



**CARTON
COUNCIL** 



**CONSUMER AWARENESS CAMPAIGN
DECEMBER 1st 2020 – MARCH 7th 2021**

CAMPAIGN DURATION

December 2020

January 2021

February 2021

March 2021

Pause for the Holidays
(Dec 24.- Jan.4)

Campaign Extended to
Make Up for Holiday Pause
(March 1-7)

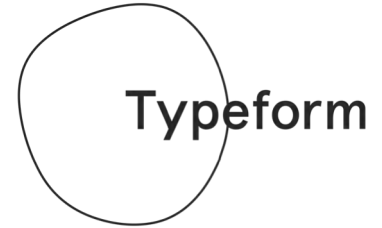
Campaign Channels

The Facebook logo, consisting of the word "facebook" in a bold, blue, lowercase sans-serif font.

Facebook & Instagram Network

The Google logo, featuring the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

Google Search & Display Network

The Typeform logo, which consists of the word "Typeform" in a black, sans-serif font, with the letter 'T' partially enclosed by a thin black circle.

Typeform Quiz Builder

Campaign Assets

- Video
- Ads
- Quiz
- Myth vs Fact document

WHAT'S YOUR RECYCLING I.Q.?



When it comes to recycling, are you a rookie or a warrior? See how well you know what belongs in the recycling bin and what should get tossed in the trash—and why it matters.

Let's play! press Enter

Takes 2 min

FOOD AND BEVERAGE CARTON RECYCLING MYTHS & FACTS



Myth: Cartons have a waxy coating and therefore can't be recycled.

Fact: Food and beverage cartons do not contain any wax. Cartons are made mostly from paper in the form of paperboard. What you may think of as "wax" on a carton is actually a thin layer of plastic.

Myth: Cartons have multiple layers that prevent them from being recycled.

Fact: The multiple layers in cartons are broken down during the recycling process. The paper is used to make new paper products and the aluminum that can be used to create new cans and bottles. In other words, the great carton is used to make multiple products.

Myth: You have to crush cartons and remove the caps and straws before recycling them.

Fact: Empty caps can join us elsewhere in recycling centers, leaving everything else and glass/bottle caps, to be recycled. However, they must be placed in the recycling bin. Caps and straws can be recycled in other ways. So, please don't crush them. Instead, just take them out of the carton to make sure it fits in the same recycling stream as cartons again, and you're done!

Myth: It's okay to put your recyclables in a plastic bag and then in your recycling bin.

Fact: Plastic bags can join us elsewhere in recycling centers and glass/bottle caps, to be recycled. However, they must be placed in the recycling bin. Plastic bags are not accepted in recycling bins.

Myth: Cartons don't get recycled into anything else.


Fact: Cartons are recyclable and are being recycled. One recycled carton can be used to make a new carton. Each year, 1.5 billion cartons are recycled. That's a lot of recycling! Cartons are also used to make other products like paper, cardboard, and more. So, please don't throw them away. Instead, just take them out of the carton to make sure it fits in the same recycling stream as cartons again, and you're done!

Myth: If a package doesn't have a recycling logo on it, it's not recyclable.


Fact: Some items or products aren't marked with a recycling logo, but they are still recyclable. Cartons are always accepted by recycling across Canada.




Facebook Ads: Avid Recyclers



Facebook Ads: Does Not Recycle



Facebook Ads: Recycler With Limitations



Three Audience Profiles

1. Recycles with limitations

Demographic	Characteristic
Location	Ontario/Quebec
Gender	Male or Female
Age	25-50
Relationship	In a Relationship/with kids
Education	Educated - Post Secondary Diploma
Employment	Employed - Full Time or Part Time

- Has access to a recycling program, but not recycling literate
- Forgets that cartons are recyclable
- Does their part but not a climate enthusiast
- Recycles as an easy way to “help the planet”
- Doesn’t always recycle correctly
- Might purchase less packaged items at the grocery store but then forgets to recycle once finished

Three Audience Profiles

2. Does not recycle

Demographic	Characteristic
Location	Ontario/Quebec
Gender	Male or Female
Age	35 and under
Relationship	Single or in a Relationship/no kids
Education	Educated - High School Diploma
Employment	Employed - Part Time - Trades/Other

- Regions that do not have access to curbside recycling were actively excluded
- Has access to curbside recycling but chooses not to use it
- Is confused by recycling
- Thinks the bins or method of storage is inconvenient or smelly
- Doesn't actively choose environmental brands at the store

Three Audience Profiles

3. Avid Recycler

Demographic	Characteristic
Location	Ontario/Quebec
Gender	Male or Female
Age	18-35 / 55+
Relationship	In a Relationship/with kids
Education	Educated - Post Secondary Degree
Employment	Employed - Full Time - Corporate Job

- Actively reads environment news
- Conscious consumer of eco-friendly goods and services
- Properly recycles cartons
- Does their part to be a good climate citizen
- Cleans out the PB jar when recycling, recycling literate, aware of what is accepted in municipal recycling program (cartons included)

Campaign Objectives

- Increase the recovery and recycling rate of gable top and aseptic cartons in Ontario and Quebec
- Educate consumers about what food and beverage cartons are (aseptic and gable top)
- Demonstrate how to recycle food and beverage cartons to consumers and explain the benefits of doing so
- Test effectiveness of various carton recycling messaging, creative, and platform delivery options
- Increase awareness of Carton Council of Canada and engagement with CCC's content

Campaign Results



BIG
OR SMALL

SOUP

JUICE

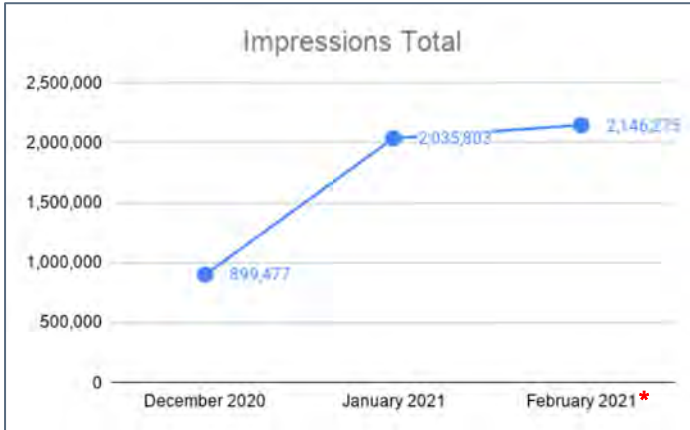
ALMOND MILK

WHIPPING CREAM

 **CARTON COUNCIL** 

**YOUR BLUE BIN
WILL TAKE THEM ALL**

IMPRESSIONS



Definition

The number of times your ads were on screen. Impressions value includes multiple views of your ads by the same people.

Channels



*February 2021 includes March 1 - 7 data

Total Impressions

5 081 555



2 769 300

ONTARIO

Facebook : 1 859 007

Google : 910 293

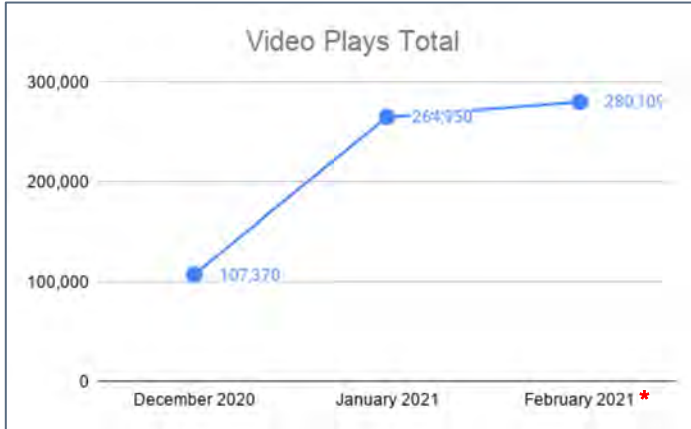
2 312 255

QUEBEC

Facebook : 2 265 673

Google : 46 582

TOTAL VIDEO PLAYS



Definition

The number of times your video starts to play. This is counted for each impression of a video, and excludes replays.

Channel



*February 2021 includes March 1 - 7 data

Total Video Plays

652 429



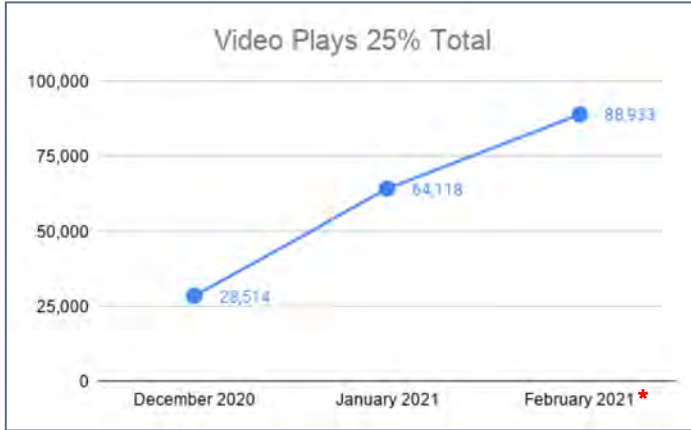
441 139

ONTARIO

211 290

QUEBEC

VIDEO PLAYS @ 25 %



Définition

The number of times your video was played at 25% of its length, including plays that skipped to this point.

Channels



*February 2021 includes March 1 - 7 data

Total Video Plays 25%

181 565



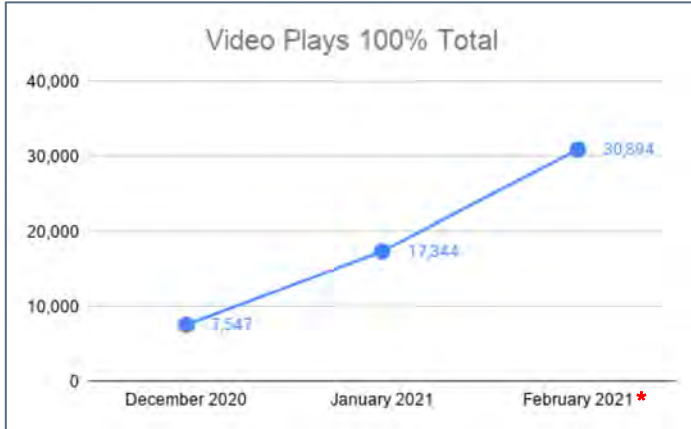
119 760

ONTARIO

61 805

QUEBEC

VIDEO PLAYS 100%



Définition

The number of times your video was played at 100% of its length, including plays that skipped to this point.

Channel



*February 2021 includes March 1 - 7 data

Video Plays @ 100 %

55 785



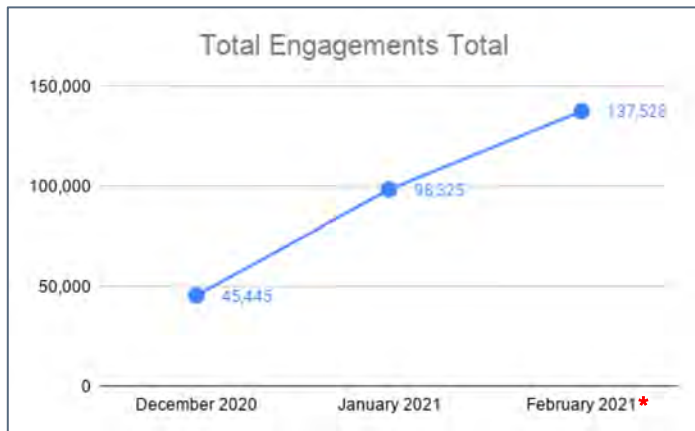
34 848

ONTARIO

20 937

QUEBEC

ENGAGEMENTS



Definition

The total number of actions that people take involving your ads.

Channel



*February 2021 includes March 1 - 7 data

Total engagements

281 298



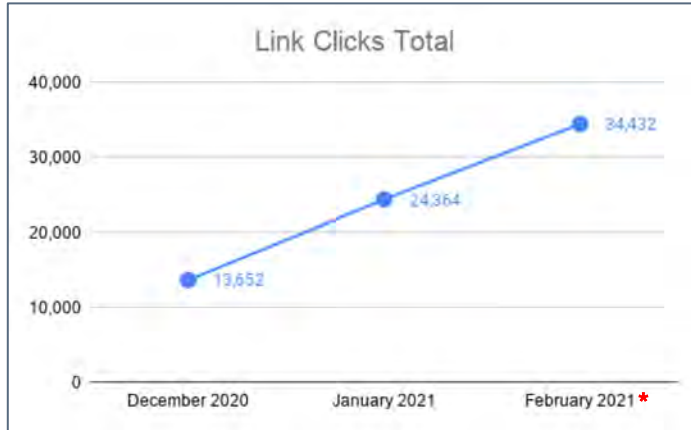
173 787

ONTARIO

107 511

QUÉBEC

CLICKS



Definition

The number of clicks on links within the ad that led to advertiser-specified destinations.

Channels



*February 2021 includes March 1 - 7 data

Total link clicks

72 448

Total campaign estimate : 19 680



35 464

ONTARIO

Facebook : 30 463

Google : 5 001

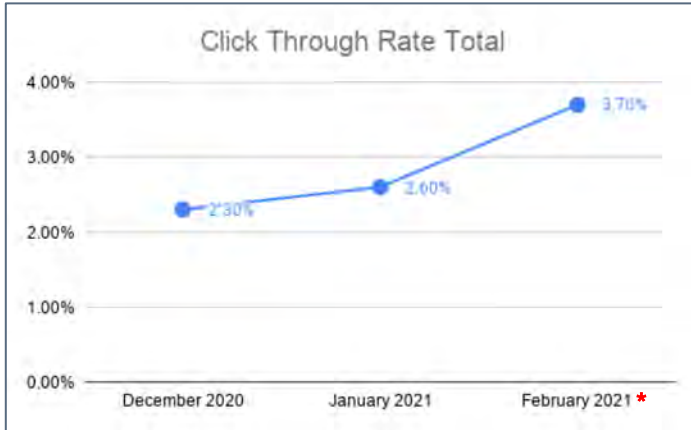
36 984

QUEBEC

Facebook : 33 370

Google : 3 614

CLICK THROUGH RATE



Definition

The percentage of users saw your ad and performed a click.

Channels



*February 2021 includes March 1 - 7 data

Avg. Click Through Rate

2,9 %



2,7 %

ONTARIO

Facebook : 2,4 %

Google : 2,9 %

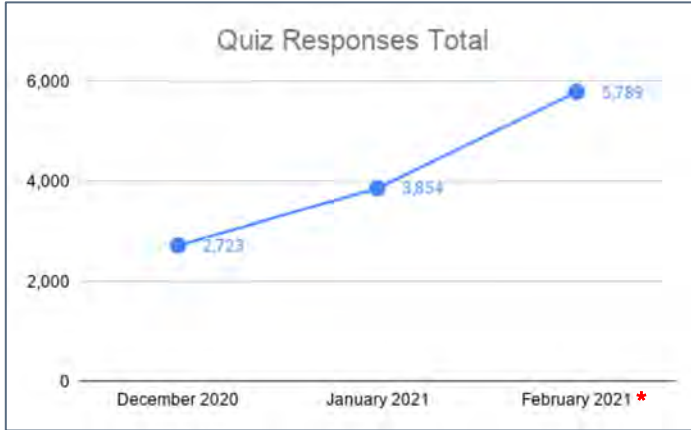
3,1 %

QUÉBEC

Facebook : 1,8 %

Google : 3,7 %

QUIZ RESPONSES



Definition

The number of users that responded to the quiz.

Chanel



*February 2021 includes March 1 - 7 data

Total responses

12 366



2 718
ONTARIO

9 648
QUÉBEC

AUDIENCE PERFORMANCE

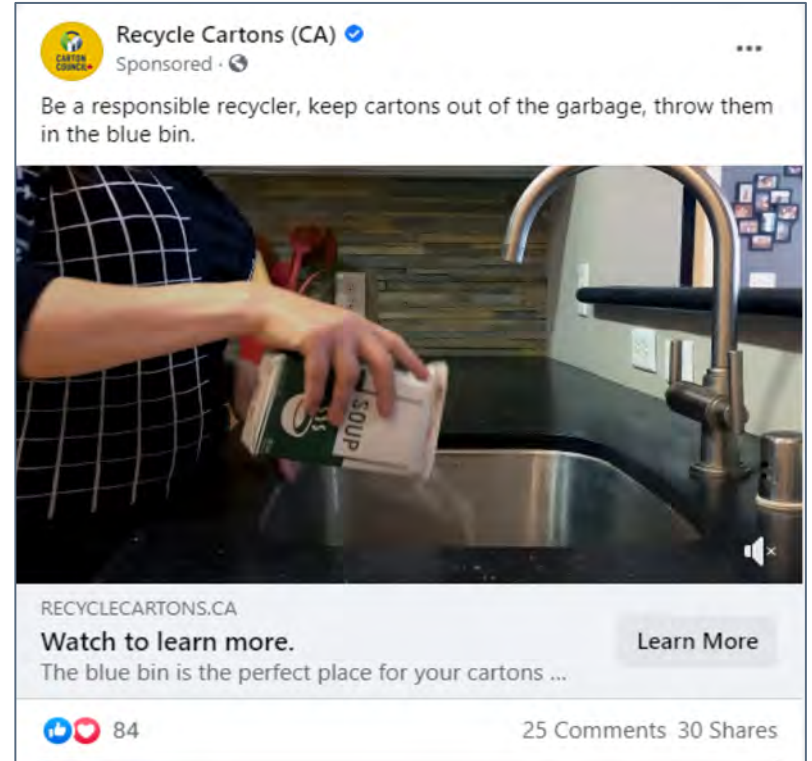
	Impressions	Video Plays	Engagements	Clicks	Click Through Rate	Avg. CPC
RECYCLES WITH LIMITATIONS	2 866 857	287 914	117 065	32 590	3,4 %	0,67 \$
DOES NOT RECYCLE	1 456 869	155 758	60 198	20 615	2,5 %	0,91 \$
AVID RECYCLER	479 825	136 014	48 623	7 243	2,1 %	0,61 \$

Best performing ads - FACEBOOK

Ontario – Recycles with limitations

Impressions: 158,933

Clicks: 2,312



The image shows a Facebook advertisement for Recycle Cartons (CA). At the top, there is a profile picture of the organization, a name 'Recycle Cartons (CA)' with a verified badge, and a 'Sponsored' label. Below this is the main text of the ad: 'Be a responsible recycler, keep cartons out of the garbage, throw them in the blue bin.' The central part of the ad is a video frame showing a person's hands holding a carton over a kitchen sink. Below the video, the website 'RECYCLECARTONS.CA' is listed, followed by the text 'Watch to learn more.' and 'The blue bin is the perfect place for your cartons ...'. A 'Learn More' button is positioned to the right. At the bottom, there are icons for likes and comments with the number '84', and text indicating '25 Comments 30 Shares'.

Recycle Cartons (CA) Verified
Sponsored · 🌐

Be a responsible recycler, keep cartons out of the garbage, throw them in the blue bin.

RECYCLECARTONS.CA
Watch to learn more.
The blue bin is the perfect place for your cartons ...

[Learn More](#)

👍❤️ 84 25 Comments 30 Shares



Best performing ads - FACEBOOK

Ontario– Does not recycle

Impressions: 170,926

Clicks: 3,351



Recycle Cartons (CA)  Sponsored · 

It takes 30 seconds to do an act of good.

IT'S EASY TO RECYCLE YOUR CARTONS, ONTARIO

RECYCLECARTONS.CA

Carton recycling isn't time consuming. [Learn More](#)

Take 30 seconds to learn how cartons are recycle...

  35

13 Comments 4 Shares



Best performing ads - FACEBOOK

Ontario – Avid Recycler

Impressions: 154,606

Clicks: 3,034



Recycle Cartons (CA)  Sponsored · 

Push your recycling game to the next level.

IT'S EASY TO RECYCLE YOUR CARTONS, ONTARIO

RECYCLECARTONS.CA

Recycling your cartons is good for you and the planet. [Learn More](#)

  124

14 Comments 34 Shares



Campaign Insights

The campaign had a positive impact. After 8 weeks (ON & QC) :

- > 5M views (impressions)
- 281,298 people reacted to our ads
- Higher level of engagement from Quebec (Quebeckers love their quizzes!)

The audience was eager to participate in the conversation

Consumers expressed concerns regarding the state of our Blue Box recycling system

Comments

265 comments received (Ontario=143; Quebec=122)


Neutral comments (142 / 53%)

- Questions relative to rinsing, what do with caps, whether cartons go in the paper vs container bin, and why paper cups can't be recycled (given that they are similar in their make-up to cartons)
- Confusion remains regarding recyclability of cartons, what happens to the non-fibrous components (plastic and aluminium layers)
- Importance of following the 3Rs hierarchy

Positive comments (43/16%)

Topic	Example/Description
Relevancy of the message	<i>"This type of info should be taught and practiced during elementary school. I was lucky to have a teacher that cared deeply about recycling and the environment which instilled great recycling habits for myself and my family now."</i>
Enthusiastic about the individual role that each plays	<i>"No excuse not to people!" "I recycle even the littlest tiny Bits of Paper"</i>
Positive reaction to the quiz	<i>"Are u more likely to recycle your liquid containers now?" Uh no...can't improve past 100% thanks"</i>

Negative Comments (80/30%)

Topic	Example	Response
<p>Belief that the Blue Bin content is not recycled b/c:</p> <ul style="list-style-type: none"> • Is too contaminated • There is not enough recycling capacity • Collectors put the contents of the Blue Box and garbage together 	<ul style="list-style-type: none"> • <i>“Around 30% of recycling goes to the dump. They have so much recycling collection that they can't even recycle all of it so it goes to the land fill or is incinerated.”</i> • <i>“I've seen the city of Toronto collectors more times than I can count go up to the bus stop garbage bin, open it up, dump the recycling side into the garbage side and toss them in the truck together. Thats <sic> the joke.”</i> 	<p>You are correct that in certain single-stream recycling programs, about 30% of recyclables are disposed. However, this is because those materials <u>did not belong there in the first place</u>. Anything placed in the blue box that is not found on the accepted list of your local municipality's recycling program is considered contamination.</p> <p>Recycling reduces the amount of waste going to landfill and helps to conserve natural resources and reduce greenhouse gas emissions. It's worth it to recycle and increasingly important to recycle right.</p>
<p>Belief that all the Blue Bin's content is sent to developing countries.</p> <div data-bbox="54 685 436 1038"> <p>World - Marketplace</p> <p>'We are going to send this back': Malaysia returning unwanted Canadian plastic</p> <p>Official hopes Canadians will demand 'better tracking and monitoring' of recycling</p> <p>David Cameron - CBC News - Posted May 28, 2019 9:30 AM ET Last Updated: May 29, 2019</p>  </div>	<ul style="list-style-type: none"> • <i>This is fake news. CBC news exposed this sham a long time ago. Most recycling ends up in landfills or is dumped in developing countries like the Philippines. Throwing your plastics in the garbage or in the blue bin has the same outcome.</i> • <i>Only 30% of plastics can be recycled the rest is sold to 3rd world countries to be used as fuel for incinerators to make power.</i> 	<p>The majority of recyclable materials (~ 70%) collected in Ontario are marketed to recycling facilities within North America. Ref: Region of York Blue Box Q&A</p> <p>The statistic that is often referred to is actually that only 9% of plastics are recycled by Canadians. HOWEVER, THIS INCLUDES ALL PLASTICS, It does NOT refer to the plastic that is collected in your Blue Box. According to Stewardship Ontario, the recovery rate for plastics no. 1 and 2 (PET and HDPE) in the Blue Bin was 53% in 2019. While there is definitely more work to be done, I hope you will agree that this is better than 9% and that it is worth the effort to continue to recycle.</p>

Negative Comments (con't)

Topic	Example	Response
<p>Frustration about the many items that cannot be recycled & difficulty to keep up with sorting guidelines.</p>	<ul style="list-style-type: none"> • <i>...We can't even recycle coffee cups, styrofoam, or large plastic items over 6 inches. Landfill lives on.</i> • <i>Rules keep changing. Stuff that we used to put in recycle bin are no longer allowed.</i> 	<p>We understand that it may be challenging and frustrating to keep up with rules around recycling. A number of municipal programs have put in place "Waste Wizard" tools and apps to make it easier on their residents.</p> <p>Also, for your information, starting in 2023 and over a two-year period, Ontario will transition to a Blue Box system that is harmonized across the province (i.e. you will be able to recycle the same materials regardless of where you live).</p>
<p>Distorted understanding of the economics around recycling</p>	<ul style="list-style-type: none"> • Remember when styrofoam use to be recycled? If it's not taken by recycling companies it's because they don't make money off it. Recycling is about money and that's it, not about the environment. 	<p>You are correct that recycling costs money. The only material that generates a net profit in the Blue Box is aluminum. That is why those companies that sell packaged goods in Ontario are legally required to help pay for the recycling system (currently, they pay 50% of the cost, but as of 2026 they will pay 100%).</p>
<p>IC&I</p>	<ul style="list-style-type: none"> • More effort needs to be put into setting up something for big stores to recycle more than just cardboard boxes. All plastic and containers go in the trash . That's a lot more than my two cartons a week (that I do recycle). 	<p>???</p>

In conclusion...

Taking the time to respond to each comment individually is essential to rebuild consumers' trust.

Q. What percentage of "recyclables" that get picked up from the curb are actually recycled in Ontario ??

A. According to the latest data from Stewardship Ontario, the recovery rate of gable containers is 51% and for aseptic containers, it's 24%. To be clear, this is the quantity of material that is sent to recyclers, relative to what is put on the market. One thing to note is that we know that some cartons (especially the smaller formats, like drink boxes), often end up misdirected at the sorting facility, and are therefore not counted in these numbers. In addition to supporting consumer campaigns such as this one, Carton Council also works to support sorting facilities and municipalities to ensure that over time, more and more cartons are recycled properly and they are directed to the right bales to be recycled.

Recycle Cartons great response, thank you for the answer !

