

HOW HEART DRIVEN CAMPAIGNS CAN IMPROVE OUR RESULTS



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ecovidrio
ENTIDAD SIN ÁNIMO DE LUCRO

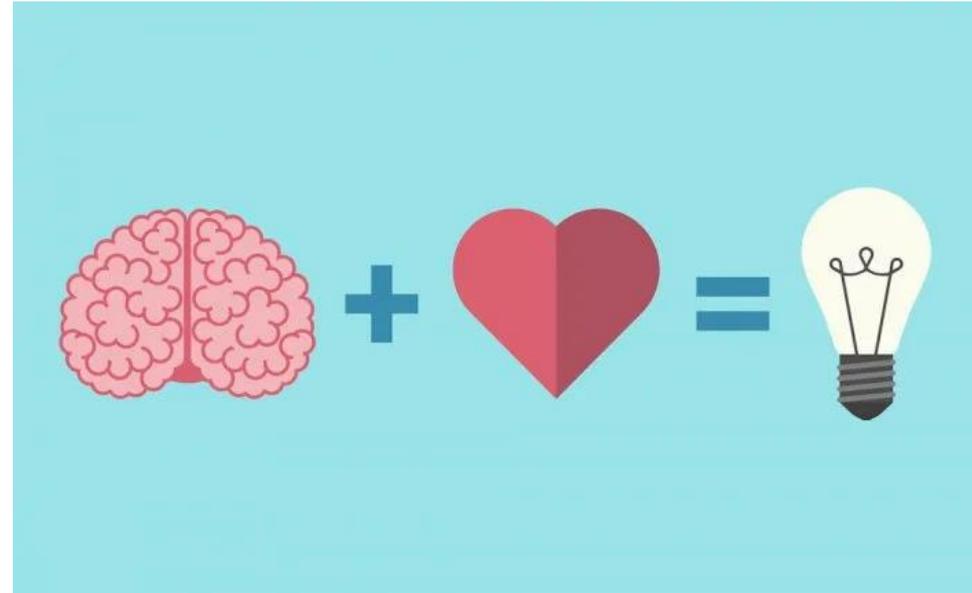
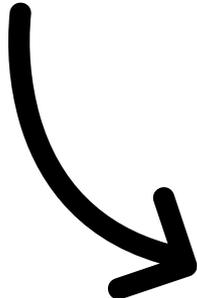
Reciclar hoy, construir el mañana.

Starting point....

Studies show that Spanish citizens know that recycling glass is good for the environment.

(86% of households know the benefits of recycling)

We have conquered their brains



Now we have to conquer their hearts in order to mobilize them

**EMPATHY AND HUMAN
CONNECTION ARE THE
NEW SUPERPOWERS
FOR BUILDING A LARGE
AUDIENCE**

Frank Cooper. CMO, BuzzFeed

Heart driven campaigns

Our way to **add value** to the citizens' effort of recycling glass.

Apart from doing something good for the environment, **Ecovidrio goes the extra mile** and donates to a good social cause.



RECYCLE GLASS FOR THEM

More than a social campaign.

Collecting glass pink containers + raising awareness during breast cancer month

Ecovidrio donates a sum to a Cancer investigation Fundation if citizens recycle in the pink containers.

Started 8 years ago in Madrid.

Now more than 250 containers in 60 cities.

- Most valued campaign from the citizens
- Each year new Councils ask to be part
- Celebrities and media turn out to support the campaign



KILO X KILO

Recycling glass to curb hunger

Since covid, we knew that more and more families were on the poverty line.

In a post lockdown scenario, we launched this campaign in Madrid.

1 kg of glass = 1 kg of food for the National Food Bank

It was also a reminder to citizens to keep recycling (even if collection during lockdown had been steady).

Started in Madrid in 2020, more than 15 cities in 2021.

More than 15.000 kgs of food donated.

First time we had Madrid's Mayor in a press conference for an awareness campaign.



Other ways to do heart driven campaigns



Your favorite sportsman

Your local festivity



Conclusions



01

Everyday we try to build a habit = recycling glass
Making it relevant for the citizens and the media is our goal

02

Recycling glass in these campaigns has a double impact and works to build a more socially and environmentally aware society.

03

Be present in people's life.
Building emotional connections.

THANK YOU

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