

SAM WILL YOU MARRY ME?

CLEAN DEAL

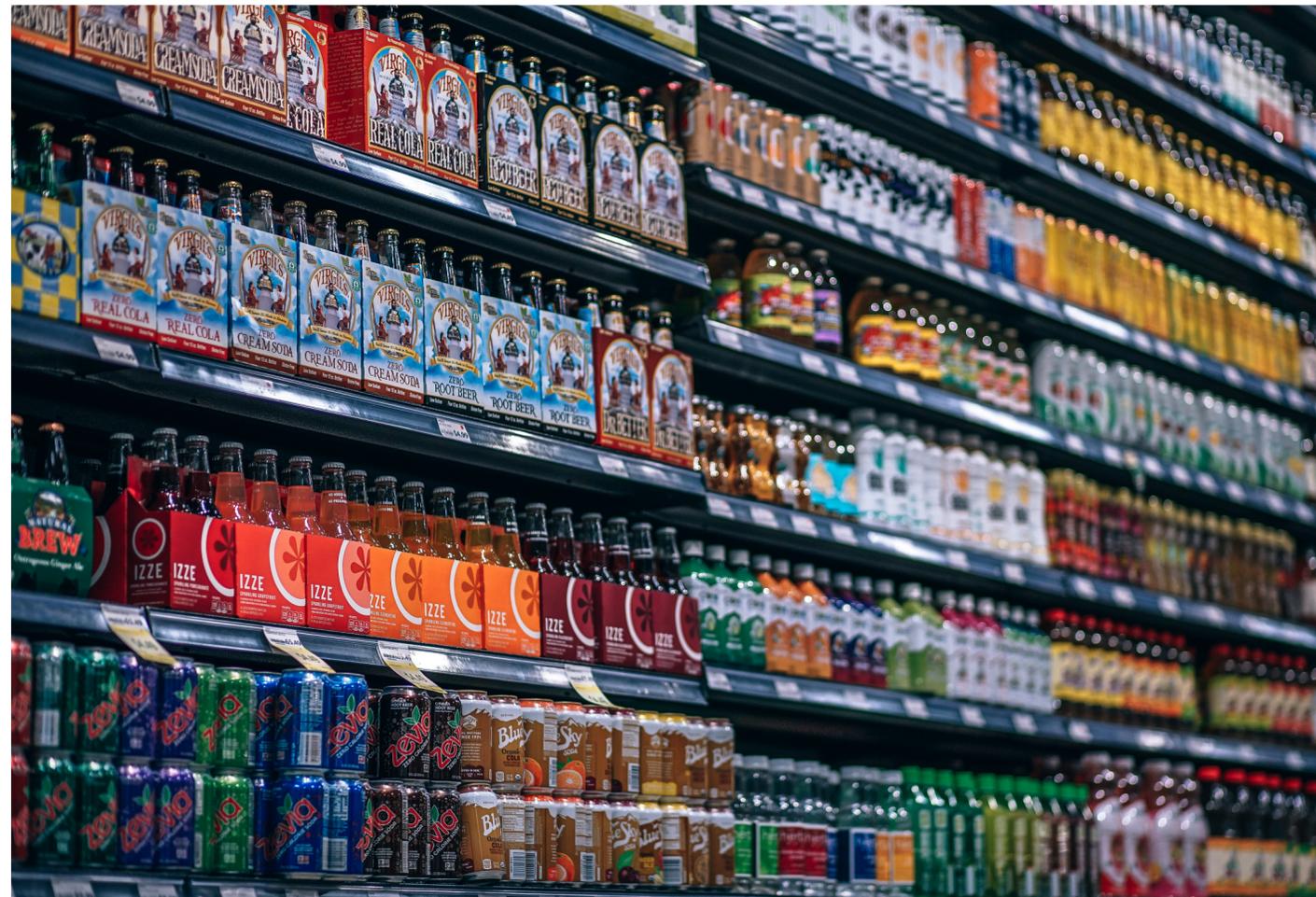
PAY FOR LIFE. NOT FOR WASTE.



# CHALLENGE

Every year, Russians throw out 70 million tons of household garbage. Society understand, protest, look for the guilty, but no one **is aware of their personal** contribution to the problem: up to 500 kg of garbage a year!

And we all continue to buy garbage and do not begin to sort it.



# TASK

1) Pay attention to alternative ways of throwing out the garbage and especially, sorting sorting the waste;

2) To involve into communication process the key (main) representatives of retail stores;

3) To provide the financial support to the fund using the subsidies.



contract

Signature 1

# INSIGHT

“It seems that I don’t produce so much garbage. Landfills and this is all - not my fault.”



# CONTEXT

From January 2019, a new item will appear in the receipt of Housing and communal service - a tax for garbage collection. Society will see the “financial” consequences of abandoning conscious consumer habits and waste sorting.

Pay tax will. There are no options here. Or are they still there?



# IDEA

The trash begins with the stores - they supply it to us. At the same time, they watch their garbage responsibly: sort and recycle it.

Therefore, it is precisely Retailers that will offer consumers a **special loyalty program CLEAN DEAL.**

Pay for Life, not for Waste.



# LAUNCH

Special offer in stores becomes the Launch of the program. Consumers will be offered two options for the purchase of goods: in the package and without.

Goods without packaging will be much cheaper. \* We will show that when we buy goods, we buy not only the product, but also its packaging.

On the price tags will be placed QR code, which sends to the foundation's website, where you can find all the information about the correct sorting of garbage.

As an announcement, retails use their own billboards. They will show the range of all goods without packaging.

\* up to 40% is a surcharge for packaging.

# LAUNCH

The main activation of the project will be **Challenge - Clean Deal**.

The one who will take part and for the year will hand over 500 kg of garbage, retail will pay for housing and utilities for life (the tax on garbage collection).

In addition, everyone who will collect and hand over 40 kg of their garbage in a month will receive cashback on their loyalty card. \*

This card will be valid for all retail partners who will become part of our campaign.

\* a percentage of cashback will go to the fund

# CHANNELS



**THANKS!**

