

ENVIRONMENTAL AWARENESS CAMPAIGN

Client: EPA – Responsible for protecting and improving Ireland’s environment
Project: The Story of Your Stuff Campaign – driving traffic to EPA’s website through an innovative school’s campaign



The Challenge

- Increase traffic to EPA’s website by 10%
- Deliver at least 50 entries in the first year of the competition

Our Solution

- A compelling competition calling on teenagers to submit a visual representation of the journey of an everyday item they use and dispose of

Results

- Website KPI’s were tripled
- 106 high standard entries to the competition received
- Extensive pre and post campaign coverage across national and regional broadcast, print and online media
- Extensive online engagement throughout the duration of the campaign

