

# Feed The Cart Campaign Updates



Nov. 18, 2025

# Campaign Process

- ✓ Listening sessions
- ✓ Creative concept share out and selection
- ✓ Loop concept refinement
- ✓ Development of marketing materials
- ✓ Campaign launch

## 2026

- Update and expand marketing materials
- Measure 2025 performance
- Plan community engagements



# Campaign Strategy

## Communications Goals

- **Get residents excited about recycling!** Reignite enthusiasm and interest in recycling.
- Create new, instantly recognizable **regional recycling brand**.

## Audiences

- **Primary:** People in single-family homes in metro Chicago
- **Secondary:** Local governments

# Campaign Approach

- High-visibility ads capturing attention and interest
- Drive people to the campaign website
- PR to extend campaign reach and shift media narrative
- Shareable assets to extend campaign reach and education



# Creative Approach & Tonality

- Positive and empowering
- Bold, eye-catching creative
- Inclusive language and imagery
- A “rallying cry” for recycling, highly shareable



# Meet Loop!

- 30-second video:  
<https://youtu.be/VFKHclHrACk?si=rk1wqF59eYlnh91x>
- 15-second video:  
<https://youtu.be/P50LbnpJBUC?si=p5j7hZkJF6f2dkEc>

# 2025 Campaign Tactics



## Transit Ads

- Interior cards on buses & trains
- Shelter ads



## Digital Video

- Online video & YouTube placements



## Billboards

- High-impact neighborhood placements



## Social Media

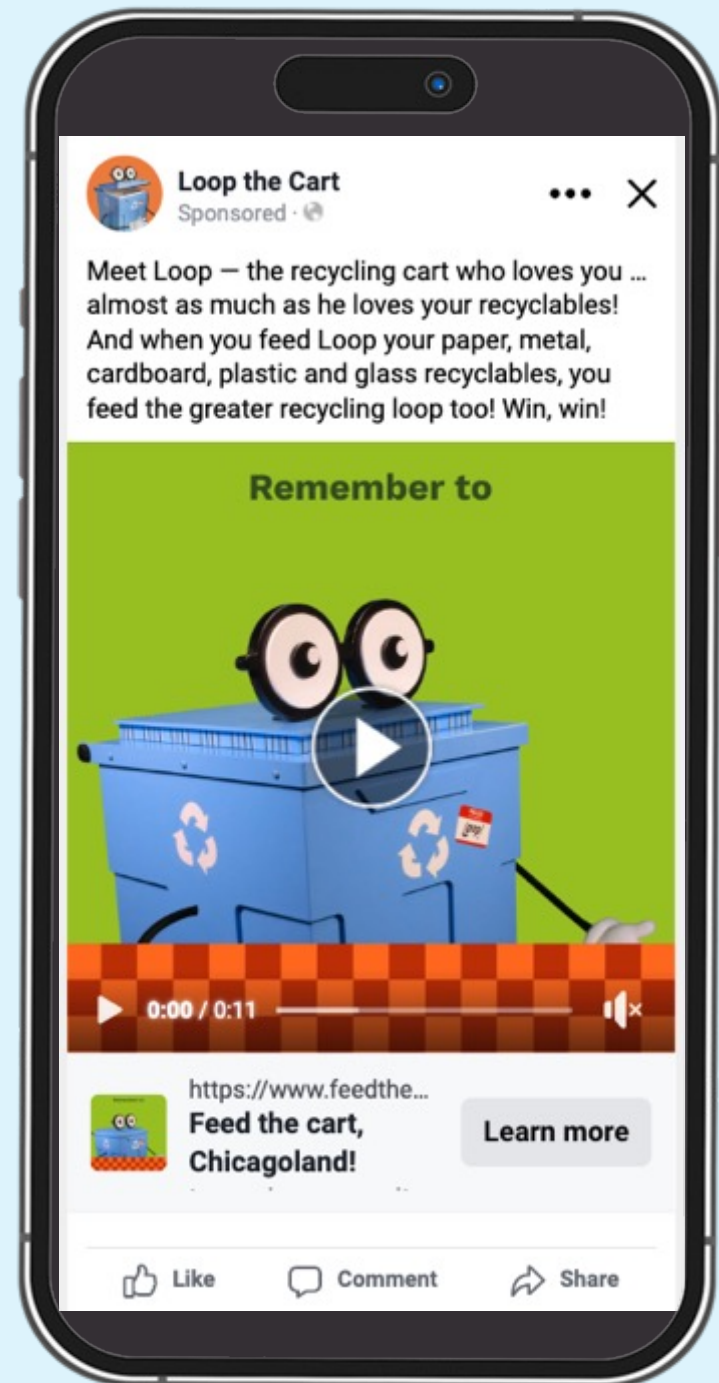
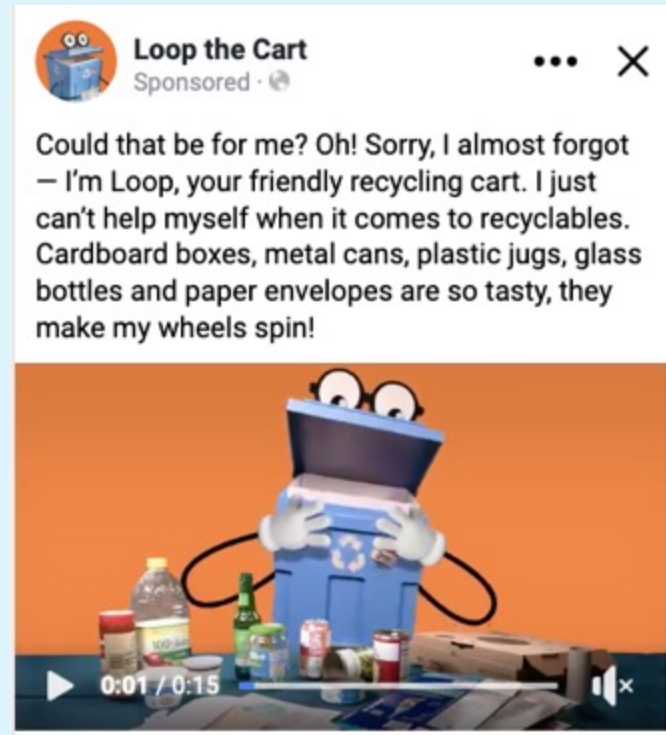
- Audience-targeted animated & video ads



## Earned Media

- News conference
- Media outreach







## Little Cart. **BIG Appetite.**

**Mm, mm, mm!**

Hi, I'm Loop, your friendly recycling cart. I love a good treat — especially **cardboard boxes, metal cans, paper envelopes and plastic jugs and bottles.**



### **Not sure what else you can feed me?**

Just enter your address below and Recycle Coach will let you know where your items go!

Waste and Recycling Information



English ▾

# Campaign Kickoff Announcement

- Press event with partners, which included:
  - Chicago NASCAR, Joliet Speedway
  - Recycle Coach
  - Clear Channel
  - City of Chicago/CTA
  - LRS
  - ALDI

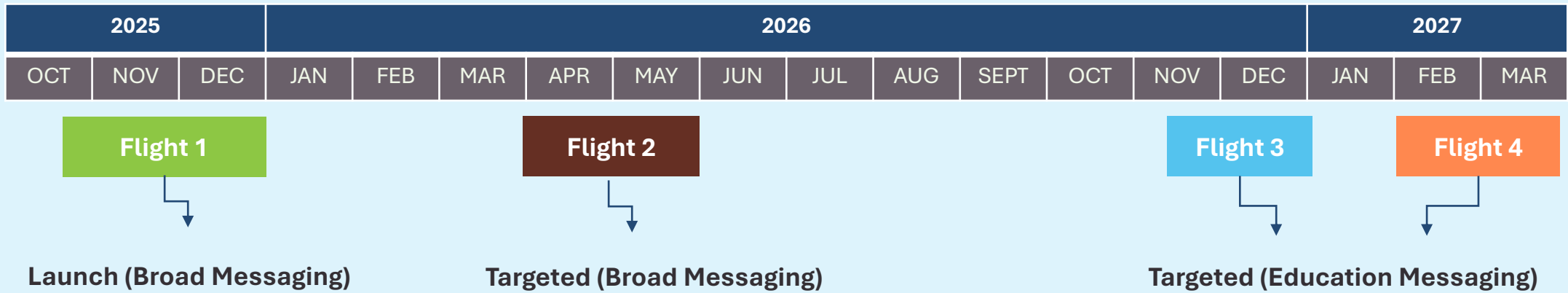


# Media Highlights

- **48 stories** by Chicago media from Oct. 20-24
- **9.5 million** impressions
- ROI: **Nearly \$100,000** if purchased as paid advertising



# Campaign Timing





# Thank you!

