”

Professor Hugh Davidson, Co-Founder, Oxford Strategic Marketing

“This is the textbook, the toolkit and the manual for marketing excellence.”

Cilla Snowball, Chairman, AMV BBDO

“These cases are a great source to stimulate your thinking. Some will stimulate new thoughts, some will unlock ideas from the back of your memory. All of them however are great fuel for growth.”

Keith Weed, Chief Marketing and Communication Officer, Unilever

Featuring 34 award-winning case studies from some of the world’s leading brands:

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