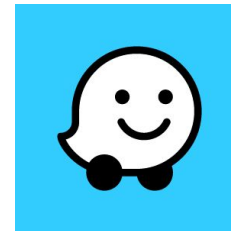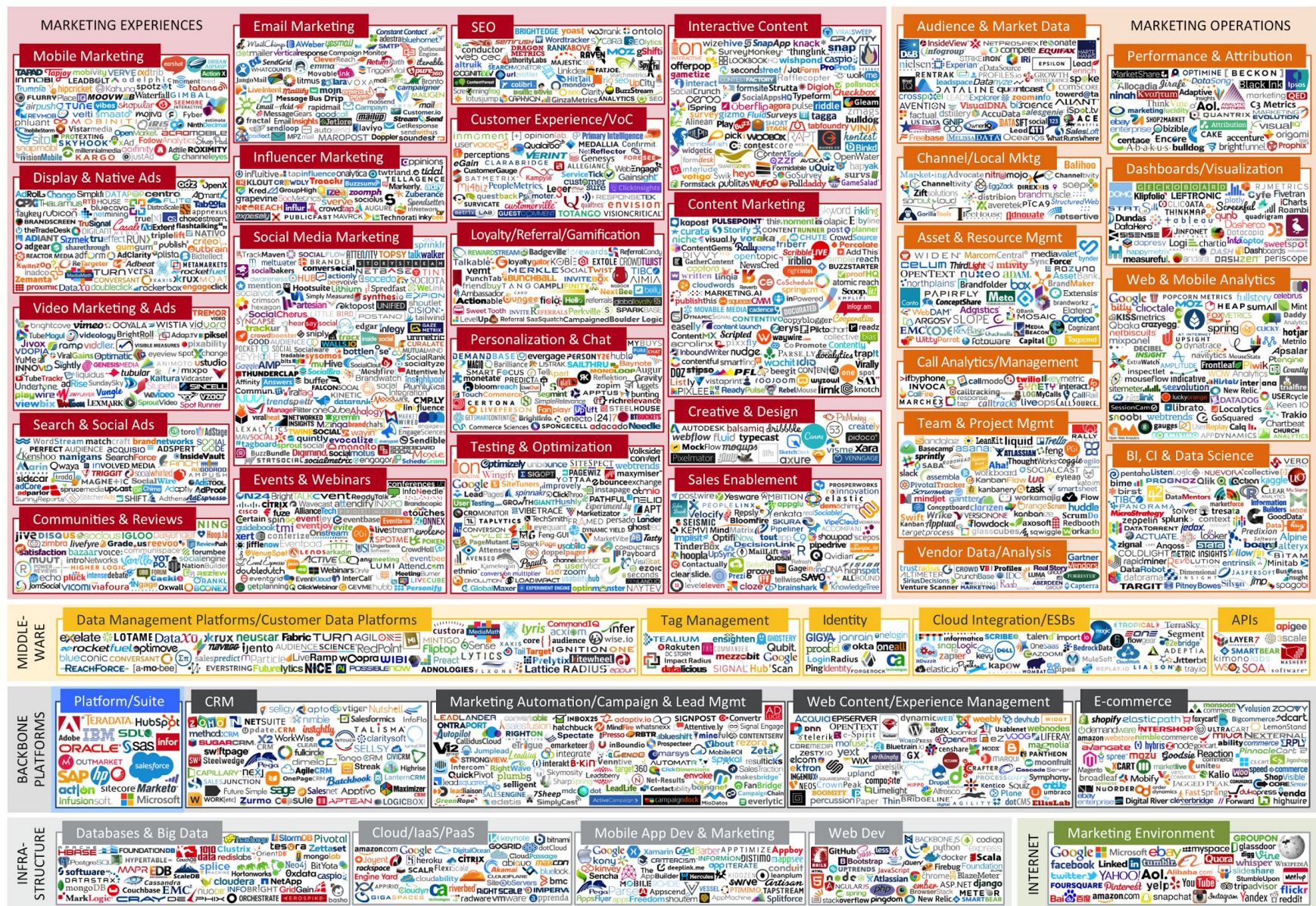# BCN - Waste Reduction and Recycling - Paid media

Building the case for investment in comms around waste reduction and recycling interventions.

- Why programmatic 1st?
- What is needed?
- Challenges
- Tips
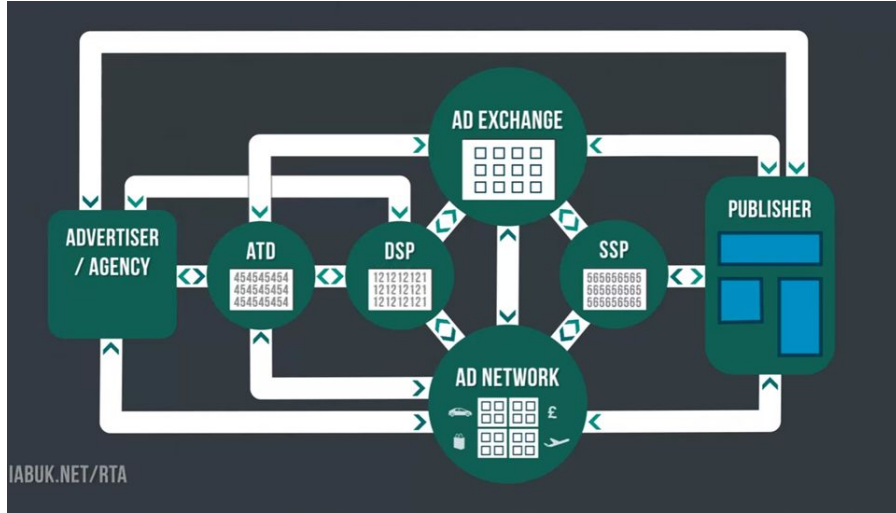- If you build an investable machine....

BCN - Why programmatic 1st?

Audience Data - Reduce wastage

by Scott Brinker @chiefmartec http://chiefmartec.com

Programs for effectiveness

3rd party data program

Buying program: X Council
If Geo = Within council boundaries
If Experian data = Foody
If search history = recipes
If content contains = flour, vegetables,
Bid = £5 cpm
Serve = Hello Lampost - Food recycling chat bot

1st party programmatic (remarketing)

Buying program: New residents
If Geo = X council boundaries
If history = * new council tax account
If pixel = FB/G/B/APPN
Bid = £10 cpm
Serve = WEBASPX Recycling policy game

BCN - What is needed?

- Reach - % of target audience

- Frequency - min 7

- Timeliness - Timely (EAST)

BCN - Challenges for waste behaviour change comms pros

- Wastage - reaching people in the wrong frame of mind

- Finding CUEs - Identifying the right time to digitally intervene

- The right intervention - info vs engagement

BCN - Tips

- Design the user experience before you start communicating
- 1st party data - council tax, school term dates
- Contextual user experiences - recipes - want to reduce waste for this recipe?
- Align with other campaigns - shop local - waste reduction - Health - cook fresh veg - food waste
- Behaviour change machines
- Develop investable comms - comms cost per reduced tonne

BCN - If you build an investable machine....

- Link marketing budget to targets
- Link to net zero - net negative in 5 years

BCN - Shameless plug

- Feb 10th - Net zero comms
- Reduce carbon released by campaigns
- Carbon calculations
- Offset locally
- Hosted by the Forestry commission

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