

Recycleyourcar.co.uk - “Driving home the recycling message”

The objective

Prova was tasked by Sims Group Ltd. to launch the Recycleyourcar.co.uk initiative to the UK marketplace, with the predominant audience being the consumer.

The website aimed to help every UK driver with an old car find their nearest Authorised Treatment Facility (ATF) to recycle their vehicle in accordance with the new EU End of Life Vehicle legislation.

While the campaign focused primarily on the consumer, a further objective was to create a strong brand awareness of Recycleyourcar.co.uk amongst ATF managers who were encouraged to sign up to the network themselves. When Prova began working with Sims, Recycleyourcar.co.uk had 120 sites on its network.

Planning

In planning the campaign, Prova identified the following challenges:

- ‘Own’ the issue of responsible vehicle disposal and recycling in the UK
- Build profile of Recycleyourcar.co.uk and Sims as the leading industry experts on ELV and vehicle processing and recycling
- Take Recycleyourcar.co.uk to in excess of five million people over course of three months
- Utilise campaign as a foundation for Sims from a wider recycling issues perspective with the trade and national media

Strategy

A three month intensive consumer media relations campaign was undertaken, utilising regional, national and local media to launch the Recycleyourcar.co.uk initiative. The campaign was evaluated at the end of each month, in terms of both quantity and quality. This would then be used as a platform for further media relations.

Using Sims’ status as one of the biggest recyclers of ELV in the country, Prova created a database of figures that would spark the interest of the national media, such as the fact that councils across the UK spend £250 million each year cleaning up abandoned cars and that, in total, the UK loses approximately £14 million down the back of car seats in loose change each year.

Implementation

Launch Period

Month one: launch; press release with survey, plus fact sheet distribution

Month two: easy to follow guide to the ELV Directive and what drivers must need to do to comply with it.

Month three: leverage media activity into national and broadcast media.

Following the launch, press activity took two main forms:

Regional: helping ATF’s on the network generate awareness of their facility in their local region by providing a ‘PR Toolbox’ and helping each manager identify stories of interest in their region.

National consumer coverage: using the big figures concerning ELVs in the UK, Prova carried out a strong sell-in of one story at a time every other month.



Creativity – what made the campaign stand out?

Advice pieces simply focused on how best to scrap your car would have had limited mileage in the consumer press. By coming up with high-impact figures and quirky angles, Prova was able to create further interest in the ELV topic outside of the trade press, putting the Recycleyourcar.co.uk name front of mind for UK drivers looking to dispose of their cars.

Talking about the serious topic of recycling – even with shocking figures about government spend – is particularly tricky in men’s lifestyle magazines, the audience that was perhaps most likely to own an ELV. Prova therefore offered Loaded the use of Sims’ shredder in Newport – the largest industrial shredder in the world – for a feature called ‘Loaded’Il Fix It’ where a reader who hated his Corsa got to send it to the shredder himself.

Results

In one year, Sims generated a total of 14,482,027 opportunities to see and the ATFs registered with Recycleyourcar.co.uk rose from 120 to 200 facilities.

Coverage was achieved in both national broadcast media, such as GMTV, BBC Radio 2, 4 and 5. Other coverage included blanket coverage on BBC TV news channels including BBC News 24 and the lunchtime news programmes as well as the Discovery Channel and 5 News. National press, including the Daily Express, The Sunday Telegraph, The Daily Star and The Sun, lifestyle media and regional press and broadcast.

Sims is delighted with the campaign so far, believing that the Recycleyourcar.co.uk brand has the strongest consumer presence out of all of the five main Sims networks.

To find out more about Prova call 01926 776900 or visit www.provapr.co.uk