

Spreading the word on PET packaging as the material of choice

Sam Rowe, 2 February 2023

What we will cover

- Campaign objectives
- Key messages for EU and consumer audiences
- 2022 Campaign highlights
- Topline results
- Get involved!



What's the goal?

- Educate** policymakers on the credentials of PET
- Highlight** PET's role in delivering EU policy goals
- Encourage** investment in collection infrastructure
- Reach out** to consumers to correct misperceptions and push home the message that PET is fully recyclable and should never go to waste



Messages

PET =

Fully recyclable and made to be remade

The material of choice for packaging

The best choice for packaging neutrality

Fits the EU agenda for decarbonisation

Can be recycled, reused and refilled

2022 Campaign Highlights



2022 GOOGLE ADWORDS



Campaign results | 25th March – 16th December 2022

 EU STAKEHOLDERS



 CONSUMERS



Ad · www.recycletheone.com/pet/recycling

Closed Loop Plastic Recycling | PET Packaging Fully Recyclable

Read more on ending waste and recycling the 1! Every year billions of PET bottles are being collected across Europe to be recycled.

[Recycle now](#) [What is PET?](#)

[Our Mission](#) [Resources](#)

Ad · www.recycletheone.com/bottlesback

Bottle-to-Bottle Recycling | We Want Our PET Bottles Back

Why shouldn't we aim to get every PET bottle collected for recycling? Learn more here! The PET industry is investing in recycling facilities, but we need our bottles back.

[Recycle now](#) [What is PET?](#)

[Our Mission](#) [Resources](#)

Ad · www.recycletheone.com/bottlesback

Increase EU Recycling Rates | PET: An End to Waste Packaging

PET is already Europe's most recycled plastic packaging, but we can do better. Learn how! Achieving the European PET collection target of 90% requires everyone to contribute.

[Recycle now](#) [What is PET?](#)

[Our Mission](#) [Resources](#)

*[Source](#)

FOCUS ON RECYCLING PLANT VIDEO



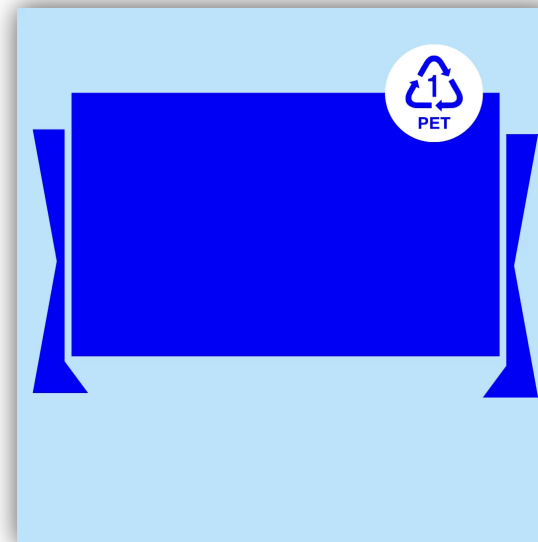
Campaign results | 24th October – 12th December 2023



FOCUS ON INFOGRAPHIC



Campaign results | 12th September – 30th November 2022



13,307
Website Visits

984,985
Video Impressions

120,461
Total Engagements

FOCUS ON TIKTOK



Campaign results | 16th October – 3rd January 2023



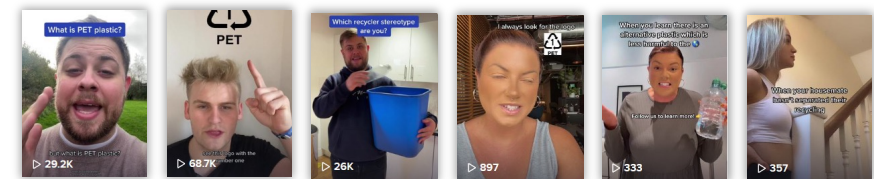
109,800 views



81,400 views

463,141
Video Views

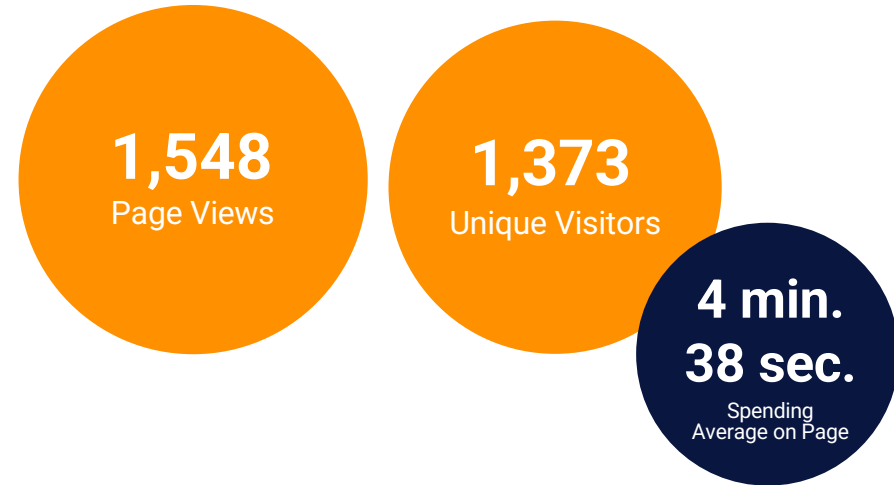
5,064
Video Likes



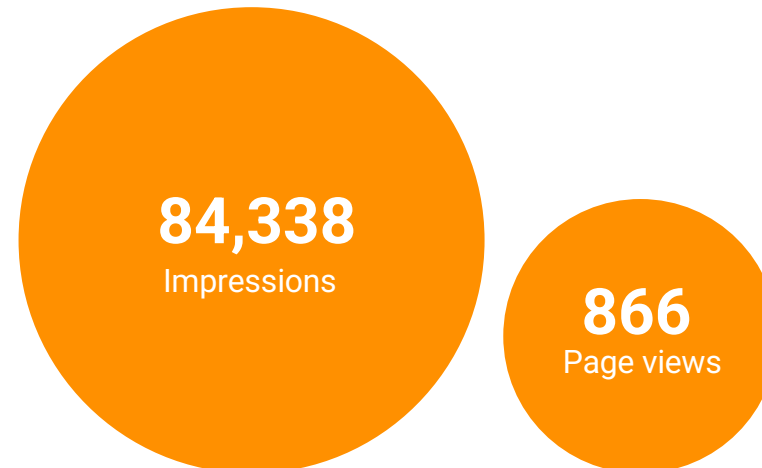
16 videos

FOCUS ON OP-EDS IN EU MEDIA

In Parliament Magazine during EU Green Week

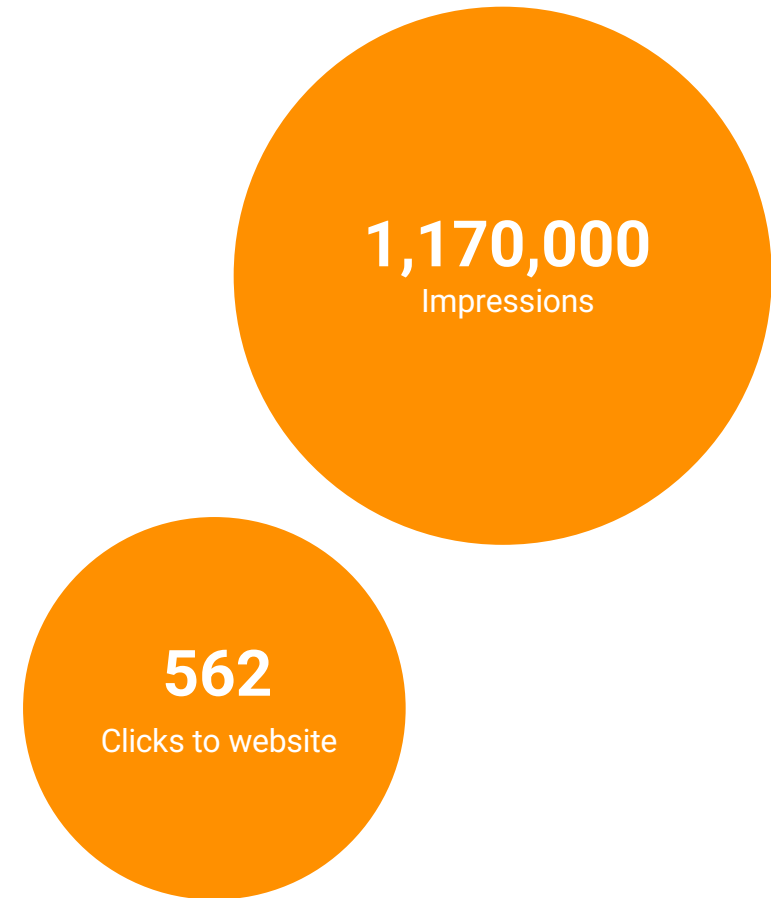


On Euractiv in September



FOCUS ON BANNERS

A 5-weeks long banner and text ads campaign during 2022



FOCUS ON MEP AWARD SPONSORSHIP

MEP Assistant of the Year 2022



THE PARLIAMENT 
POLITICS, POLICY AND PEOPLE **MAGAZINE**



2022 Summary Results



2022 SUMMARY RESULTS

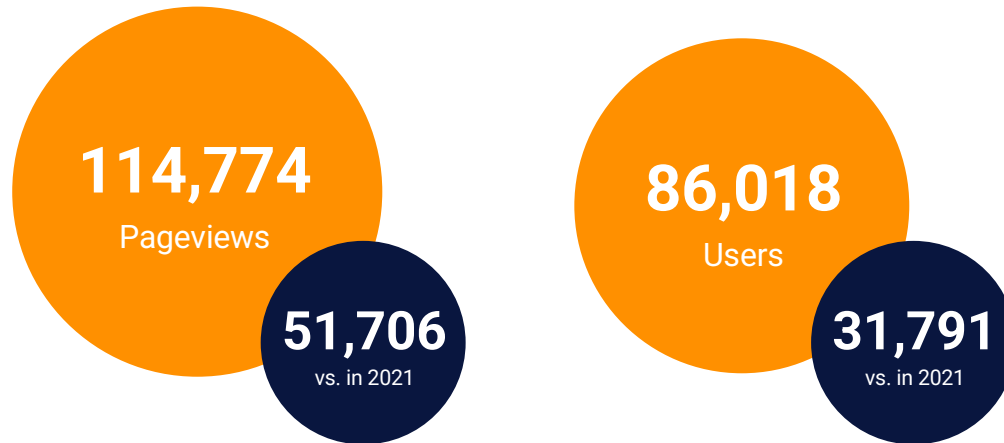
Paid campaigns results | 25th March – 3rd January 2023

	Impressions	Engagements	Website visits	Video views	Video completions
EU STAKEHOLDERS					
Google Adwords	128,283	/	5,870	/	/
LinkedIn	529,399	2,638	1,482	168,399	78,465
CONSUMERS					
Google Adwords	900,796	/	38,453	/	/
Meta (Facebook & Instagram)	3,800,714	788,701	40,178	1,454,358	129,731
TikTok	479,772	5,280	/	463,141	21,447
Total	5,838,964	796,619	85,983	2,085,898	229,643

WEBSITE PERFORMANCE

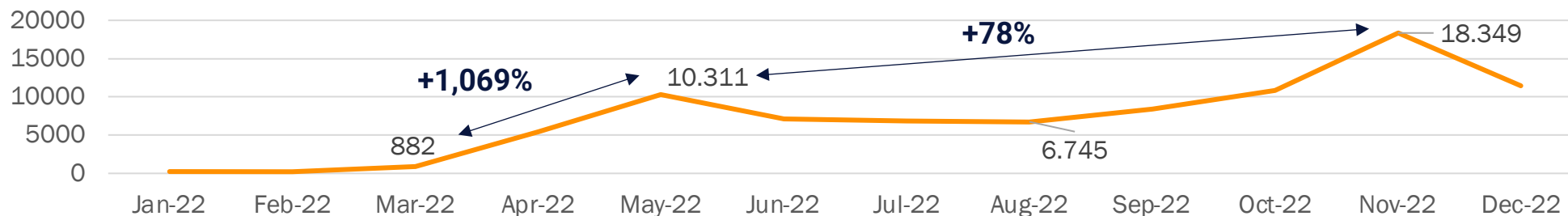


1st January – 31st December 2022



Pages	Pageviews	Av. Time on Page
How does PET plastic recycling work?	23,324	11:57 min
What is PET?	9,136	09:05 min
Comment fonctionne le recyclage du plastique PET?	8,605	11:04 min
Wie funktioniert PET recycling?	8,482	12:05 min
PET why it's not a single use plastic?	7,715	08:51 min

Top pages (pageviews)



Number of website users' evolution

Get involved!

- Its not too late to get involved in 2023
- Campaign is evolving based on the learnings of the past two years
 - New content to be created to keep it fresh
 - Planning to add another country in addition to France, Germany and UK

Thank
You

