



PETCORE EUROPE

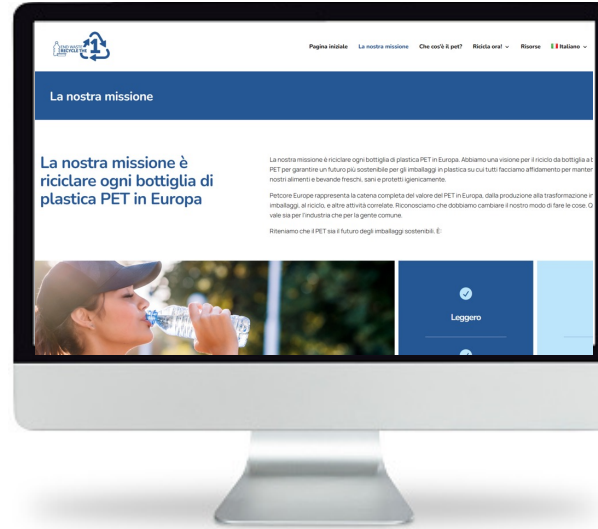
Recycle The 1 Campaign

2023 achievements and 2024 plans

Sam Rowe, Petcore Conference, February 2024

2023 - THE YEAR IN NUMBERS

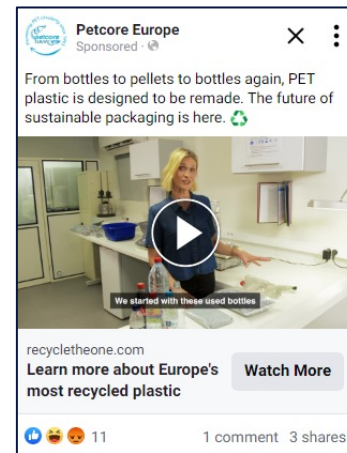
1 Updated website	11% Increase in website traffic	1 New market launched – Italy
41 Google positions 1-3 for key search terms	16 Meta ads	6,225,675 Meta impressions
30 TikToks	2,251,954 TikTok views	1,780 TikTok followers
376,103 LinkedIn impressions	107,849 LinkedIn animation views	54,741 European Commission views
12,613 European Parliament views	700,000 Euractiv views	49 Search ads in 5 markets
5.7% Avg. CTR on Google AdWords	1 Updated logo	58% Website traffic is from our ads



Sponsored
www.recycletheone.com/pet/recycling
PET Plastic: Circular Economy - PET Plastic Recycling Plant
 Closing the loop: by 2029, at least 90% of PET bottles will be collected for recycling. Not all plastics are created equally. PET is Fully recyclable.
 Our Mission · Recycle now · Resources · What is PET?

Sponsorisé
www.recycletheone.com/pet/plastique
Le N°1 Du Plastique: le PET - Conçu Pour Etre Retransformé
 Les bouteilles en PET sont conçues pour être retransformées. Plastique? Pas toujours à usage unique! Découvrez pourquoi TOUJOURS recycler le numéro 1.
 Nos ressources · Qu'est-ce que le PET? · Recyclez dès maintenant · Notre mission

Gesponsert
www.recycletheone.com/pet/recycling
Wie Wird PET-Flasche Recycelt? - Der Ganze Recycling Kreislauf
 Es gibt einen VOLLSTÄNDIG recycelbaren Kunststoff. Er heißt PET! Wählen Sie das Beste. Achten Sie auf das Symbol #1! Prüfen Sie, ob die Flasche Vollständig recycelbar ist.
 Ressourcen · Unsere Mission · Jetzt recyceln · Was ist PET?



[Home - Recycle the One](http://www.recycletheone.com)



CONSUMER CAMPAIGN ACTIVITY

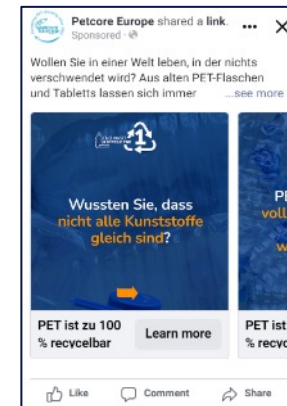


CONSUMER FOCUS

New Market for 2023: Italy



Meta Campaigns (FR,DE,UK,IT)



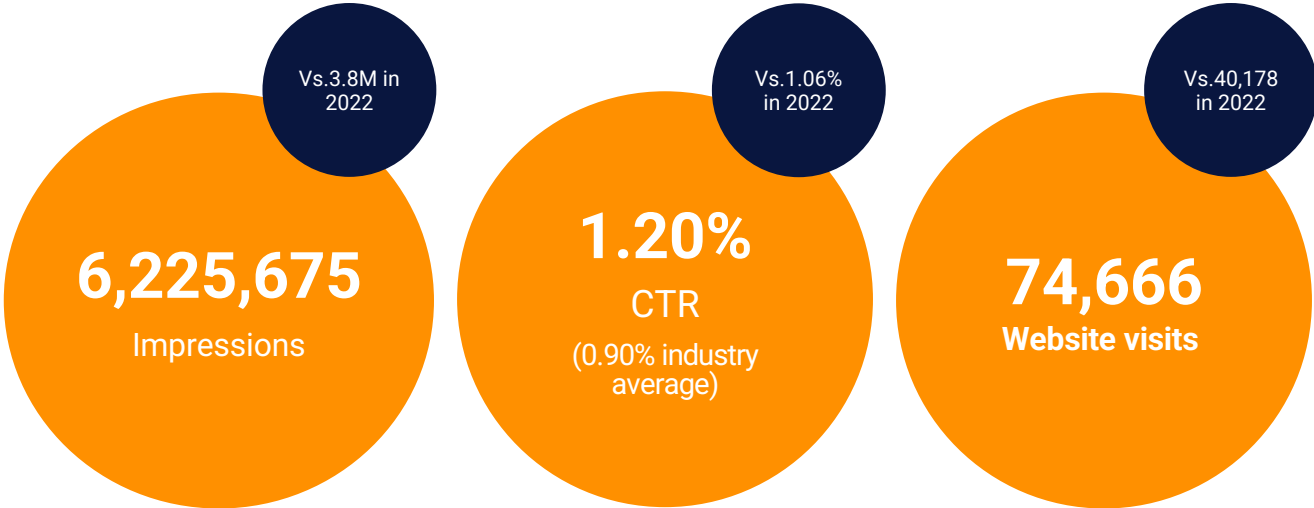
1,409,110
Video Views
Sep 1 - Nov 30 2023

74,666
Website visits from ads

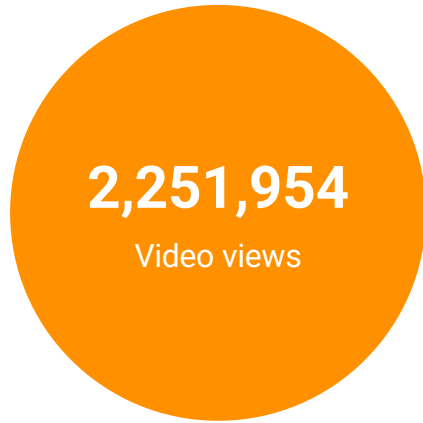
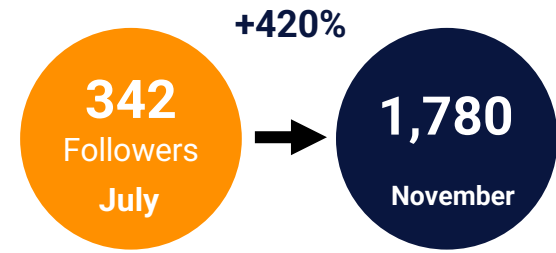
6,225,675
Impressions



META RESULTS



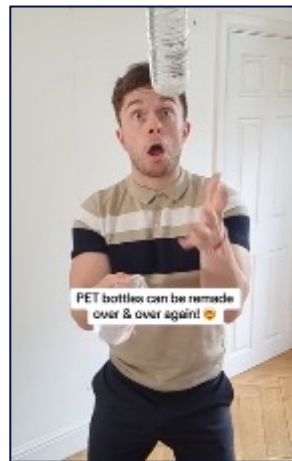
TIKTOK RESULTS



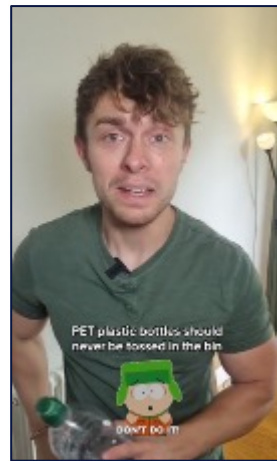
Top 3 videos



63,000 views



141,000 views



57,000 views



'Extreme Recycling'

TIKTOK BREAKDOWN FR

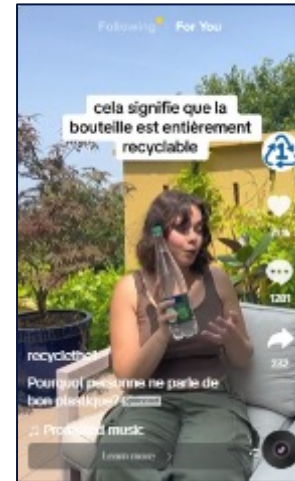
Top 3 videos



63,000 views



141,000 views



57,000 views

Overview of 2023 results

1,101,134
Video views

11,002
Video likes

8
TikToks created



PET in the wild (FR)

GOOGLE ADWORDS RESULTS



Sponsorizzato
www.recycletheone.com/pet/plastica
Il PET Non È Monouso - La Plastica Più Riciclata: PET
 Le bottiglie di plastica PET sono fatte per essere rifatte. Scopri come. Scopri tutto sul PET, la plastica più riciclata al mondo. PET è fatto per essere rifatto.



Sponsorisé
www.recycletheone.com/pet/plastique
Le N°1 Du Plastique: le PET - Conçu Pour Etre Retransformé
 Les bouteilles en PET sont conçues pour être retransformées. Plastique? Pas toujours à usage unique! Découvrez pourquoi TOUJOURS recycler le numéro 1.
 Nos ressources · Qu'est-ce que le PET? · Recyclez dès maintenant · Notre mission

Sponsored
www.recycletheone.com/pet/plastic
A Plastic Made To Be Remade - PET Plastic Is Sustainable
 Not all plastics are the same. Find out what makes PET different. Not all plastics are single use. Find out why you should always recycle the number 1.
 Our Mission · Resources · Recycle now · What is PET?

Gesponsert
www.recycletheone.com/pet/recycling
Wie Wird PET-Flasche Recycelt? - Der Ganze Recycling Kreislauf
 Es gibt einen VOLLSTÄNDIG recycelbaren Kunststoff. Er heißt PET! Wählen Sie das Beste. Achten Sie auf das Symbol #1! Prüfen Sie, ob die Flasche Vollständig recycelbar ist.
 Ressourcen · Unsere Mission · Jetzt recyceln · Was ist PET?




EU STAKEHOLDERS **CAMPAIGN ACTIVITY**



EU POLICYMAKER FOCUS



Opinion Editorials and adverts in influential Brussels media outlet 

Targeted Google Ads Brussels campaign

Petcore Europe
4,336 followers
Petcore Europe

From bottles to pellets to bottles again, PET plastic is designed to be remade.

PET plastic is not waste. ✖ It's a reusable and fully recyclable resource that has a lower carbon footprint than packaging alternatives. 🌱 To realise a circular economy, EU policy decisions on packaging must be based on scientific evidence.

Learn more at [www.petcore.com](#)

Reactions

Discover why PET plastic is a circular packing material. [Learn more](#)

EURACTIV
The Capitals | The Brief | Ukraine | Intelligence

Home / Options / Energy & Environment / Putting the cart before the horse: Delivering packaging circularity means addressing collection alongside recycling

Putting the cart before the horse: Delivering packaging circularity means addressing collection alongside recycling

DISCLAIMER: All opinions in this column reflect the views of the author(s), not of EURACTIV Media network.

Home / Options / Energy & Environment / After PPWR policymakers must tackle the remaining 97.5% of waste

After PPWR policymakers must tackle the remaining 97.5% of waste

DISCLAIMER: All opinions in this column reflect the views of the author(s), not of EURACTIV Media network.

By Antonia's Club / Petcore Europe / Pet. News
© 2023. All rights reserved. [Supporters](#)

WAR IN UKRAINE Follow our coverage

Fully recyclable PET bottles & trays are made to be remade.

all content | news | special reports | policy briefs | interviews | opinions | investigations | videos | features

THE BRIEF **AGRI-FOOD BRIEF**

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.

Recycled Our [www.recycletheone.com/petplastic](#)

A Plastic Made To Be Remade - PET Plastic Is Sustainable

Not all plastics are the same. Find out what makes PET different. Not all plastics are single use. Find out why you should always recycle the number 1.

Our Mission | Resources | Recycle now | What is PET?

Ranking #1 in Brussels for PET recycling

Google pet recycling

About 294,000,000 results (0.52 seconds)

Results for 1000 Brussels

Sponsored

Recycle the One
[www.recycletheone.com/pet-recycling/](#)

PET Packaging Fully Recyclable - Fully Recyclable Pet Packaging

Closing the loop: by 2025, at least 90% of PET bottles will be collected for recycling. PET is the only plastic packaging which can be fully recycled in closed loop.

107,849
Video Views
(Jan-Nov 2023)

Banner adverts

4,375
Brussels website visits
Q1-Q4 2023

LINKEDIN RESULTS



376,103

Impressions

1.01%

CTR
(0.90% industry average)

1,510

Website visits

107,849

Video views

Breakdown of audience reached



54,741

(16%) Impressions

European
Commission

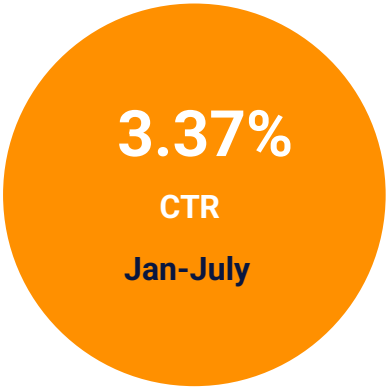
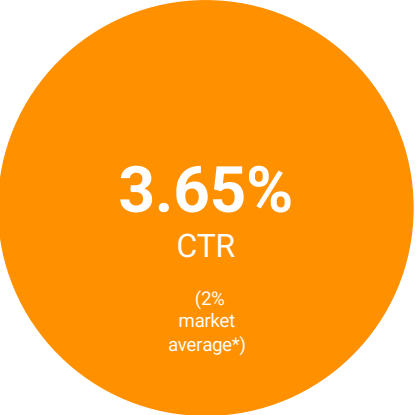
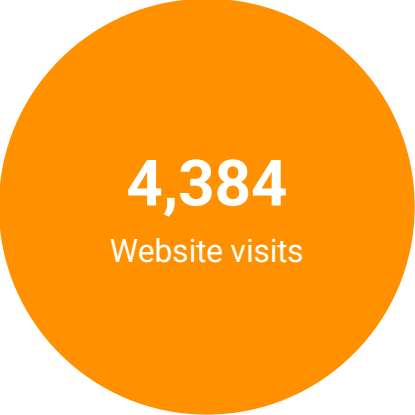


12,613

(4%) Impressions

European
Parliament

GOOGLE ADWORDS RESULTS



Sponsored
www.recycletheone.com/pet/recycling
PET Plastic: Circular Economy - PET Plastic Recycling Plant
Closing the loop: by 2029, at least 90% of PET bottles will be collected for recycling. Not all plastics are created equally. PET is Fully recyclable.
[Our Mission](#) · [Recycle now](#) · [Resources](#) · [What is PET?](#)

Sponsored
www.recycletheone.com/pet/not_single_use
PET Plastic Recycling Targets - A Plastic Made to be Remade
Not all plastics are the same. Find out what makes PET different. Closing the loop: by 2029, at least 90% of PET bottles will be collected for recycling.
[Recycle now](#) · [Resources](#) · [What is PET?](#)

Sponsored
www.recycletheone.com/pet/bottles_back
We Want Our PET Bottles Back - PET: It's Made To Be Recycled
Closing the loop: by 2029, at least 90% of PET bottles will be collected for recycling. The PET industry is investing in recycling facilities, but we need our bottles back.
[Our Mission](#) [What is PET?](#)

EURACTIV PROMOTED OPINIONS – JUNE & SEPTEMBER 2023



205,696
Tot. Impressions

2,005
Tot. Page views

Web results

12,475
Impressions
on the
homepage

10,715
Impressions
on the policy
hub

3,143
Impressions
on the opinion
section

1,389
Page views
on the
promoted op-
ed

Social media results

164,555
Aggregated
impressions

452
Aggregated
engagements

Newsletter results

164
Clicks via
daily & weekly
newsletters



2024 PLANNING



STRATEGY RECAP



Promote

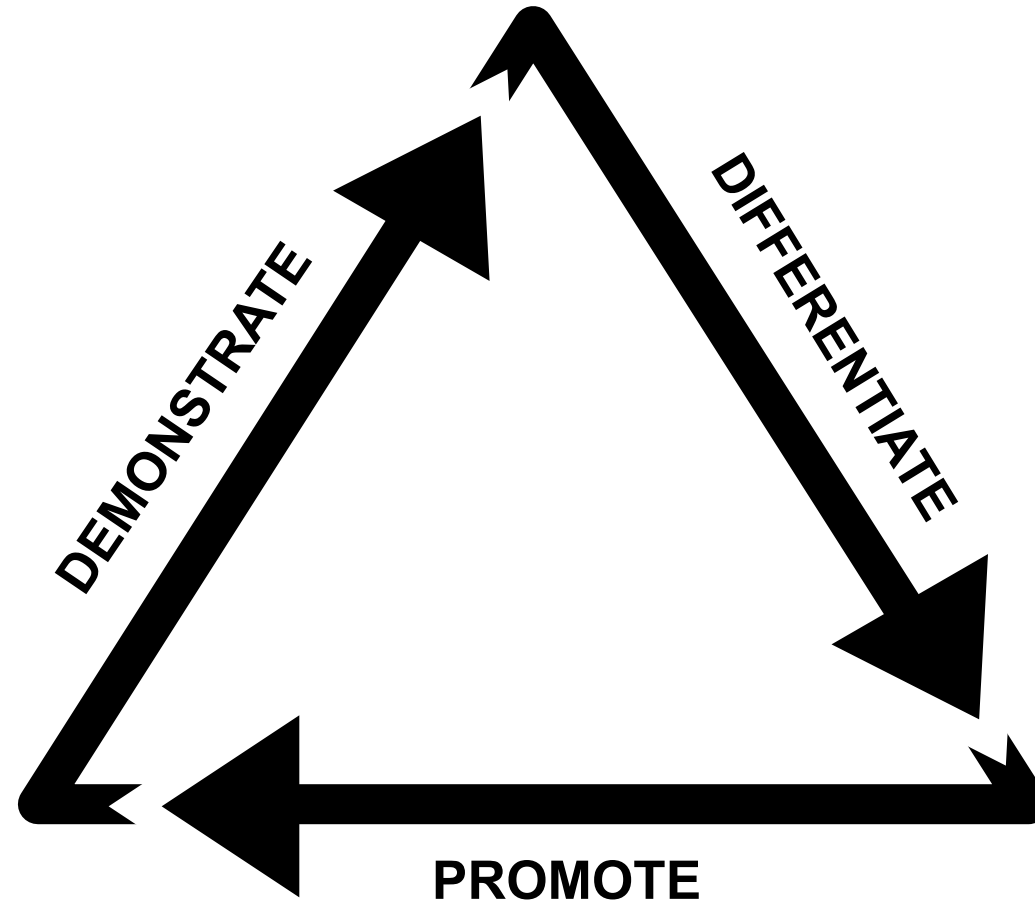
Explain/show the benefits of recycling PET

Demonstrate

Demonstrate the industry's commitment to innovation and recycling **AND SHOW THAT PET IS ACTUALLY RECYCLED**

Differentiate

How PET differs from other packaging materials and other plastics.



A BROADER POLICYMAKER AUDIENCE IN 2024



CAMPAIGN AIM: Deliver a positive message about PET plastic to current and prospective policymakers and policy influencers in Brussels, in addition to national governments who will be debating and giving final approval to the proposed PPWR in the ‘Trilogues’ stage.

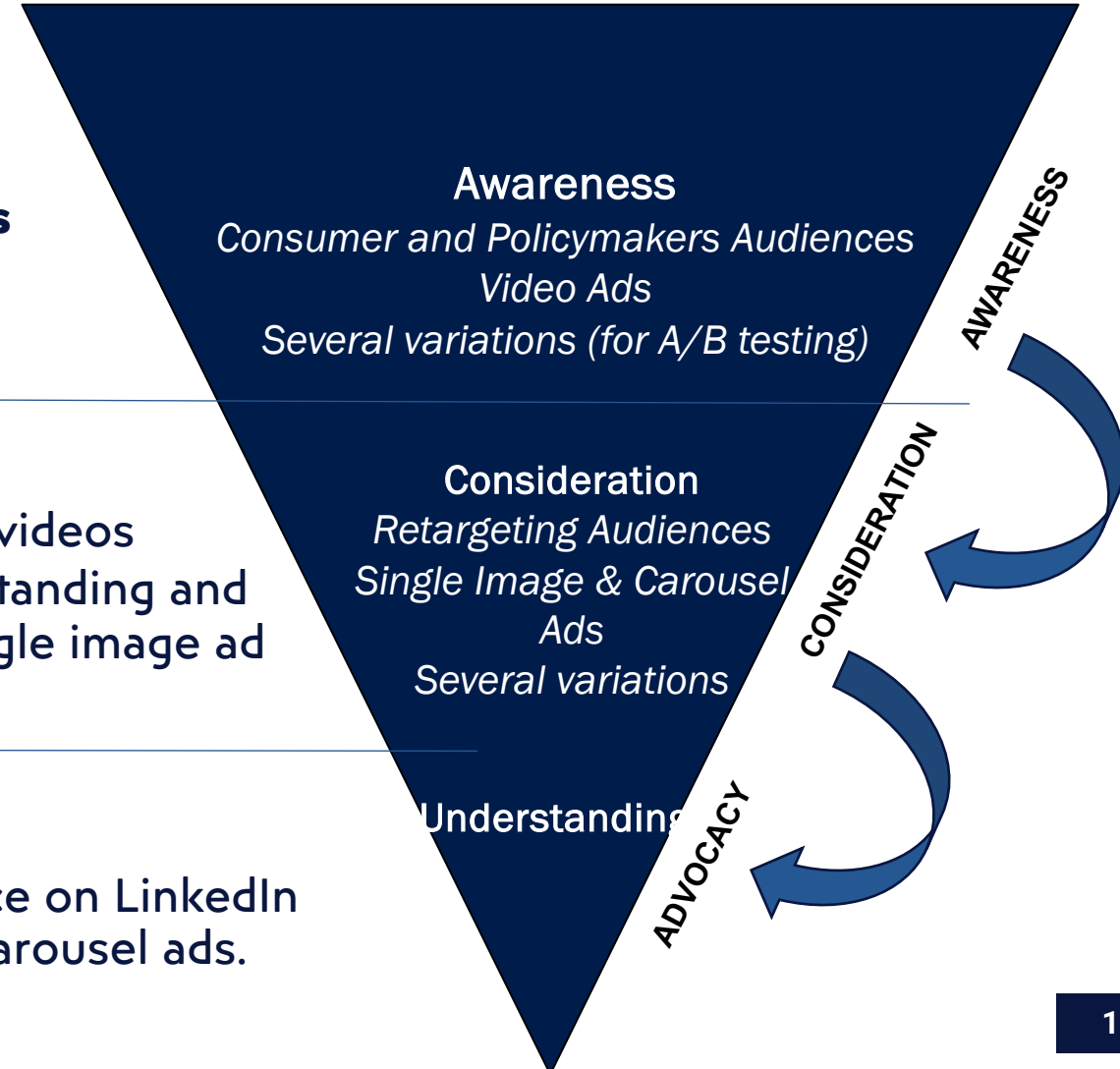
TARGETING AIM: To reach and engage key stakeholders, decision-makers and opinion influencers in Brussels and key member states.

- Location:** Brussels Berlin Paris Madrid Rome Amsterdam Dublin + more?
- Work-related skills:**
 - Climate Change Waste Management Circular Economy Plastics
 - Sustainability Recycling Environmental Policy Packaging Sustainable Development
- Job titles:**
 - Member of Parliament Parliamentary Assistant Secretary General Commissioner Spokesperson
 - Director General Policy Officer Policy Advisor Policy Assistant Head of Unit Head of Sector Attaché
 - National Politician Party Leader Political Candidate Political Advisor
- Workplace:**
 - European Commission
 - European Parliament
 - Council of the European Union
 - GOUVERNEMENT
Liberté
Égalité
Fraternité
 - Die Bundesregierung
 - GOBERNO DE ESPAÑA
 - Government of the Netherlands
 - S&D
 - Governo Italiano
Presidenza del Consiglio dei Ministri
 - Rialtas na hÉireann
Government of Ireland
 - epp
european people's party

CAMPAIGN ACTIVATIONS FUNNEL



A multi-phased, multichannel approach that nurtures our audience from awareness through to understanding



PHASE 1 - DRIVE AWARENESS



Build awareness with your primary audiences of consumers and policymakers with video ads across Meta, LinkedIn, TikTok & YouTube.

PHASE 2 - GENERATE ENGAGEMENT



...retarget those who engage with the Phase 1 videos above on Meta and LinkedIn for deeper understanding and consideration with sequential messaging in single image ad formats or boosted posts.

PHASE 3 - DRIVE TRAFFIC TO THE WEBSITE



...re-engage and nurture the captured audience on LinkedIn and Meta and drive them to the website with carousel ads.



THANK YOU

recycletheone.com

