

Mobile helps UK businesses reduce waste

Business need

Envirowise, the free government waste management service for business, runs an online savings calculator.

Feedback from businesses suggested that this calculator was difficult to find when advertised offline. A mobile version was needed.



The solution

A text call to action featured on the campaign posters.

UK businesses text WASTE to 88058 to find out how much they can save and also learn about simple, low, or no cost measures which reduce waste and maximise profit.

A mobile internet or SMS questionnaire enables businesses to calculate an estimated amount of money that they could save by making simple changes.



Functions

- Enterprise messaging
- Direct response

