

# E-1440-146

## The Recycling Dance

Product	Category Entered
RetuRO SGR	Positive Change: Environmental - Non-Profit

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

## ELIGIBILITY.

This year's eligibility period runs from 1 January 2024 - 31 March 2025. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe.

**Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame.** Results directly tied to work are eligible throughout the entry season (no date cut-off).

Review full eligibility information at the **Effie Europe website**.

### ***\*Sustained Success Entries:***

Entrants must include work and results from the **initial year**, at least one **interim year**, and the **current competition eligibility time period** (the current competition eligibility time period is 1 January 2024 and 31 March 2025. If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples. Data must be isolated to Europe. Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

## FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.

- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

## TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

## RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **EFFIE EFFECTIVENESS EXPLAINED**
- **CASE STUDIES**
- **MORE RESOURCES**

## ENTRY DETAILS

### Brand Name

*List the specific brand name here (not the parent company name)* RetuRO

### Brand Description

*Provide a brief (1-5 words) description of the type of product/service entered. Do not include the brand name. Examples: Airline; Cosmetic, Credit Card; Streaming Service.* Environmental NGO

### Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2023-11-30
Date To	2024-12-31

**Efforts that are ongoing should leave the end date blank in the Entry Portal.**

## Dates presented in this case

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From	2024-01-01
Date To	2024-12-31

## Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

National

## Countries Presented in This Case

Please select only the countries presented in this case.

Romania

Please indicate all countries where this work ran.

Romania

## Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Government & Public Services

## Industry/Category Situation

Select one.

Flat

## MARKET / LOCAL NUANCE BACKGROUND

Please explain any relevant cultural or local trends, unique to your market(s), that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the

### Environmental Values vs. Behavioral Reality

Despite pride in natural heritage, Romania consistently ranks among Europe's lowest performers in recycling. According to Eurostat (2022), Romania recycled only 36 kg of waste per capita annually, compared to the EU average of over 250 kg per person. This stark contrast illustrates a significant gap between environmental attitudes and actual recycling behavior.

major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. You can also use this space to address the competitive landscape in your market(s). This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

This question should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market(s) in which your case ran. Provide them with any context that will help them better understand your local challenges and marketplace.

## Historical Skepticism Toward Institutional Efforts

Past governmental initiatives had often been met with skepticism and mistrust, stemming from experiences with mismanagement and broken promises. Romanians commonly perceive state-backed environmental campaigns as bureaucratic, inefficient, or prone to corruption (GfK Romania, 2022). This background created inherent resistance toward institutional efforts like the national Deposit-Return System (SGR).

## Regional Infrastructure Disparities

Romania's recycling infrastructure is highly fragmented. Urban areas may have access to selective waste collection systems, but rural regions typically lack adequate facilities.

## Logistical Complexities Amplify Resistance.

The practical challenges of recycling add to public frustration: storing bottles at home, confusion over eligible packaging types, and frequent malfunctions of recycling equipment. These logistical issues have historically compounded the emotional resistance to adopting new recycling practices (RetuRO Internal Research, 2023).

## Media Landscape: Authority Meets Grassroots Influence

In Romania, television remains critical for establishing legitimacy and authority, particularly in nationwide initiatives. However, authentic engagement and attitude shifts increasingly occur through informal channels such as social media influencers, community-driven platforms, and peer-to-peer conversations (Media Fact Book Romania, Initiative, 2023).

Romania's recycling landscape was shaped by deep-rooted contradictions and complexities, where environmental care clashes with practical barriers, institutional skepticism, and uneven infrastructure. Understanding these dynamics is key to appreciating the magnitude of RetuRO's challenge and the significance of its achievements.

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# EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

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### The Challenge:

(Maximum per line: 20 words)

Launch Romania's Deposit Return System (SGR), overcoming **skepticism and logistical bumps** while resonating with diverse, nationwide **audiences with differing attitudes**.

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## The Insight:

(Maximum per line: 20 words)

### **From Individual Burden to Collective Impact**

Shift recycling perceptions from burden into a nationwide movement, fostering pride instead of obligation.

## The Strategic Idea/Build:

(Maximum per line: 20 words)

**People adopt recycling faster by seeing others doing it:** visible social proof transforms individual skepticism into collective willingness.

## Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words)

### **"Hora Reciclării" (The Recycling Dance)**

Turning recycling into a national, culturally relevant collective action, using a recognizable, unifying Romanian symbol.

## The Results:

(Maximum per line: 20 words)

**70% return rate by the end of 2024, 68% regular usage, and 3.36 billion packages collected in the first year.**

## Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 150 words)

"Hora Reciclării" turned a legal mandate into a real social movement. Instead of lecturing Romanians about rules, we sparked national pride: recycling wasn't a duty, it became a way to clean up Romania together. Against a background of skepticism, mistrust, and low recycling habits, we made people believe again.

Results proved it: **68% of Romanians became regular returners, over 231,000 tons of packaging were collected, and 3.36 billion bottles were recycled in the first year.** This wasn't just about hitting numbers. It was about restoring trust, shifting habits, and proving that collective action is possible.

# SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 400 words; 3 charts/visuals)

## Launching a National Recycling System in a Country That Didn't Trust It

### SGR – Romania's Most Ambitious Circular Economy Initiative

In December 2023, Romania launched its most ambitious circular economy project to date: the Deposit-Return System (SGR – "Sistemul Garanție-Returnare"). Mandated by law and aligned with EU environmental regulations, SGR was a government-backed initiative aimed at fixing Romania's critical packaging waste problem. Managed by RetuRO—an independent, not-for-profit entity formed through a public-private partnership—the system incentivizes people to return bottles, cans, and PET packaging in exchange for their deposit, aiming to dramatically boost national collection rates.



1

While this model had proven effective in many European countries, **implementation was far from easy**. For example, just one year prior, Scotland attempted a similar system but faced overwhelming pushback from consumers and retail chains, forcing the initiative to be paused.<sup>2</sup> Success wasn't just about having the right model. It was about making it work on the ground.

In Romania, it came with layers of built-in resistance.

### People Were Against It Before It Even Started: If It's State-Imposed, It Must Be Broken.

SGR was perceived as just another system imposed by the state, so, by default, one that wouldn't work. People felt they were being made to pay more, with little confidence that the system would actually work. Even before it launched, the public conversation was loaded with skepticism and rejection.

Why? Because past experiences with recycling efforts had created deep distrust—marked by mismanagement, inefficiency, and corruption.



### Recycling in Romania - chaos, corruption and incompetence

Recorder 830K... [Join](#) [Subscribed](#) [29K](#) [Share](#) ...

869K views 1 year ago

We are at the bottom of the European Union regarding recycling rates, but what is not known in Brussels is that even the shameful percentages we report yearly seem far from reality. When we are asked to recycle 50% of the waste we produce and report back 11%, no one will question whether or not these shameful numbers are real. ...more

3

## The Logistics Didn't Help

Even before launch, we knew there would be issues:

- Not enough collection machines, especially outside big cities.
- RVMs (Reverse Vending Machine) could be out of order.
- People would have to store dozens of bottles at home, with no space.
- Small merchants will have no infrastructure or training at the beginning.

**And most importantly, it asked people to pay deposits out of their own pocket before seeing any benefit in return.**

## No Trust. No Warm-Up. No Second Chances.

The stakes were huge: we needed to reach every Romanian, shift daily behavior, and drive return rates at scale. And we were starting from *below zero*, in a climate of deep mistrust, confusion, and fatigue.

## The Challenge: How Do You Win People Over When They've Already Said "No"?

We weren't launching a product. We were launching a habit. One that required time, effort, and goodwill—in a system people didn't believe in, and didn't ask for.

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

### RESPONSE FORMAT

List each objective individually.

- We have allowed for:

- one key business objective (required)
- up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

## Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives. For each objective, you may include up to three charts/graphs.

### Reference 1

#### Objective - Overview & KPI

State your objective here. **65% return rate** by the end of 2024.<sup>4</sup>  
(Max: 30 words)

#### Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs) The 65% return rate target aligns with EU standards for Deposit-Return Systems, based on benchmarks from other markets where it was previously implemented.<sup>5</sup>

#### Measurement - How did you plan to measure it?

(Maximum: 30 words) We measured through quantitative metrics—comparing the number of packages returned to those distributed and in circulation nationwide.

#### Tagging - What keywords best describe your objective type?

(1 Required. No Maximum) Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

## Marketing Objectives

1

#### Objective - Overview & KPI

State your objective here. **90% of Romanians understand** the Deposit-Return System (SGR) in one year.<sup>6</sup>  
(Max: 30 words)

#### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs) It wasn't enough for people to just hear about SGR—they needed to know exactly how it worked. **If people didn't understand the steps, they wouldn't return the packaging.**

90% understanding was set as the benchmark based on the system's massive reach, the importance of clear behavior change, and examples from other European DRS launches where success depended on widespread functional understanding, not just awareness.

## Measurement - How did you plan to measure it?

(Maximum: 30 words) We ran quarterly national quantitative tracking, measuring system understanding (not just recall) across all key demographics and regions.

## Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Salience / Awareness

2

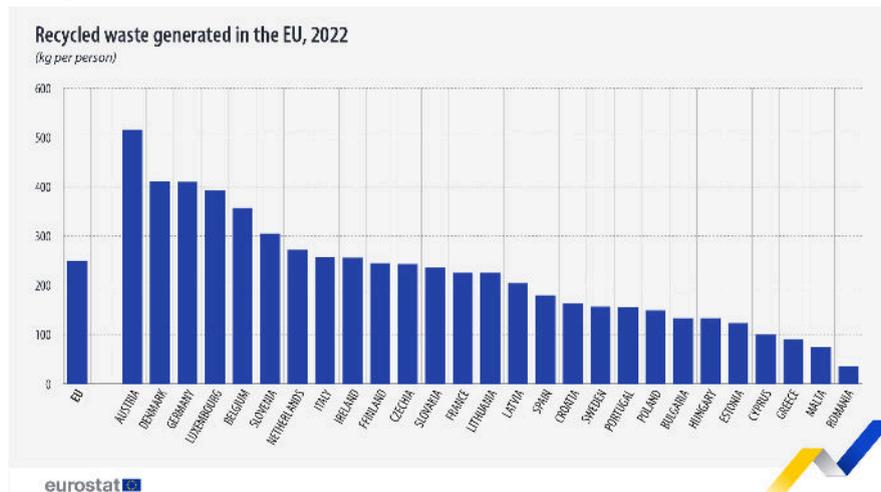
## Objective - Overview & KPI

State your objective here. **50% of Romanians will regularly return packaging through SGR by the end of 2024.**<sup>7</sup>

(Max: 30 words)

## Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)



While awareness and understanding were early metrics, they only mattered if people acted. The 50% target was ambitious but realistic, based on behavior change benchmarks from countries where Deposit-Return Systems were already in place and aligned with SGR's national implementation roadmap.

The goal was even more significant given Romania's starting point. In 2022, Romania ranked **last in the EU** for recycled waste per capita—**just 36 kg/person**, compared to the **EU average of over 250 kg/person**.<sup>8</sup>

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

A quarterly representative quantitative study tracked claimed frequency of returning packaging, comparing waves and segments over time to validate repeat behavior.

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Frequency

3

### Objective - Overview & KPI

State your objective here.

**50% campaign awareness** for the communication campaign.<sup>9</sup>

(Max: 30 words)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

SGR messaging came from multiple directions—retailers, media, government. To measure the distinct impact of the campaign, we set a high but realistic goal: 50% attributed awareness.

This benchmark ensured that the campaign stood out as more than information—it had to be memorable and owned by RetuRO.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

We tracked claimed awareness through a quantitative study, isolating specific recall of communication assets and verifying recognition via visual prompts.

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Salience / Awareness

## Objective - Overview & KPI

State your objective here.

Inspire at least **70% of Romanians to consider starting to recycle** as a result of the campaign.<sup>10</sup>

(Max: 30 words)

## Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Intent precedes action—especially in a country where environmental habits are still forming. We aimed to shift perception and spark first-time adoption.

The 70% target was grounded in pre-campaign research that showed a large proportion of the population was on the fence—interested, but inactive.

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

We tracked changes in motivation to recycle via quantitative studies, comparing exposed vs. non-exposed groups to isolate campaign impact on intention.

## Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here.](#)

Positive Sentiment / Emotional Resonance

2

## Objective - Overview & KPI

State your objective here.

At least **50% of respondents perceive the campaign as creative and visually appealing.**<sup>11</sup>

(Max: 30 words)

## Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

In a saturated landscape and a highly skeptical environment, we knew that creativity and visual appeal were essential to earning attention and trust.

The 50% target was ambitious but necessary: if at least half of the population recognized and appreciated the campaign's tone and look, we could say the message resonated.

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

We tracked campaign distinctiveness and visual appeal through post-campaign quantitative research, comparing exposed vs. unexposed audiences.

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Positive Sentiment / Emotional Resonance

3

### Objective - Overview & KPI

State your objective here.

At least 50% of people to perceive the campaign as having a **greater impact than other recycling campaigns they've seen.**<sup>12</sup>

(Max: 30 words)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Romania's history with recycling campaigns has been marked by apathy and low engagement. SGR was a massive step forward—but one that needed the public on board. That's why our benchmark wasn't just awareness—it was impact.

We aimed for at least 50% of people to say our campaign had a greater impact than any other recycling communication they had seen, a bold goal in a market with high skepticism and low trust.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

We used post-campaign quantitative research, asking people if they'd talked about the campaign with friends, family, or colleagues.

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Positive Sentiment / Emotional Resonance

## Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field

<sup>1</sup> Deposit Return Scheme, Welsh Government, July 2024

<sup>2</sup> The Scottish Government, December 2023

<sup>3</sup> Recorder YouTube – Recycling in Romania – chaos, corruption, and incompetence, December 2023

may only be used to list sources of data provided in your responses above, do not include any other information.

**Recommended Format:**

Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

<sup>4</sup> Client Data, September 2023

<sup>5</sup> Client Data, September 2023

<sup>6</sup> Kantar Brand Tracker, September 2023

<sup>7</sup> Kantar Brand Tracker, September 2023

<sup>8</sup> Eurostat, December 2022

<sup>9</sup> Post Campaign Quantitative Study, Research Agency, September 2023

<sup>10</sup> Post Campaign Quantitative Study, Research Agency, September 2023

<sup>11</sup> Post Campaign Quantitative Study, Research Agency, September 2023

<sup>12</sup> Post Campaign Quantitative Study, Research Agency, September 2023

## SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both.

What perceptions or behaviors are you trying to affect or change?

**Commerce & Shopper**

**Cases:** Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

*(Maximum: 300 words; 3 charts/visuals)*

### A System for All Romanians. Literally.

SGR wasn't a niche initiative. It targeted every Romanian who buys beverages, which means nearly the entire adult population. Addressing such a wide and diverse audience was one of the biggest challenges.

### Two Targets. One System That Couldn't Work Without Either.

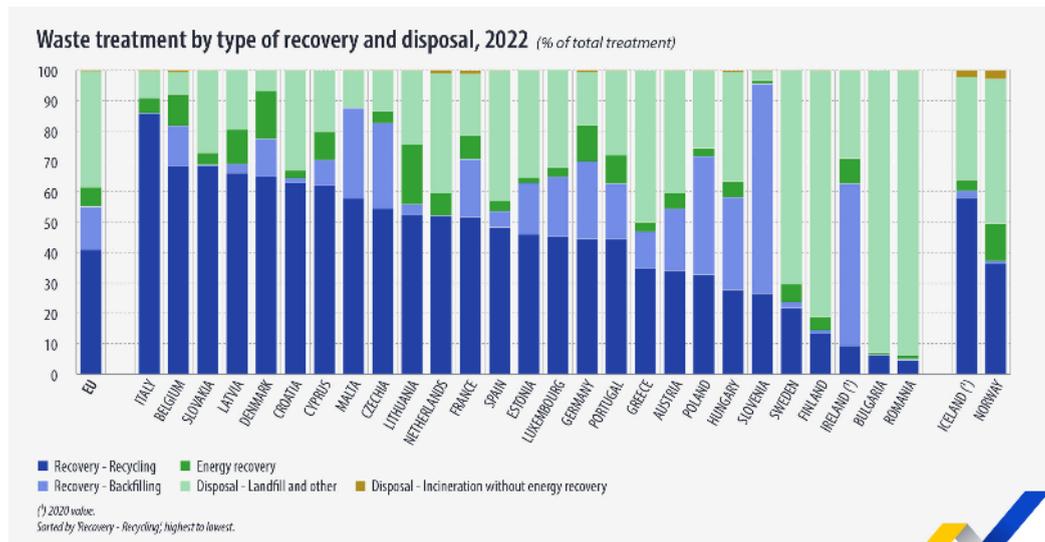
Communicating SGR was a call to action—and participation—from two crucial segments:

### People – Caught Between Good Intentions and Systemic Challenges

Romania consistently ranks last in the EU for recycling rates. The real barriers to recycling were systemic:

- **Poor infrastructure:** Many towns and rural areas had no proper selective collection systems.
- **Lack of education:** Most people didn't know the recycling rules, or why it matters.
- **Weak enforcement:** Laws exist, but they're rarely applied, and penalties are too small to drive change.

**Trust in Romania's recycling system was just 2.69 out of 5.**<sup>1</sup> For years, people had sorted their waste only to see it dumped all together.



2

## Ashamed, Frustrated, and Tired of Empty Promises

At the same time, Romanians were tired of plastic polluting their forests, beaches, and streets. Ashamed to be the last in the EU for recycling performance. They wanted change. But they didn't believe it would come from another top-down promise.

## Retailers: The Backbone of the System

The system couldn't work without them. Every collection point—RVM or manual—depended on retailers stepping in. Large chains needed to adapt operations, train staff, and manage logistics.

Small retailers faced bigger challenges: no machines, no storage, no infrastructure, and often, no support. They had to reorganize their space, convince employees, and deal with frustrated customers.

It was all effort, with no obvious reward.

### | Retail

### Barriers

%T2B = Traders who consider barrier applies for their business



3

## THE REAL CHALLENGE

**GET PEOPLE TO ACT. GET RETAILERS TO GET ON BOARD.  
AND DO IT ALL WHILE EVERYONE EXPECTED THE  
SYSTEM TO FAIL—JUST LIKE OTHERS BEFORE IT.**

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

*(Maximum: 300 words; 3 charts/visuals)*

### **THE REAL RISK: GETTING REJECTED BEFORE WE EVEN STARTED**

We knew people would return bottles for money. That wasn't the real threat. The real risk was frustration: long lines, confusing machines, new rules nobody asked for. We could already hear the outrage—at store counters, across social media, all turning against SGR before it even got a chance. If we didn't change the conversation, the system would fail before it could prove itself.

### **THE TURNING POINT: THE POWER OF A PURPOSE**

Romanians aren't indifferent. They're tired. Tired of broken promises. Tired of seeing bottles and trash ruin their parks, forests, and streets. Behind the shame and disappointment was a deeper truth: **people wanted a cleaner country—they just needed a real reason to believe this time would be different.**

### **THE EFFORT WAS BIG. THE "WHY" HAD TO BE BIGGER.**

Returning bottles takes effort. Explaining it would not be enough. So we didn't talk about procedures. We didn't make it about compliance. We made it about pride.

The message wasn't "Recycle right." It was "Let's clean up Romania."

Not a set of instructions—a collective mission people could feel proud to join.

**The Strategic Insight: When people feel like they're part of something bigger, they don't just comply. They commit. They don't just follow rules. They own the mission.**

We didn't invite Romanians to follow the system.

We invited them to lead the change.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

*(Maximum: 200 words)*

## **THE RECYCLING DANCE ("HORA RECICLĂRII")**

**TURNING RECYCLING FROM AN INDIVIDUAL CHORE TO A  
COLLECTIVE MOVEMENT WITH A CLEAR PURPOSE**

The system might have been imposed. But the movement? That had to be chosen. So, we made it feel like it belonged to everyone.

We knew social proof drives behavior. So instead of telling people to recycle, we showed what happens when an entire country does it together. By

transforming recycling into a cultural ritual—visible, proud, shared—we turned individual effort into a collective celebration. No guilt. No lectures. Just the contagious energy of a shared purpose.

## AND FOR THIS MISSION, IT WAS THE ONLY WAY.

No message about procedures, incentives, or rules could have spoken to everyone—from teenagers to pensioners, from cities to villages. Only a national, emotional movement could unite them all behind one simple, powerful action.

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### Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

<sup>1</sup> Kantar Romania, Building The Future with SGR, November 2023

<sup>2</sup> Eurostat: Waste Treatment, December 2022

<sup>3</sup> Kantar Romania, Building The Future with SGR, November 2023

#### **Recommended Format:**

Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

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## SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 300 words; 3 charts/visuals)

## **Not Just a Campaign. A Movement in the Making.**

We needed more than awareness—we needed participation. So, we treated The Recycling Dance as a civic movement. One with its own anthem. Its own faces. Its own milestones. And a clear message: this only works if we all move together.

### **1. MANIFESTO MOMENT: THE EMOTIONAL ANTHEM**

The heart of the movement was the manifesto TVC. Inspired by The Unity Dance, it reimagined the national dance as a symbol of collective action. Through stirring music and visuals, we framed recycling not as a duty, but a gesture of pride—one that could unite generations.

### **2. BREAKING BARRIERS: PRACTICAL VIDEOS & DOOH**

To turn support into action, we addressed the most common barriers. Short, direct educational videos on TV and digital answered real frustrations—where to go, what's accepted, and what to do when machines fail. Simple, clear, seen everywhere.

### **3. KEEPING IT ALIVE: ADAPTIVE DIGITAL CONTENT**

We translated the campaign into platform-native formats on Social Media. From explainer clips to remixable trends, the message evolved with the moment.

### **4. GOING MAINSTREAM: LAS FIERBINȚI TV PARTNERSHIP**

The message reached cultural scale through a special episode of Las Fierbinți, Romania's most-watched and iconic comedy series. A beloved character's heartfelt monologue put the initiative in living rooms across the country—grounded, moving, and 100% local.

### **5. TRANSPARENCY FRONT: MEDIA, PR & WEBINARS THAT ANSWERED EACH AND EVERY QUESTION**

With high skepticism to overcome, we invested in two-way dialogue. Through articles, explainers, and live webinars with experts, we addressed confusion and showed we had nothing to hide.

### **6. THE RECYCLING HOUR IN SCHOOLS**

Together with an NGO, we built a nationwide school program to grow the next wave of recyclers.

This was about building belief. Some needed inspiration, others needed clarity. The Recycling Dance gave them both.

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3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 300 words, 3 charts/visuals)

## **A CREATIVE PLATFORM ROOTED IN THE ROMANIAN CULTURE**

At the heart of our campaign was The Recycling Dance—a reinvention of the Romanian circle dance as a national symbol of collective action. We transformed this tradition into a visual and emotional anchor for the Deposit-Return System, giving it both familiarity and pride.

The Dance wasn't just metaphorical—it had a visual identity and a format system that flexed across objectives: education, awareness, and barrier-busting. It became the flag under which all content marched.

### **STARTING THE MOVEMENT: THE HERO FILM**

Our national TVC used a powerful reinterpretation of *The Unity Dance*—the unofficial hymn of unity. It featured real Romanians of all kinds—young and old, rural and urban—joining hands in a symbolic, shared act: returning a bottle. It launched on TV, YouTube, and digital platforms.

### **REAL QUESTIONS, REAL ANSWERS: TACTICAL VIDEOS & OOH**

We built a dedicated tactical layer—video cutdowns, OOH, and banners—directly inspired by research-based questions. Every barrier had a response:

*“Where do I take the bottle?”*

*“What packaging is eligible?”*

*“What if the machine doesn't work?”*

We featured relatable characters and used plain, non-corporate language. Clear. Honest. Helpful.

### **ENGAGING ALL STAKEHOLDERS**

We created a dedicated B2B stream under the same creative platform, encouraging retailers and partners to become "Partners in The Dance." Co-branded POSM kits and instructional materials helped them join the movement while educating their customers.

### **MOTIVATIONAL, BUT NEVER BLIND TO BARRIERS**

At every touchpoint, the tone remained empathetic. We never assumed participation—we earned it by addressing doubts and showing that recycling was now a shared national rhythm, not an individual chore.

---

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words; 3 charts/visuals)

## **A STRATEGY BUILT TO MOTIVATE, DEMOLISH BARRIERS, AND BUILD HABITS**

Launching SGR wasn't just about communication—it was about mass behavior change. So we created a plan that balanced motivation with transparency. We acknowledged the discomfort, tackled the doubts, and turned policy into participation.

We built the campaign in three strategic phases, aligned with the user journey:

1. Phase 1: Mass Awareness & Education
2. Phase 2: Addressing Barriers & Building Trust
3. Phase 3: Engagement & Habit Formation

## **PHASE 1 – MASS AWARENESS & EDUCATION**

We started with meaning. Using Hora—Romania’s national circle dance—as both symbol and system, we framed the new law not as a mandate, but as a collective rhythm, launched specifically on the National Day in Romania.

The hero film (TV + YouTube) combined national pride with practical clarity. Through the line “Join the Recycling Dance” and a familiar 3-step instruction (“Buy. Return. Get your deposit back”), we launched a system as both movement and invitation.

## **PHASE 2 – REMOVING BARRIERS THROUGH VULNERABILITY, BUILDING TRUST THROUGH TRANSPARENCY**

Phase 2 wasn’t about pretending everything worked perfectly—it was about acknowledging the real barriers people faced and addressing them head-on. From confusion around packaging rules to frustration about return locations, we didn’t sweep issues under the rug. Instead, we exposed them in honest, widely viewed video materials that turned pain points into shared realities.

This vulnerability helped build trust. Social media became a space for real-time dialogue, empathy, and solutions—supported by influencers, bite-sized answers, and reactive content that showed we were listening. Rather than promise perfection, we created engagement by showing people we were in it together.

## **PHASE 3 – PARTICIPATION & HABIT FORMATION**

We shifted focus from seeing to doing.

- We showed up at Comic Con and local events—turning the metaphorical Hora into a real-world activity.
- We launched “The Recycling Hour” with Let’s Do It Romania NGO—an educational program in schools, shaping long-term behavior early.
- We extended the platform to branded entertainment, embedding messages into “Las Fierbinți,” Romania’s most-watched comedy show.

## **B2B: PARTNERS IN THE DANCE**

Retailers played a crucial role. Through a dedicated B2B communication stream, we brought them into the movement. We provided POSM, toolkits, and co-branded education to help them become active facilitators of the system.

## **ALWAYS LISTENING, ALWAYS ADAPTING**

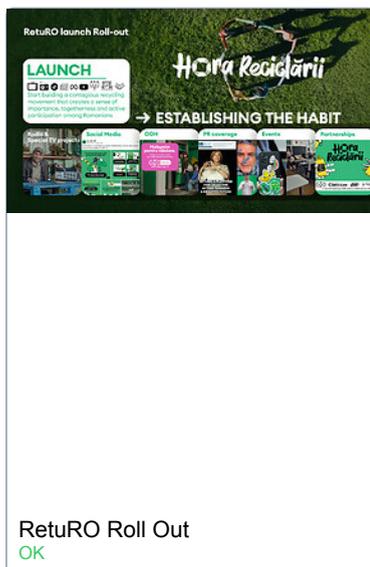
We continually adjusted formats and media spend based on public sentiment and questions. From message clarity to placement strategy, everything was optimized to stay timely, clear, and credible.

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## Key Visual

You have the [option](#) to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



## Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

N/A

### **Recommended Format:**

Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information:  
Source of Data/Research,  
Type of Data/Research,  
Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

## SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

#### 4A. Over the time period of your case, how do you know it worked?

Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business.

Results must relate back to your specific audience, objectives, and KPIs.

#### RESPONSE FORMAT

You have up to 400 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

#### ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2024 – 31 March 2025.\*
4. All results must correspond to a data source.

*\*Sustained Success Requirement: Entrants must include work and results from the initial year, at least one interim year, and the current competition eligibility time period (the current competition eligibility time period is 1/1/24-31/03/25). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.*

*Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.*

## Results Overview

(Maximum: 400 words, 5 charts/visuals)

### From Skepticism to Movement: Romania Got into the Recycling Dance

Millions of Romanians changed their behavior. Millions became favorable to the Deposit-Return System. Millions joined the Recycling Dance. What seemed impossible—getting an entire country to adopt a new habit around recycling—became reality. Romania didn't just accept the system. Romania made it its own.

#### Campaign Impact: Clear, Understood, and Adopted

- We hoped to inspire 5 in 10 Romanians to recycle. We convinced 8 in 10.<sup>1</sup>
- We targeted 50% campaign awareness. 72% recognized it.<sup>2</sup>
- 98% understood the three steps of the system.<sup>3</sup>
- 67% discussed the campaign with others, proving it turned from information into conversation.<sup>4</sup>

The Recycling Dance didn't just explain a system. It made people feel part of something bigger, clear, familiar, and doable.

#### Campaign Perception

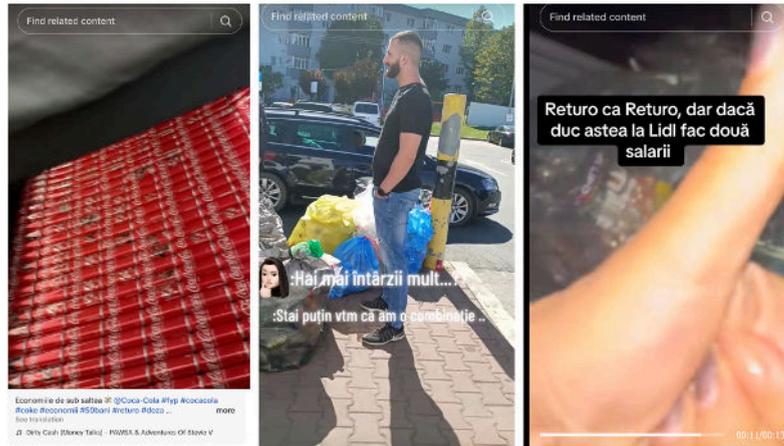


## The Conversation Followed: The Recycling Dance Became Pop Culture

We didn't just talk to people. We entered the places they already loved—from schools to Comic Con, from TikTok trends to Las Fierbinți episodes. SGR and The Dance became everyday conversation starters:

- Memes, jokes, manele, GRWM TikToks about bottle returns.
- Fun content about "getting rich" from deposits.
- Recycling moved from a chore to a shared habit people laughed about, posted about, and owned.

Recycling wasn't just accepted—it became part of how Romanians talked, joked, and showed pride.



## Concrete Recycling Results: Behavior Changed, Not Just Talk

This wasn't just about awareness. It drove real action:

- In 2024, over **231,000 tons** of packaging were collected for recycling.<sup>7</sup>
- In the last six months, the national collection rate topped **70%**.<sup>8</sup>

The Recycling Dance proved that when communication meets culture, even the biggest system changes can feel natural and drive massive real-world results.

## Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

### Objective - Overview & KPI

State your objective here. **65% return rate** by the end of 2024.<sup>4</sup>

(Max: 30 words)

### Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The 65% return rate target aligns with EU standards for Deposit-Return Systems, based on benchmarks from other markets where it was previously implemented.<sup>5</sup>

## Measurement - How did you plan to measure it?

(Maximum: 30 words) We measured through quantitative metrics—comparing the number of packages returned to those distributed and in circulation nationwide.

## Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

## List Result

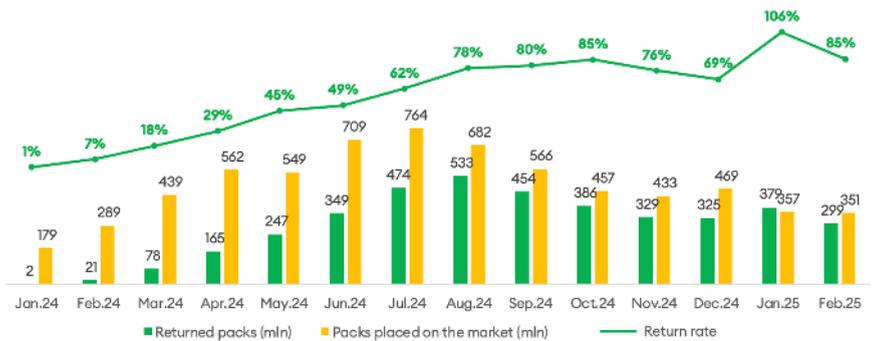
(Maximum: 30 Words)

- **+70 % collection rate** throughout its maturity period (June - December 2024)<sup>9</sup>
- **+3.36 billion packages returned** by the end of 2024 <sup>10</sup>

## Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)



11

From the moment the critical infrastructure was in place—collection points, sorting centers, informed consumers, and products with deposit visible on shelves—the system delivered. **Throughout its maturity period (June to December 2024), it maintained a return rate of over 70%, consistently surpassing the 65% target; 3.36 billion packages were returned by year-end—a landmark success for Romania's circular economy.**<sup>12</sup>

## Marketing Objectives Results

- # 1

### Objective - Overview & KPI

State your objective here.

**90% of Romanians understand** the Deposit-Return System (SGR) in one year.<sup>6</sup>

(Max: 30 words)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

It wasn't enough for people to just hear about SGR—they needed to know exactly how it worked. **If people didn't understand the steps, they wouldn't return the packaging.**

90% understanding was set as the benchmark based on the system's massive reach, the importance of clear behavior change, and examples from other

European DRS launches where success depended on widespread functional understanding, not just awareness.

## Measurement - How did you plan to measure it?

(Maximum: 30 words) We ran quarterly national quantitative tracking, measuring system understanding (not just recall) across all key demographics and regions.

## Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Salience / Awareness

## List Result

State your corresponding result here.

**98% of Romanians understand the system** (vs. 90% target).<sup>13</sup>

## Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

This was our foundation: before asking people to act, we had to make sure they understood what SGR was.

We set an ambitious target—90%—knowing that nationwide behavior change starts with national awareness. Through a wide, integrated media strategy and massive organic exposure, we exceeded expectations: 95% of Romanians understood the system. It meant we laid the groundwork for adoption at scale.

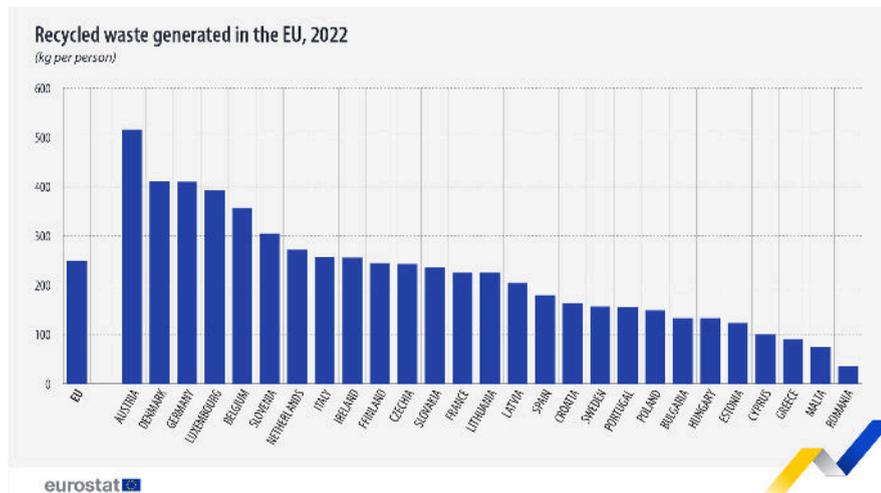
## # 2

## Objective - Overview & KPI

State your objective here. (Max: 30 words) **50% of Romanians will regularly return packaging** through SGR by the end of 2024.<sup>7</sup>

## Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)



While awareness and understanding were early metrics, they only mattered if people acted. The 50% target was ambitious but realistic, based on behavior change benchmarks from countries where Deposit-Return Systems were already in place and aligned with SGR's national implementation roadmap.

The goal was even more significant given Romania's starting point. In 2022, Romania ranked **last in the EU** for recycled waste per capita—**just 36 kg/person**, compared to the **EU average of over 250 kg/person**.<sup>8</sup>

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

A quarterly representative quantitative study tracked claimed frequency of returning packaging, comparing waves and segments over time to validate repeat behavior.

## Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here.](#)

Frequency

## List Result

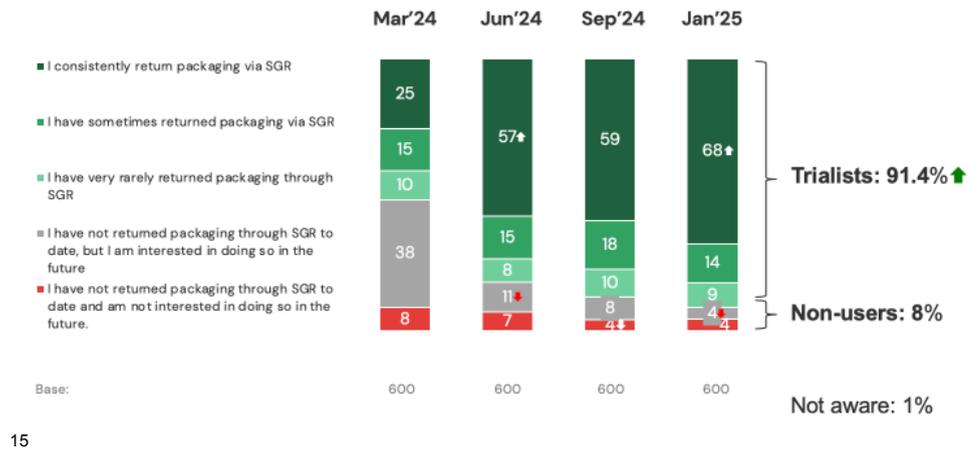
State your corresponding result here.

**"I regularly return packaging through SGR" increased from 24% in March to 57% in June, and reached 68% by December 2024 (vs. 50% target).**<sup>14</sup>

## Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)



15

The initial baseline: only 24% of Romanians said they regularly returned packaging through SGR in March 2024. **Through continuous communication building the habit and education, we shifted behavior dramatically: 57% by June and 68% by December.**<sup>16</sup>

Surpassing the 50% milestone confirmed not just system adoption, but the beginnings of a true cultural shift toward responsible recycling.

# 3

## Objective - Overview & KPI

State your objective here. **50% campaign awareness** for the communication campaign.<sup>9</sup>

(Max: 30 words)

## Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

SGR messaging came from multiple directions—retailers, media, government.

To measure the distinct impact of the campaign, we set a high but realistic goal: 50% attributed awareness.

This benchmark ensured that the campaign stood out as more than information—it had to be memorable and owned by RetuRO.

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

We tracked claimed awareness through a quantitative study, isolating specific recall of communication assets and verifying recognition via visual prompts.

## Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Salience / Awareness

## List Result

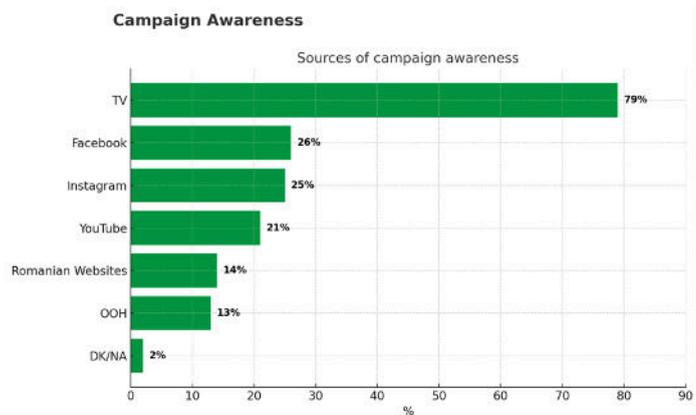
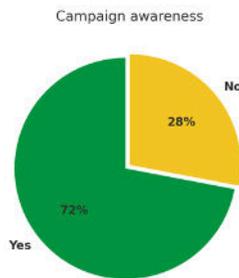
State your corresponding result here.

The campaign **reached 72% awareness** (vs. 50% target).<sup>17</sup>

## Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)



18

In a landscape full of noise and multiple information sources, standing out was a challenge. That's why we set a goal for at least 50% campaign recall—to ensure The Recycling Dance was not just seen, but remembered as **\*the\*** face of SGR.

## Activity Objectives Results

# 1

### Objective - Overview & KPI

State your objective here.

Inspire at least **70% of Romanians to consider starting to recycle** as a result of the campaign.<sup>10</sup>

(Max: 30 words)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Intent precedes action—especially in a country where environmental habits are still forming. We aimed to shift perception and spark first-time adoption.

The 70% target was grounded in pre-campaign research that showed a large proportion of the population was on the fence—interested, but inactive.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

We tracked changes in motivation to recycle via quantitative studies, comparing exposed vs. non-exposed groups to isolate campaign impact on intention.

### Tagging - What keywords best describe your objective type?

- You may have more than one

objective of the same type.

- Unsure which objective type to select? View guidance here.

Positive Sentiment / Emotional Resonance

## List Result

State your corresponding result here.

**8 out of 10 Romanians** said the campaign **inspired them to start returning (vs. 7/10 target)**.<sup>19</sup>

## Context

Explain, with [category, competitor, and/or prior year context](#), why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

We weren't just trying to explain returning—we wanted people to feel like it mattered. So instead of preaching rules, we tapped into something more powerful: a shared sense of pride, unity, and doing the right thing together.

We set out to inspire half the country. But the message landed stronger than expected. 8 out of 10 Romanians said the campaign made them want to start recycling. Turns out, when it feels meaningful, people show up.

## # 2

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

At least **50% of respondents** perceive the campaign as **creative and visually appealing**.<sup>11</sup>

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

In a saturated landscape and a highly skeptical environment, we knew that creativity and visual appeal were essential to earning attention and trust.

The 50% target was ambitious but necessary: if at least half of the population recognized and appreciated the campaign's tone and look, we could say the message resonated.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

We tracked campaign distinctiveness and visual appeal through post-campaign quantitative research, comparing exposed vs. unexposed audiences.

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Positive Sentiment / Emotional Resonance

## List Result

State your corresponding result here.

**80%** found the campaign **creative and visually appealing**.<sup>20</sup>

## Context

Explain, with [category](#), [competitor](#), and/or [prior year context](#), why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

In a world where most recycling messages feel cold, confusing, or flat-out boring, we knew we had to stand out. So we used emotion, symbolism, and design to make The Dance both beautiful and powerful. Something proudly Romanian, visually joyful, and hard to ignore.

We aimed for 50% to find it creative and appealing, and landed at 80%.

## # 3

### Objective - Overview & KPI

State your objective here.

At least 50% of people to perceive the campaign as having a **greater impact than other recycling campaigns they've seen**.<sup>12</sup>

(Max: 30 words)

### Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Romania's history with recycling campaigns has been marked by apathy and low engagement. SGR was a massive step forward—but one that needed the public on board. That's why our benchmark wasn't just awareness—it was impact.

We aimed for at least 50% of people to say our campaign had a greater impact than any other recycling communication they had seen, a bold goal in a market with high skepticism and low trust.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

We used post-campaign quantitative research, asking people if they'd talked about the campaign with friends, family, or colleagues.

### Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Positive Sentiment / Emotional Resonance

## List Result

State your corresponding result here.

**77% of the target audience perceived the campaign as having a greater impact than other recycling campaigns they've seen (vs. 50% target).**<sup>21</sup>

## Context

Explain, with [category](#), [competitor](#), and/or [prior year context](#), why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

In a country where public trust in environmental initiatives was low, The Recycling Dance stood out. With a culture-first approach rooted in music, repetition, and emotional relevance, we transformed a policy into something people could feel.

Achieving 77% impact recognition was a shift in how people perceived recycling communication in Romania.

## Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 250 words, 3 charts/graphs)

Beyond the main KPIs, the campaign delivered powerful results across perception, behavior, and conversation:

- **85% found the information very clear and useful** (+5pp among 25–34 y.o., +6pp among 18–24 y.o.).<sup>22</sup>
- **82% rated the campaign as effective in conveying the importance of recycling** (85% among women).<sup>23</sup>
- **67% talkability score** — people discussed the campaign with friends and family.<sup>24</sup>

Together, these results show the campaign didn't just explain—it moved people to act, talk, and believe change was possible.

## 4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Business Events (e.g. changes in supply chain, government regulations)

Other marketing for the brand, running at the same time as this effort

Societal or Economic Events (e.g. changes in economic, political, social factors)

Public Relations

## Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

### **Business Events:**

The Deposit-Return System (SGR) was mandated by law; this regulation played a major role in driving initial behavior: people returned packaging primarily to recover their deposits. However, legal obligation alone would not have been enough to maintain engagement or build trust, especially in a skeptical society.

### **Societal or Economic Events:**

Romania faced increased pressure to align with EU environmental standards. At the same time, public frustration with pollution was growing, creating an openness toward sustainability initiatives. Yet political trust remained low, making it harder for government-backed efforts to succeed without visible, credible support.

### **Public Relations:**

The Ministry of Environment was highly active throughout the launch, supporting the initiative with public declarations and press events. This political endorsement amplified the campaign's credibility. Meanwhile, sustained PR efforts kept SGR visible in media conversations, helping the public understand, accept, and adopt the system over time.

## Section 4: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

### **Recommended Format:**

Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

- <sup>1</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>2</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>3</sup> Kantar Brand Tracker, December 2024
- <sup>4</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>5</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>6</sup> TikTok Social Listening, Digital Agency, September 2024
- <sup>7</sup> Client Data, September 2023
- <sup>8</sup> Client Data, September 2023
- <sup>9</sup> Client Data, December 2024
- <sup>10</sup> Client Data, December 2024
- <sup>11</sup> Client Data, December 2024
- <sup>12</sup> Client Data, December 2024
- <sup>13</sup> Kantar Brand Tracker, January 2025
- <sup>14</sup> Kantar Brand Tracker, January 2025
- <sup>15</sup> Kantar Brand Tracker, January 2025
- <sup>16</sup> Kantar Brand Tracker, January 2025
- <sup>17</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>18</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>19</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>20</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>21</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>22</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>23</sup> Post Campaign Quantitative Study, Research agency, December 2024
- <sup>24</sup> Post Campaign Quantitative Study, Research agency, December 2024

# INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

## PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

### Paid Media Expenditure (Current Year)

Current Year/Time Period:

January 2024 – March 2025

€1-2 Million

### Paid Media Expenditures (Prior Year)

Campaign Period: Prior

Year

€1-2 Million

### Compared to other competitors in this category, the budget is:

Select one.

More

### Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

About the same

### Media Budget Elaboration:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

According to target media consumption, the mix was built starting with TV and Digital.

- TV share of spend is 57%, combined with classical and unconventional placements inside content.
- Digital represents 29% of total budget invested, with paid media budget allocated on various channels with the following distribution: Display & video ads - 41%, Meta ads - 17%, YouTube ads - 16%, Paid media partnerships - 14%, TikTok ads – 11% and programmatic ads via DV360 – 1%.

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 words)

- Other tactical media used were: DOOH and classic OOH of 8% share of spends, and Radio with 6% SOS.

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## PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

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### Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

€500–999 Thousand

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### Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

(Maximum: 100 words)

The budget for launching a full national campaign and communication roll-out throughout the first year includes TV commercials, digital films, radio spots, outdoor materials, social media content, in-store kits, school activations, a presence at events, and influencer collaborations on TikTok and Instagram.<sup>1</sup>

The investment aimed to establish a broad cultural presence for Hora Reciclării —ensuring the system was not only seen but also understood, discussed, and adopted nationwide.

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## OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

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### Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real

Yes : Owned media played a key role in sustaining awareness and trust. - The official RetuRO website served as the central hub for system information, FAQs, and updates. - Social media channels (Facebook, Instagram, TikTok,

estate), that acted as communication channels for case content. YouTube) offered educational content, myth-busting videos, influencer collaborations, and community interactions.

(Maximum: 100 words)

## SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

### Sponsorships

Select all that apply.

Product Placement – Occasional

Sponsorship – Talent or Influencer

### Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Relevant audience channels and programs for product placement were selected: Pro TV, Antena 1, and Kanal D as leaders on national television consumption, and all TV news channels.<sup>2</sup> The topics were related to explaining the DRS barriers consumers were facing, celebrating a milestone - “1 billion returned packages”-, the Green Week event, Newsweek Gala Valori events, and advertorials on local websites.<sup>3</sup>

## SOURCES

### Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

**Recommended Format:**

Use footnotes in your responses above and list each source numerically below. We recommend each source include the

<sup>1</sup> Media Agency, December 2024

<sup>2</sup> Media Agency, December 2024

<sup>3</sup> Media Agency, December 2024

following information:

Source of Data/Research,

Type of Data/Research,

Dates Covered. Do not

include agency names in

your sources. **View**

**detailed guidelines here.**

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## ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

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### All Touchpoints

Select all that apply.

Branded Content – Editorial

Cinema

Digital Mktg. – Content Promotion

Digital Mktg. – Programmatic Display Ads

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

OOH – Billboards

OOH – Other Outdoor

Public Relations

Radio

Sponsorships – Entertainment

TV

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### MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

## Main Touchpoint 1

Most integral touchpoint.

TV

## Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Content Promotion

## Main Touchpoint 3

#3 Most Integral Touchpoint

OOH – Billboards

## SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

### Social Media Platforms

Select all that apply, or  
select Not Applicable.

Facebook

Instagram

TikTok

YouTube

## CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

**The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.**

**Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.**

**The Creative Reel is viewed once the case has been read.**

## Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

**Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.**



## Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Branded Content – Editorial

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Programmatic Display Ads

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Events

Influencer/Key Opinion Leader

OOH – Billboards

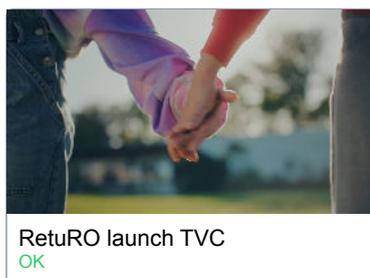
OOH – Other Outdoor

Public Relations

Sponsorships – Entertainment

TV

## Raw Creative Examples as Originally Aired - For Research Purpose



In what language the raw creative example aired?

## IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

### Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:  
.jpg/jpeg format



OOH 1  
OK



OOH B2B  
OK



OOH 2  
OK



OOH 3  
OK



TV Special Projects  
OK



Schools  
OK

### Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

OOH 1

**Join the Recycling Dance in 3 simple steps:**

1. **Buy** any drink with the **deposit symbol**
2. **Return** the packaging to return points
3. **Get back** your **50 bani deposit**

**Romania adopts the Deposit-Return System for efficient recycling.**

**RetuRO**

**Together we make the country cleaner.**

[www.returosgr.ro](http://www.returosgr.ro)

OOH B2B

**Download the RetuRO app for merchants!**

Order bag pickups for FREE  
Easily identify compliant packaging

**Let's be partners in the Recycling Dance!**

**RetuRO**

**Together we make the country cleaner.**

OOH2

**Do you keep your eyes on traffic lights?**

**Then, keep them on the packaging with the "Deposit Packaging" symbol.**

**Return them and join the Recycling Dance!**

**RetuRO**

**Together we make the country cleaner.**

OOH3

**Thank you for your patience.**

We know—sometimes there's a line at the return point,  
but every returned package matters.

**RetuRO**

**Together we make the country cleaner.**

[www.returosgro.com](http://www.returosgro.com)