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## PRESS RELEASE

### Cutting edge technology to boost recycling and change behaviour

The latest Recycle for London campaign is using innovative technologies to encourage Londoners to think before they throw away their rubbish and to feed their recycling habit instead.

The campaign, which launches today, is responding to the digital generation and putting the recycling message directly into people's hands with a mobile phone game. This is the first time that such technology has been used for a public sector campaign.

The game, which has been translated for mobile phone use by London-based mobile marketing agency Incentivated ([www.incentivated.com](http://www.incentivated.com)), challenges the user to starve their hungry 'evil bin' by catching all recyclable materials in a green recycling box. Players score points for every item caught, but if the evil bin eats three items which should be recycled it's game over.

The game has been built as a Java application. By texting **BIN** to **62967** players receive a link to a mobile internet site where they can download the game, ringtones, a mobile wallpaper and the 30-second ad. iPhone users can download the game from the Apple Store. The iPhone version uses the handset's gyroscope: by tilting the phone left and right, the player moves the bin left and right. All users can forward the game to friends.

Despite recent reports of a downturn in the market for recycled materials the Mayor is confident that the recycling market will recover. Over 60 per cent of the rubbish we throw away can actually be recycled and yet Londoners on average are recycling 20 per cent of their waste. Now everyone in London can recycle paper, glass and cans at the very least and the message from the Recycle for London campaign is to reassure people and encourage them to recycle more.

Boris Johnson, Mayor of London and Chair of the London Waste and Recycling Board said: 'In London we throw away so much rubbish that could actually be recycled - it is an important resource which is simply being chucked away. I am very excited that the new Recycle for London campaign is using innovative technologies to boost recycling and my message is to starve your bins and recycle, recycle, recycle.'

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*managing mobile interactivity*

#### **Incentivated Limited**

1 Love Lane, London EC2V 7JN (registered office) switchboard: 0845 130 3985 fax: 0845 230 3985  
email: [info@incentivated.com](mailto:info@incentivated.com) [www.incentivated.com](http://www.incentivated.com)

Registered number: 4330957. England and Wales

For the first time, the Recycle for London campaign will feature in TV adverts, in addition to radio, press and online adverts and bus and Tube posters. The campaign is funded by the London Waste and Recycling Board, which is chaired by the Mayor. The London Waste and Recycling Board has a budget of £84 million to deliver funding to boost recycling and ensure London's waste is managed sustainably, with minimal damage to the environment.

The media campaign was planned and bought by Mediaedge:cia (MEC), with strong digital elements planned by MEC Interaction, the online, digital and direct response arm of MEC ([www.mecglobal.com](http://www.mecglobal.com)). The activity follows on from the initial burst of activity pre-Christmas for the Greater London Authority to develop The Bin character further. The character, used previously in a game to promote recycling in London, will be voiced this time and will appear in adverts featured on pre-rolls on ITV.com as well as on TV and activity on Capital Radio. MEC Interaction has also negotiated for the video ad to run on user homepages of Facebook's Green Cause Cluster in London, an audience defined by their 'Green' page content and interests.

Robert Thurner, Commercial Director at Incentivated, said: "Adding a mobile game with a viral element to the mix is a smart move by Recycle for London. The game is intuitive and fun, and reflects a fast growing trend by brands to harness the advances in mobile technology which mobile users are now adopting readily. At the same time, RfL is raising awareness of the serious need for us to change behaviour and recycle more each and every day".

Jason Dormieux, Managing Partner at MEC Interaction, comments: "The digital element to this campaign is more important than ever before. Londoners lead busy lives and with 81% of them online, incorporating digital into the planning mix is essential for us to target and change Londoners' recycling attitudes. Facebook delivers a great seeding mechanism through targeting the interest group that can help spread our message, making our media work harder. It is great that our character now has a voice as this gives us the scope to work with Capital Radio. We can also build on the character to create likeability and therefore encourage people to watch the ads on the pre-roll and on their Facebook home pages."

For more information about recycling visit [www.recycleforlondon.com](http://www.recycleforlondon.com) or call 0845 3 313131.

## **Ends**

Notes to editors:

1. The Recycle for London campaign is funded by the London Waste and Recycling Board, for more on the Board and its roles and responsibilities go to [www.lwarb.gov.uk](http://www.lwarb.gov.uk)

2. Mobile marketing agency Incentivated has developed the game as a Java application for most mobiles using the key pad to catch the recyclable waste in a green bin, and a version for Apple iPhones which uses the handset's gyroscope: by tilting the phone left and right, the player moves the bin left and right.
3. The advertising campaign was devised by agency, WCRS. <http://www.wcrs.com/>
4. Mediaedge:cia (MEC) services include brand and consumer insight and ROI, communications planning, media planning and buying, interaction (digital, direct, search), sport, entertainment and cause partnerships and retail consultancy.
5. The mobile phone game works on the majority of the most popular internet ready mobile phones in circulation. It will not work on BlackBerries and non-internet ready phones.

**For further information:**

**Robert Thurner, Incentivated, Tel: 0845 130 3985**

**About Incentivated**

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, GlaxoSmithKline, Halifax Bank of Scotland, Macmillan Cancer Support, Marks & Spencer, Masterfoods, Pricewaterhouse Coopers, Scottish & Newcastle, Scottish Power, Transport for London, Virgin and VisitBritain.

For more information please visit: <http://www.incentivated.com>

**About Mediaedge:cia**

Mediaedge:cia (MEC) gets consumers actively engaged with clients' brands, leading to positive awareness, deeper relationships and stronger sales. Our services include brand and consumer insight and ROI, communications planning, media planning and buying, interaction (digital, direct, search), sport, entertainment and cause partnerships, retail consultancy and Hispanic marketing. Our 4,500 highly talented and motivated people work with local, regional and global clients from our 250 offices in 84 countries. We are a founding partner of GroupM, WPP's media investment management group.

To find out more go to: [www.mecglobal.com](http://www.mecglobal.com)