



End Waste Recycle the 1

Overview of 2024
communication campaign
and results to date

PETCCORE Europe meeting Bucharest, October

REMINDER OF 2024 FUNDING AND SCOPE

- **Funded by 10 Corporates + a contribution from PETCORE central budget**
- **€277,000 budget, compared with €324,000 in 2023 & €338,000 in 2022**
- **Product scope: PET bottles and trays**
- **Audience scope: EU Brussels plus France, Germany, Italy, UK**
- **Messaging to move the dial was tested with Behavioural Economists, FehrAdvice**
- **Website created in 4 languages. Creative and social media accounts across 4 countries**
- **Core materials focusing on PET recycling is in place – all further budget contributions go towards amplifying outreach**



SNAPSHOT OF RECENT CREATIVE TREATMENTS

GIFs/STATIC CARDS CAMPAIGN EXAMPLES



Moving images use in promotions across LinkedIn, Facebook and Instagram

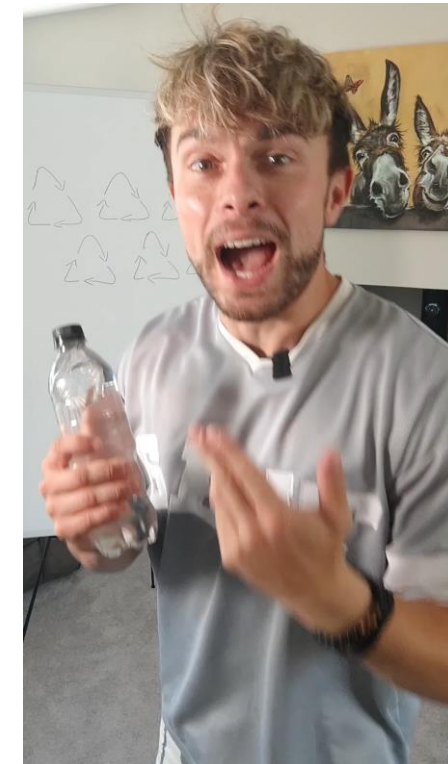
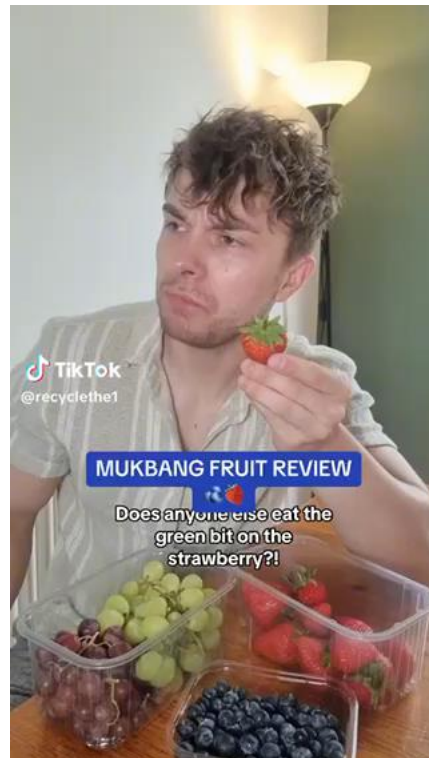
GIF policymakers LinkedIn campaign 



GIFs & Static cards consumers campaign Meta  



TIKTOK CAMPAIGN EXAMPLES





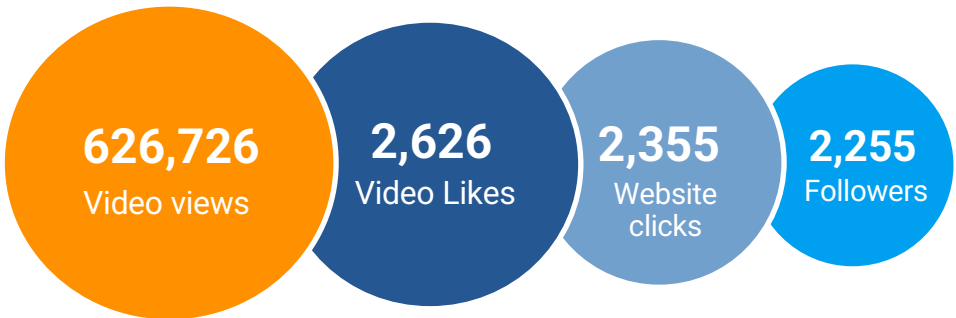
RESULTS – JAN-JUNE 2024

CONSUMER CAMPAIGN SOCIAL MEDIA RESULTS



TikTok results 1 March - 15 July 2024

Results France and UK campaign



Best performing videos

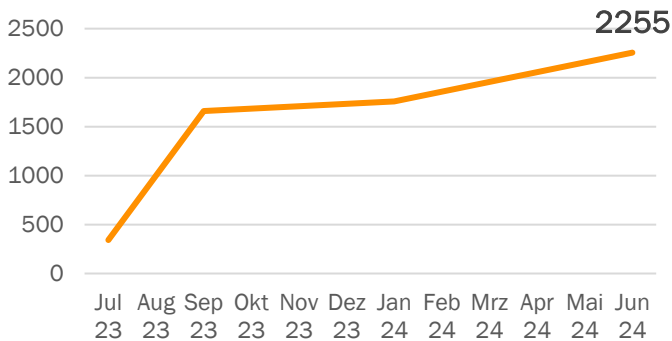


56,900 views



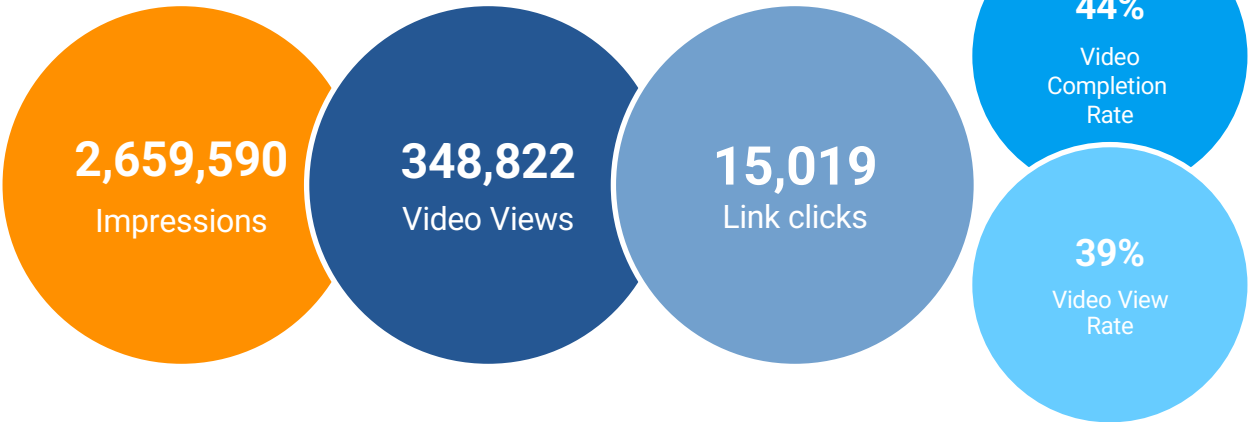
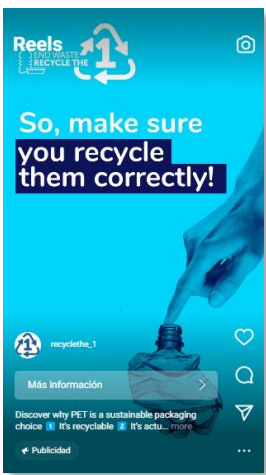
56,100 views

TikTok Followers Evolution



Facebook & Instagram results 13 March - 23 May 2024

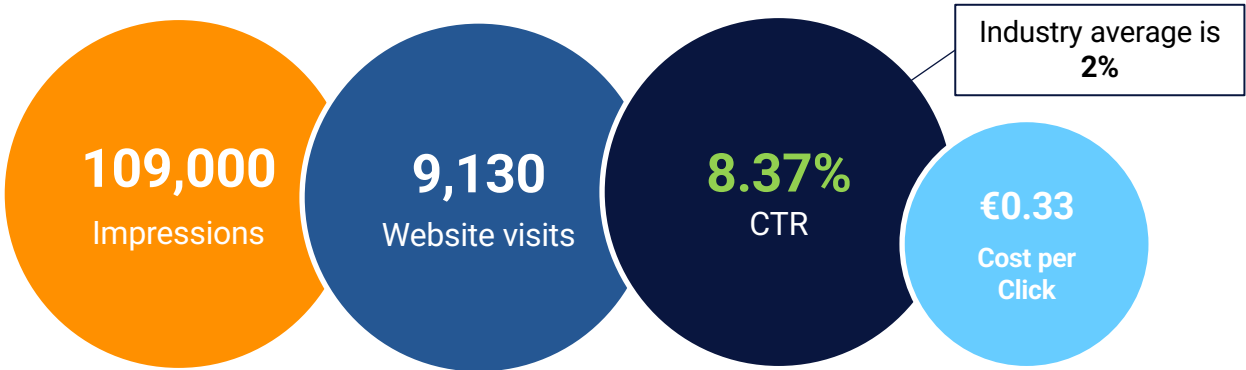
Results campaign in France, UK and Italy



ADWORDS RESULTS CONSUMERS & EU STAKEHOLDERS

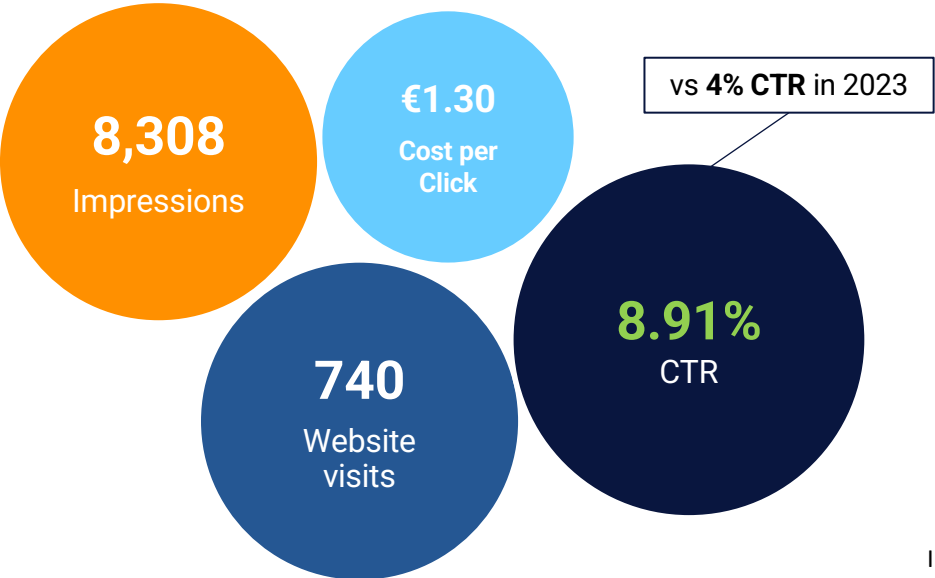


Consumer campaign results 1 February – 1 May 2024



Market	Impressions	Clicks	CTR 2024	CTR 2023	% change H1 2023 vs. H1 2024
FR	27,422	2,235	8.15%	5.11%	+59.5%
DE	26,765	1,841	6.88%	4.19%	+64.2%
IT	33,202	3,057	9.21%	N/A	N/A
UK	21,683	1,999	9.22%	5.3%	+74.0%

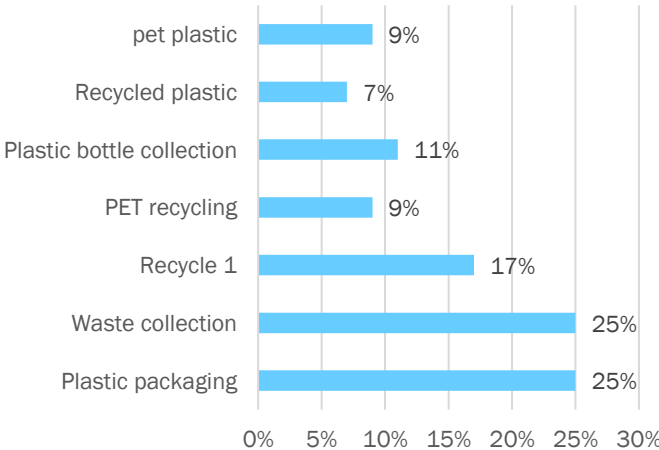
EU Stakeholders campaign results 6 March – 26 April 2024



Sponsored
www.recycletheone.com/pet/plastic
A Plastic Made To Be Remade - PET Plastic Is Sustainable
Not all plastics are the same. Find out what makes PET different. Not all plastics are single use. Find out why you should always recycle the number 1.
[Our Mission](#) · [Resources](#) · [Recycle now](#) · [What is PET?](#)

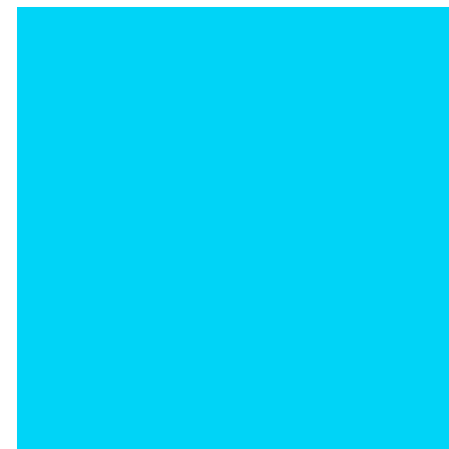
Sponsorizzato
www.recycletheone.com/pet/plastica
Il PET Non È Monouso - La Plastica Più Riciclata: PET
Le bottiglie di plastica PET sono fatte per essere rifatte. Scopri come. Scopri tutto sul PET, la plastica più riciclata al mondo. PET è fatto per essere rifatto.

Top keywords by CTR (click-through rate)



EU STAKEHOLDER CAMPAIGN LINKEDIN RESULTS

 LinkedIn campaign results 6 March – 25 April 2024

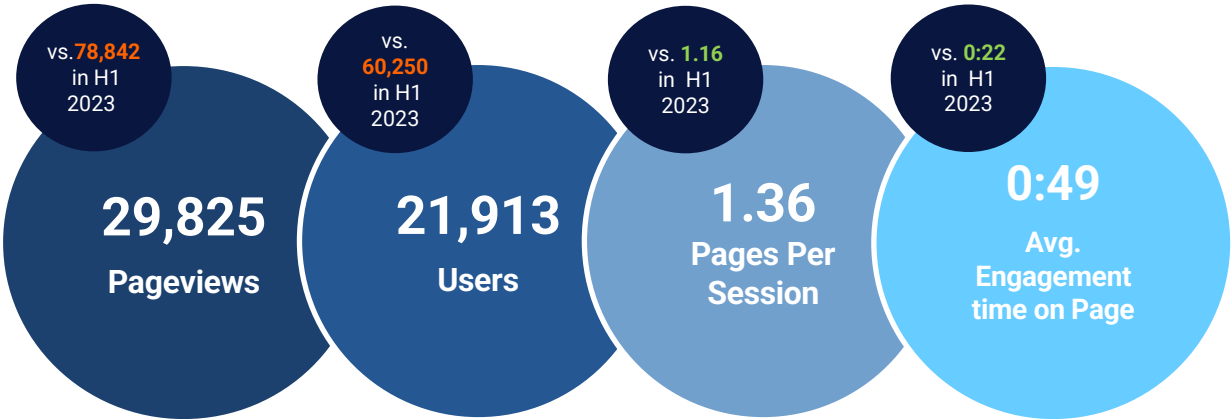


TOP 3 job titles reached by impressions

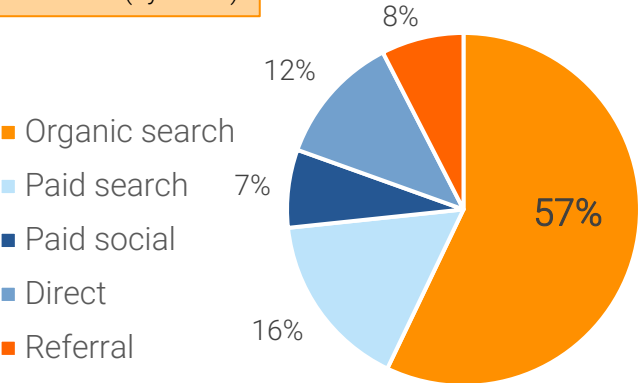


WEBSITE PERFORMANCE OVERVIEW

www.recycletheone.com results 1 January – 30 June 2024



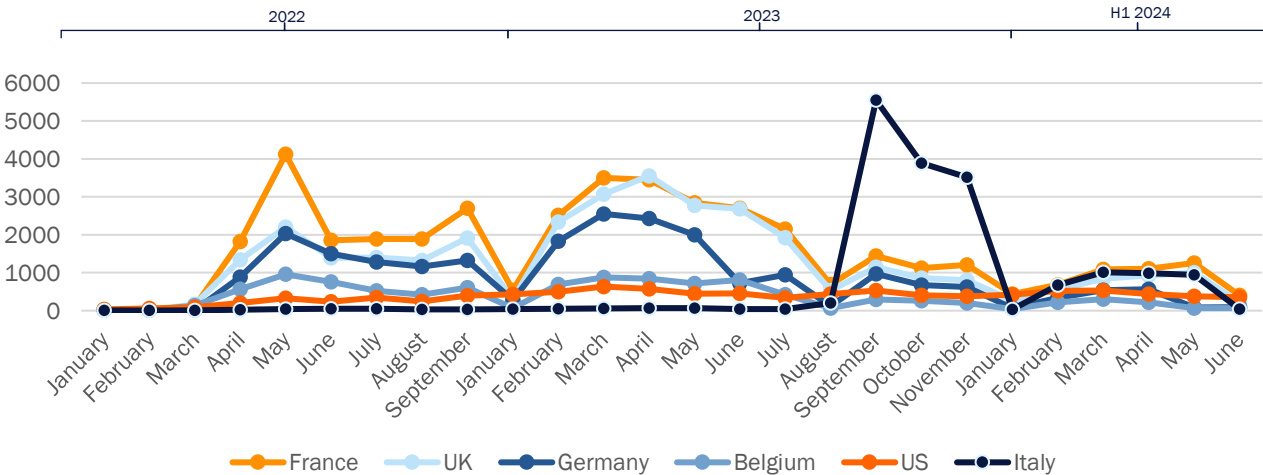
Top traffic sources (by users)



Top pages (by pageviews)

	/recycle-now/how-does-pet-plastic-recycling-work
	/what-is-pet
	/fr-FR/comment-fonctionne-le-recyclage-du-plastique-pet
	https://it/ricicla-ora/come-funziona-il-riciclo-della-plastica-pet/
	/fr/quest-ce-que-le-pet/
	Homepage
	/recycle-now/pet-why-its-not-a-single-use-plastic/
	/it/ricicla-ora/pet-perche-non-e-una-plastica-monouso/
	/de/wie-funktioniert-pet-recycling/
	/fr/pet-pourquoi-ce-nest-pas-un-plastique-a-usage-unique/

Total number of sessions per country (evolution since January 2022)



COMING UP IN SEPTEMBER-DECEMBER



Brussels-based campaign focusing on new European Parliament and European Commission

- New policymaker page and myth-busting page on website
- Euractiv banner campaign during September and October
- Euractiv Oped in November

New video focusing on reusable PET packaging as complementary to recyclable

- Meeting EU packaging and packaging waste objectives
- To be used across social media this autumn:
 - LinkedIn outreach facing policymakers
 - Instagram and Tiktok facing consumers

CASE-STUDY VIDEO VIEW HERE!



Reuse



Recycle



▶ Watch it [here](#)



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THANK YOU