

8. Communications and Campaigns

8.1 During 2018-19 communications activity undertaken by the Authority and its contractors was delivered in two ways:

- Stand-alone communications activity, which raised awareness of the Authority and waste issues, and/or affected behaviour change through the delivery of targeted key messages using multiple channels and planned campaigns.
- Communications activity delivered through multiple channels in support of Authority initiatives and activities delivered by other teams, which supported the objectives of those initiatives and increased their impact and/or effectiveness, e.g. take up of a service or attendance at an event.

Social media

8.2 Social and digital communications continue to be a growth area for the Authority. The Authority continues to grow its audience across three key social media platforms – Facebook, Instagram and Twitter, as indicated in table 6 below.

	March 2017	March 2018
Twitter (followers)	1,686	2,100
Facebook (page likes)	393	932
Instagram	N/A	299

Table 6

8.3 While increased follower numbers are not a useful measure of success in isolation, they indicate a growing appetite for the content generated by the Authority, which includes a range of information, from tips on how to reduce waste to notifications of upcoming events or additional sources of information and services.

8.4 Work will continue in 2019-20 to increase the overall engagement rate across all social media platforms.

8.5 Social media was used to deliver regular practical advice to help residents adopt better waste behaviours. It was also used to deliver effective behaviour change campaigns on specific waste prevention and recycling themes and to foster genuine engagement with north London residents.

8.6 The 'Chill Out This Summer' social media campaign and competition aimed to help residents to improve the way they stored food during the hot summer months of 2018, and therefore to reduce food waste. With a budget of £2,100, the campaign posts reached more than 190,000 people, of whom more than 16,000 actively engaged with the posts by either liking, sharing or commenting. A total of 575 people entered the associated campaign competition which tested entrants' knowledge of how to store summer foodstuffs. The very high engagement rate of 8% for this campaign demonstrates that the campaign successfully reached the north London target audience.

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16,000 people engaged with food waste reduction messages.

- 8.7** In addition, the campaign opened up a real dialogue between people who commented on the posts. This is a crucial part of encouraging behaviour change and knowledge sharing, and normalising waste reduction behaviours, going beyond the campaign targets. During the campaign period, the Authority also gained an additional 163 followers on social media and two pieces of national trade media coverage.
- 8.8** A social media campaign designed to improve take up of the kerbside Waste Electrical and Electronic Equipment (WEEE) waste collection service was delivered between 28 January and 16 February 2019. Using a budget of £130, three targeted Facebook adverts were distributed in boroughs where take-up of the service was particularly low (Hackney, Haringey and Islington). Organic social media posts were also distributed across all boroughs. Borough officers were asked to share the social media content and the service was promoted on the wiseuptowaste.org.uk homepage. Social media content directed residents to the page on the website where they could find further information and arrange a collection.
- 8.9** The combined social media activity (paid and unpaid across Twitter, Facebook and Instagram) reached more than 20,000 people. Table 7 below shows a significant increase in the number of kerbside WEEE collections booked in March 2019, after the campaign period of the first two weeks of February.

	January	February	March
All boroughs	219	236	401
Hackney	2	12	17
Haringey	21	19	32
Islington	23	26	51

Table 7

- 8.10** These figures indicate that the campaign had a definite impact in terms of increasing the number of collections booked. However, data for this period also indicates a number of missed collections, which will be considered in future communications activity.

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70% increase in kerbside WEEE collections booked from February to March

Digital communications

- 8.11** Table 8 below shows how traffic to wiseuptowaste.org.uk has increased, and residents have been making increased use of the website, over the past five years.

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Year	Unique page views
2014-15	44,773
2015-16	81,440
2016-17	175,755
2017-18	162,870
2018-19	241,599

Table 8

8.12 Data from 2017-18 and 2018-19 indicates that service information pages, such as 'what can I recycle?' and the reuse and recycling centres pages, continue to be some of the most highly visited pages on the website. However, in 2018-19 there was a significant increase in traffic to waste prevention campaign pages, including 'Save a Crust' and 'Repair Cafés', which have been heavily promoted by media and social media activity.

Campaigns

8.13 The majority of the Authority's communications activity is delivered through broader behaviour change campaigns, under the Authority's Wise Up To Waste (WUTW) brand.

8.14 In 2018 a food waste campaign, 'Fancy That', was delivered over a two week period from 5 to 18 November with a budget of £25,000. The campaign advised residents on the difference between 'best before' and 'use by' dates, and targeted older residents. Given the target audience, the campaign was largely delivered through digital outdoor advertising (near supermarkets) and local press adverts rather than through online channels.



Fancy that!

Food past its 'best before' date could still be good to eat. Look, smell, feel and taste it to judge for yourself.

'Best before' dates only tell us when food is at its best. 'Use by' dates tell us when food is safe to eat and must be followed.

wiseuptowaste.org.uk/fancythat











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8.15 The campaign artwork (on the previous page) and messaging offered a simple behaviour change message, which residents could easily implement at home. These more traditional advertising methods were well targeted for the relevant audience (as well as reaching a wider audience), and the high engagement level on social media suggests the content was appealing and relevant. Table 9 below details how many people were exposed to the campaign, including impressions (the number of times adverts were seen by passers-by), readership for local newspapers and social media results.

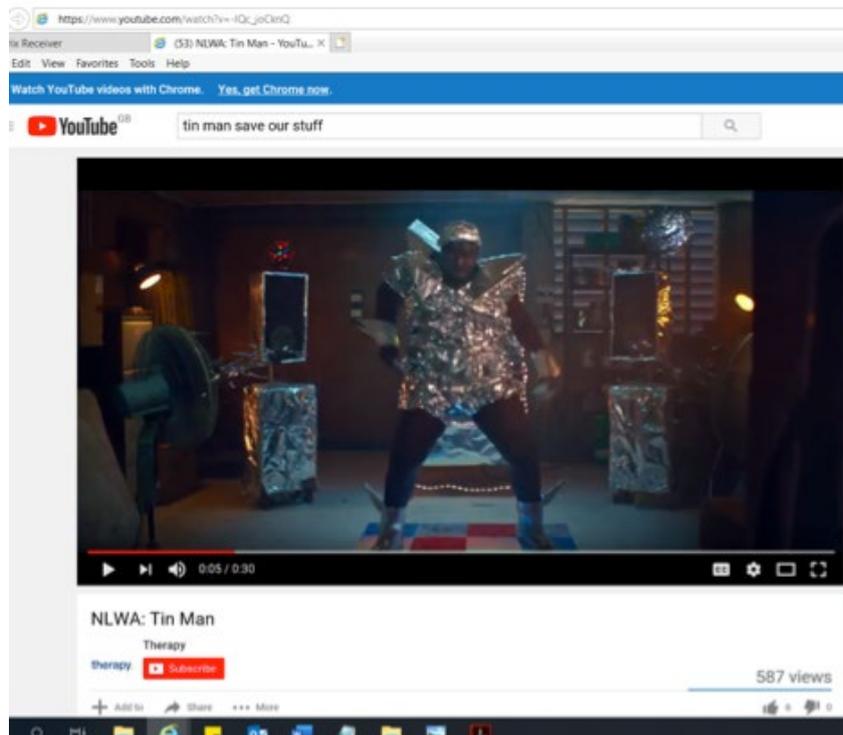
	Target	Actual
Number of people who saw outdoor adverts (impressions)	1,500,000	2,664,207
Number of people reached through press adverts	180,000	192,262 (readership)
Number of people reached through organic (unpaid) social media posts	None set	1,619
Number of people reached through paid for Facebook post	None set	37,231
Engagement rate for organic Facebook and Instagram posts	Engagement rate target not set (5,065 engagements)	4% (70 engagements)
Engagement rate for paid for Facebook post		4% (1,638 engagements)

Table 9

8.16 In 2018-19 the Authority delivered the final year of its three year 'Save our Stuff' household recycling campaign targeting north Londoners aged 18 to 34. The campaign consists of high-level, non-instructional and humorous advertising. It aims to raise awareness of recycling and increase motivation to recycle by demonstrating the consequences of not recycling. The campaign is unbranded and cost £305,000 for 2018-19.

8.17 The campaign activity was delivered in two bursts, the first from 10 September to 15 October 2018 and the second from 11 March to 19 April 2019. The campaign centred around a [30 second advert](#), delivered via targeted media (including Sky AdSmart television advertising, video on demand (VOD) advertising, YouTube, and social media advertising) and social media activity. The YouTube advert is shown below.

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8.18 Table 10 below gives a comparison of the number of views of the advert on video on demand (VOD), and the resultant number of clicks through to the campaign website, and views of the advert on Sky TV, against targets:

	Burst one target	Burst one result	Burst two target	Burst two result
Television (Sky AdSmart) views of the advert	483,588	511,252	504,766	491,867
Video on demand (VOD) views of the advert	780,000	788,599	753,000	834,760
Impressions from VOD (1)	None set	1,498,510	None set	1,345,484
Clicks through to the website from VOD (2)	None set	9,690	None set	20,985
Click through rate (3) from VOD	None set	0.65%	None set	1.56%

Table 10

1. The number of times the audience had the opportunity to see the video advert.
2. The process of clicking through from an online advertisement to the advertiser's destination. In this case from the Save Our Stuff advertising video to the Save Our Stuff website.
3. The percentage out of total engaged users, i.e. those who saw the advertising video who clicked through to the Save Our Stuff website.

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- 8.19** The advert was viewed 2,626,478 times, exceeding the target of 2,521,354 views.
- 8.20** The advert directed viewers to the campaign website, saveourstuff.co.uk, where visitors can find more details including local recycling information and other more light-hearted content.
- 8.21** To assess the recognition and impact of the campaign, market research company Differentology, was commissioned to conduct a pre-advertising (March 2019) survey online before the second burst of the campaign and a post-advertising (April/May 2019) online survey after the second burst of advertising.
- 8.22** Early research results indicate that the advert met its objectives in terms of taking a uniquely humorous approach in order to raise awareness and increase motivation to recycle. The headline results from the research are detailed below:
- 1 in 4 of those questioned in the post-advertising research recalled the adverts
 - More than 9 in 10 of those who recalled the advert believed it to stand out as different to other things they've seen about recycling.
 - The most commonly taken message from the advert was that 'recycling is everybody's responsibility', in line with campaign aims.
 - More than 3 in 4 of those who recalled seeing the advert reported that they are now more likely to alter their recycling behaviour. The most popular action was 'to make sure to recycle all household waste', with plans to 'tell others to recycle' also prevalent.
 - 4 in 5 of those who recalled seeing the adverts claimed to have done something since exposure, with the most popular action being 'to make sure to recycle all household waste'.

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60% of those who remembered seeing the advert said they 'would think differently/ think again' about recycling

4 in 5 people claimed to have been recycling more after seeing the advert

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- 8.23** The engagement rate on social media for those viewing the new advert has been particularly high, reaching 28.75% (burst one of 2018-19) and 21.65% (burst two of 2018-19). This is especially high compared to the 2017-18 campaign (5.37% for the second burst) and when compared to industry norms. This shows that the advert has been very well received and generated genuine engagement with the target audience. Active 'discussion' of the advert on social media was particularly positive.
- 8.24** Contamination of mixed dry recyclables collected at the kerbside continues to be problematic for the Authority. In 2018-19 the Authority began preparations for a behaviour change campaign designed to reduce contamination of mixed dry recycling with dirty nappies (nappy waste). This campaign will be launched in July 2019.

Media

- 8.25** In 2018-19 the Authority's Waste Prevention team commissioned a PR agency, Barley Communications Ltd, to provide additional support to the Authority's Communications team. The aim of this additional support was to raise awareness and achieve media coverage of each project, and in the case of the Save a Crust and Repair Cafés projects, to encourage attendance at workshops/events.
- 8.26** Barley provided PR support on three key campaigns – plastic waste reduction, Repair Cafés and the food waste reduction campaign, Save a Crust.
- 8.27** Contracting a specialist PR agency to supplement the Authority's in-house communications resource has enabled the Authority to achieve extensive regional, national and trade media coverage (more than 170 articles/features, both print and broadcast) for these projects.

Events

- 8.28** The Waste Prevention Exchange is the Authority's flagship event for sharing and disseminating best practice on waste prevention. Communications played an essential role in the successful delivery of the 2019 event. Following changes to data protection legislation in May 2018, the Authority was unable to retain details of a significant number of previous conference invitees. An extensive email campaign, supported by organic and paid for social media activity and digital communications, raised awareness of the event and encouraged attendance. A good engagement rate for the social media activity (0.4% on average for organic content and 1.9% for paid-for content) and an open rate of 46% for the targeted emails enabled the Authority to secure 119 attendees for the event, exceeding the target of 100.

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119 people attended the Authority's flagship Waste Prevention Exchange