

**NO MORE
DIRTY**
LITTLE SECRETS
BIN YOUR LITTER OR
RISK AN £80 PENALTY

Scottish Government: Greener & Carat

Category: 3. Communication, 3.6 Media

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Words: 1,200

WARNING: Please listen to the accompanying audio track to this entry which will help bring this character to life



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CARAT
REDEFINING MEDIA



BACKGROUND – THE PROBLEM WITH LITTER

WARNING: This entry is taken from the point of view of the core target audience. So please read the following entry as if it were taken directly from the mouth of an 18 year old Scottish Litterbug.

Litterin's a big deal to the Scottish Government.

£53 million is spent clearing up waste in the wrang place and at least haff ae it could be recycled – which is worff £1.2 million!

The Government waanted tae run a campaign

targeted tae folk like me - 18-24 year olds - tae make us stoap droppin litter all over the place, especially when we're eatin "food on the go", like when I've been tae the chippy, or KFC, or had a roll an' sausage fae Greggs an' a can o' ginger.

Research was carried oot in October 2013 tae understand why folk like me litter, what wood stoap us daein' it, understand barriers and also understand the best way to encourage us nae tae do it so much and tae recycle more.



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Key findings from the research were:

- Even tho me & ma pals ken it's wrang, minging & disrespectful, we still litter aw the time – sometimes a wee bit, sometimes loads!
- It's no ma fault tho – it's "a fact of life" and "there's no enuff bins"
- If I dinnae finish ma Big Mac, I can throw the roll away cos that's no litter, it's just the paper that counts
- There's certain places – the bus stop, the pictures, the fitba – where it's OK to leave rubbish lyin' about
- It dusnae matter if ahm a.) pished or b.) naebidy can see me
- There's only 2 'hings that wud make me and ma pals stop litterin' – monetary fine (must be seen to be enforced) or social embarrassment
- It'll be tough for yous at the Government tho – as we didnae care aboot litter
- If ah get fined tho, or get made tae look stupit in front of ma pals, then that wud defo change how I fink aboot litter and stoap me dain it in the future
- Yous need tae talk to me in the right way tho – I dinnae trust those folk at the Government and aw those official ads are sooooo borin! Dinnae tell me what to do!

The creative proposition was:

- £80 fine when you're caught – That's two nites oot at the dancin'!
- Dropping litter is disgusting. – I dinnae want folk to see me as disgustin'? How wud that affect ma social life? Ma street cred?



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THE MEDIA CHALLENGE

So if litterin' dusnae matter tae me an' ma pals yous need to make sure you use the right 'hings to get us to care. Through media channels yous need tae :

MAKE IT A
**BIG
DEAL**

CREATE
**(ANTI)
SOCIAL**
CONVERSATION

**CHALLENGE
BEHAVIOUR**



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STRATEGY APPROACH

So we know that littering is no big deal to our 18-24 year old core target audience.
Through media channels we needed to :

KEY CONSIDERATIONS

Young people drop the most litter – and are least likely to worry about dropping it

Young people are most likely to be out and about eating food on the go and so “creating” litter

We want litter to be seen as unacceptable behaviour

The core audience don't believe they'll be caught / it'll be enforced (the fine)

STRATEGIC APPROACH

Speak directly to the core audience through social channels they are **ENGAGING** with to change perceptions about litter. Social media is the most common internet activity amongst our core audience.

Use media to **INTERRUPT** the core audience where and when they are most likely to be littering

Generate **AWARENESS** across a wide audience that littering is a big deal and socially unacceptable

Media should allow the fine enforcement to be highlighted – both fine and shame / embarrassment . **ENGAGE**

KEY CONSUMER INSIGHT:
I DROP LITTER. SO WHAT? I KNOW IT'S WRONG BUT DON'T REALLY CARE AND I'LL NEVER GET CAUGHT ANYWAY



MEDIA CONSIDERATIONS







So it's pretty clear.

LITTERING + 18-24 YEAR OLDS = MEDIA CHALLENGE

18-24 year olds like me are a really tough audience to reach through advertisin'. Carat's smarty pants tool called CCS (Consumer Connection System) helped 'em tae look at whit we dae with oor time:



TOPLINE MEDIA CONSUMPTION 18-24 YEAR OLDS

	 INTERNET	 MOBILE INTERNET	 OUTDOOR	 MAGAZINES	 CINEMA	 PRINT NEWSPAPER	 RADIO	 TV
Level of consumption vs average	HIGH	HIGH	HIGH	HIGH	MEDIUM	MEDIUM/LOW	LIGHT	LIGHT
18-24 year olds	20 HRS PER WEEK	7 HRS PER WEEK		5 HRS PER WEEK		9 HRS PER WEEK	9 HRS PER WEEK	17 HRS PER WEEK
Average	14 HRS PER WEEK	5 HRS PER WEEK		4 HRS PER WEEK		8 HRS PER WEEK	11 HRS PER WEEK	26 HRS PER WEEK

There was nae doubt that Digital is the biggest 'hing we use – me an' ma pals spend 27 hours a week using the internet on our phones and computers.



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TV – HITTING THE LIGHT VIEWERS

Folk aw'ways say that people ma age dinnae watch telly but that's pure rubbish – I watch 17 hours a week! Aye it's less than ma maw but I still enjoy ma favourite shows! So those Litter folk decided tae make videos we somewan like me in it that they could shove on the telly but also it meant I cud show it aff to ma mates on ma phone too . But if you want me tae notice sumfin then yous need to put it on the telly cos that's where important stuff goes and its where everyone'll see it.

That includes ma maw who started nagging me aw the time efter seeing that ad. I only watch the telly in the evenin' tho when aw the best shows are on – an' if there's nuthin on then I'll go on ma laptop and watch the STVplayer or Sky Go. Also, I really like watchin' Sky's channels but ah've nevir seen Scottish ads on 'em before – but this Litter ad was usin' sumfin called AdSmart which meant me an ma 16-34 year old pals were constantly seein' the 'hing no matter where we watched telly or what channel we was on. It's dead clever like!





CINEMA

I pure love goin' tae the pictures cos its where aw the big films are and it's a place where I can hang oot wif ma pals so its dead important tae me. Also I used to 'hink that you cud just leave stuff lying about an' drop rubbish at the pictures so it was well notice-ah-ble when the Litter video was up on the big screen an' it made me put ma empty nachos & popcorn in the bin instead. Aw my mates at the time (40% of aw 16-34 year olds) went to see 22 Jump Street and the Inbetweeners 2 which were well funny and the Litter ad was on before boaf of 'em.



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OUT OF HOME

Me and ma pals are oot & aboot aw the time: doon the pub, at the dancing', at Maccy D's or just generally chillin' oot in toon. Everywhere we went tho there wis phoneboxes with these Litter posters on 'em. They were everywhere! Aw'ways rite next tae where most of us usually drop oor rubbish – I guess they must have put 'em there deliberately to stoap us daein' it.





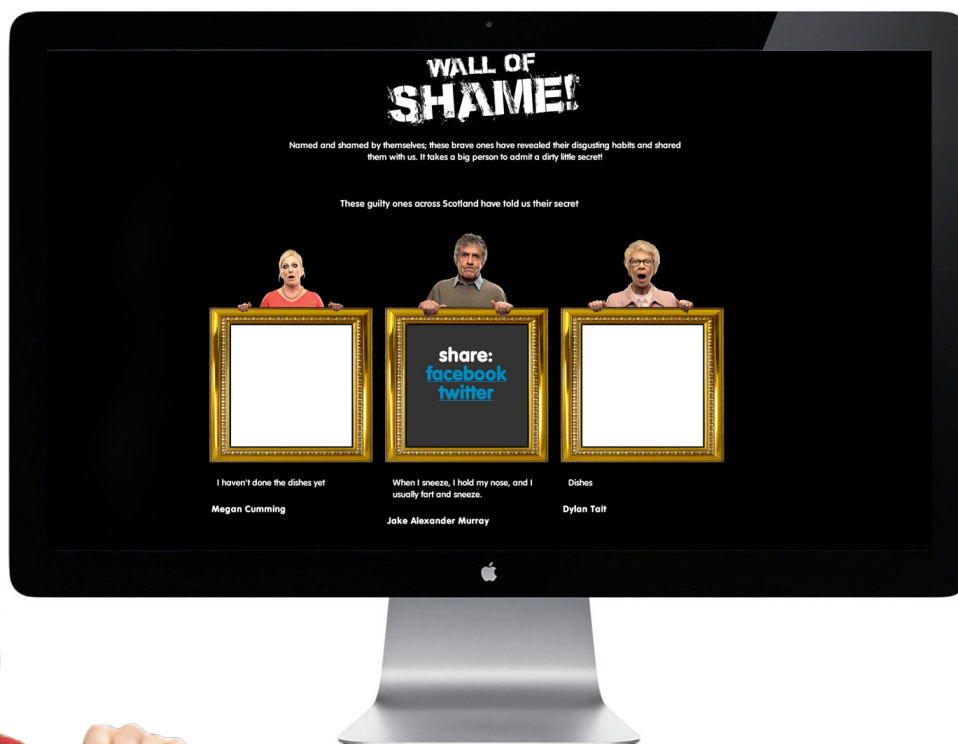
DIGITAL

Obviously tho, I spend a tonne o' time on the internet. Even then I saw hunners of Litter videos on places like, XBOX, Collective, Vibrant, Amnet, Fox and YouTube.

I pure love Spotify as well – it's way better than the radio – an' there were loads of Litter ads both as images an' also playing stuff like radio ads in between ma favourite tracks.

I spend most of ma time online tho on Facebook & Twitter chattin' to ma mates. Again, there was loads of Litter stuff on there too – but it was videos and

posts I cud comment on and like & share on the Litter Facebook page and aw the tweets they did. When I was oot at the shoaps wi ma mates we aw went intae this booth thing (created by Leith) and had our photies taken and put on somehin they called "The Wall of Shame" which was on the Dirty little Secrets microsite (created by Whitespace). We had a right laff at some of folks confessions, I even put one on maself using the Facebook App – ahm no gontae tell you which wan it wis tho – too embarrassing! It wis dead clever how they made this all work together.



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RESULTS - DID OUR AUDIENCE PICK UP THE MESSAGE

There was 3 'hings the folk at the Government wanted tae dae with aw these ads. First, they wanted me an ma pals to be aware of the Litter ads. Second, they wanted tae interrupt us as we went about our daily lives. Finally, they wanted tae change oor behaviour by creatin' an (anti)-social feeling around the campaign.

When the Government folk asked us in a survey efter the campaign they got a 65% prompted awareness response amongst the target 16-24 audience, which is over 406,000 young people – that's a pure brilliant result considerin' that naebidy had ever seen this ad afore. As fir interruptin' us they did that really well tae, wif over wan miwwion engagements (1,038,785) across the campaign on its digital platforms. Finally, in terms of creating an anti-social message, those

pure clever folk at Carat had tae measure how much oor behaviour wud actually change. According tae the "Return on Social Marketing Investment (ROSMI) report compiled by Carat post-campaign", 72% of 16-24 year olds who had done summat wif or seen the campaign were motivated to change their behaviour. In terms of actual behaviour change, 35% of 16-24 year olds claimed tae havnae dropped, dropped less or tried naw tae drop litter efter seeing the campaign. This wud lead tae a projected reduction of litter dropped by us lot (16-24 year olds) over a year by 350.789 tonnes, saving £841,895 in cooncil clean-up costs – which is 3.5 times mare in savings than the total cost of the media campaign, highlightin' an excellent "Return on Social Marketing Investment" attributable to the media campaign.

