

Mobile game makes recycling fun

Business need

To extend “Starve your bin”, Recycle for London’s fully integrated campaign, to a **younger** audience in a fun and engaging way which **educates users** about what can and cannot be recycled and encourages them to **tell others**.

GREATERLONDONAUTHORITY

The solution

A mobile game was developed for **Java**-enabled phones as well as the Apple **iPhone**.

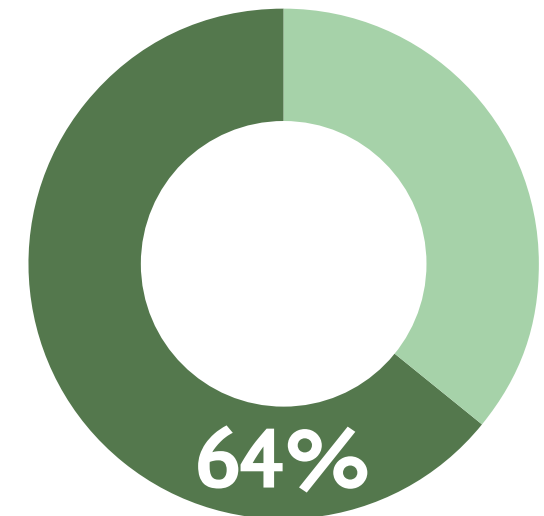
It was promoted via the **Apple App Store**, in **mobile advertising** and through **PR**. Users could text **BIN** to **62967** to launch a mobile internet site from where they could download the game.

The aim is to collect recyclable materials in the recycling bin and leave non-recyclable items for the bin bag (the ‘Evil Bin’).

A score **leaderboard** encourages competition and use of the ‘send to a friend’ functionality.

Results

- **18,000 requests** for the mobile game in first six months.
- **Over 4x increase** in unique visitors to the website for first six months.
- **64%** of Londoners who engaged with campaign said they now **recycle more**.



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