Campaign Results Summary

Between April and June 2014, Planet Ark delivered the annual printer cartridge recycling promotional campaign through the ‘Cartridges 4 Planet Ark’ program, with a week of intense promotion from 30th April to 6th May.

Information Services
Planet Ark’s online and Hotline information services supported the campaign. The RecyclingNearYou and BusinessRecycling websites showed big increases in page views and searches about cartridge recycling.

- RecyclingNearYou Cartridges pages – views 26,756 (24,885)
- Partner page on RecyclingNearYou – views 439 (322)
- BusinessRecycling cartridges information page – views 525 (117)
- BusinessRecycling searches for cartridge recycling options – 281 (171)
- Recycling Hotline enquiries about Cartridge recycling – 133 (183) calls and emails = 23 (RNY) 110 (BR)

(Red brackets indicate 2013 figures)

Retailer Promotion
The number of retail collection partners increased with Office Brands coming on board along with the first online retailer, Cartridges Direct. Planet Ark provided the retail collection partners with an updated information guide for staff and resources and support to promote their collections, including:

- Office Brands staffroom and point-of-sale posters, window decals and shelf wobblers,
- The Good Guys staffroom and point-of-sale posters, electronic direct mail, and catalogue ads,
- Australia Post internal staff electronic mail,
- Officeworks display posters and electronic direct mail.

Electronic Promotion
The promotional efforts for the reporting period resulted in a 40% increase in views of the ‘Cartridges 4 Planet Ark’ website compared to last year:

- ‘Cartridges 4 Planet Ark’ campaign website – views 87,120 (62,194)

Every page of the ‘Cartridges 4 Planet Ark’ website includes the Participating Manufacturers logos. These were clicked 2,449 times with the specific break down being: Brother 362; Canon 458; Epson 413; HP 516; Konica Minolta 354; Kyocera 346.

The Top Five News articles uploaded to Planet Ark’s websites:
- Toner to Tarmac (published 30/4/14, linked to first rotating home page banner and linked to from Divert newsletter broadcast) – 9,316 views
- Win a Pallet of Recycled Paper (6/5/14) – 8,677 views
- ‘Cartridges 4 Planet Ark’ Expands to Seven Retailers (5/5/14) – 6,906 views
- Lismore introduces home cartridge collections (27/5/14) – 5,609 views
- Last Days of Schools Guessing Competition (4/6/14) – 2,338 views
Six Planet Ark e-newsletter teasers/articles were emailed to 43,000+ recipients. Local councils and Members of Parliament were emailed to provide information on how to help their residents recycle cartridges.

An online schools competition to win (by guessing the number of toner cartridges it takes to make one kilometre of road from Tonerpave™) a pallet (80 cartons) of Reflex White 100% Recycled paper provided by Australian Paper and valued at $2,796 was promoted through all media channels and received 106 entries. The online competition page received 2,247 views. There were 83 new schools that registered for a collection box during the competition period.

Social Media
‘Cartridges 4 Planet Ark’ messages were promoted through various social media channels:

- 19,721 unique users were reached via Facebook posts, including two paid posts, compared to a reach of 5,028 last year
- 14 tweets were distributed via the Planet Ark account and
- 1 tweet was distributed via a third party

Media
The campaign news angle this year focused on the exciting new product developed by Close the Loop and Downer called Tonerpave™, which recycled residual toner into asphalt for building roads. It was a particularly successful angle for radio outreach.

Planet Ark’s media team also targeted regional and suburban print outlets, and radio, and provided specific cartridge returns for postcodes in those outlets’ distribution areas resulting in

- 43 Newspaper items
- 1 Magazine items
- 59 Radio items

The 103 items reached a total audience of 965,887 and had a media value of $62,550.

The television Community Service Announcement (CSA), featuring surfing champion Layne Beachley, was played 384 times (free-to-air and pay-TV) during the reporting period and is continuing to play throughout the year (up until 24th August 2014 plays totalled 632). The radio CSA was played 160 times during the reporting period and is also set to continue.

Impact on Cartridge Returns
In May and June 2014, there were 614,982 cartridges returned through the program with May the highest monthly return rate in ‘Cartridges 4 Planet Ark’ history (366,354).

All figures are based on an eight week campaign period of 30 April 2014 – 24 June 2014 (inclusive) = 56 days. Last years figures were based on a campaign period of April - May 2013 = 61 days.