

# 'VODAFONE, HOME OF TRADE IN'

## Vodafone Ireland with Folk Wunderman Thompson

“ This is a really integrated, well executed campaign. The creative is quite charming and clearly worked well given the results are all very strong. ”

- Campaign Ad Net Zero judge.

### Challenge

By 2040, e-waste will contribute to 14% of total global carbon emissions and smartphones contribute to approximately 10% of that. Ireland alone generates 155 tonnes of smartphone e-waste annually and despite the abundance of precious metals in smartphones, less than 15% are recycled or traded in.

### Brief

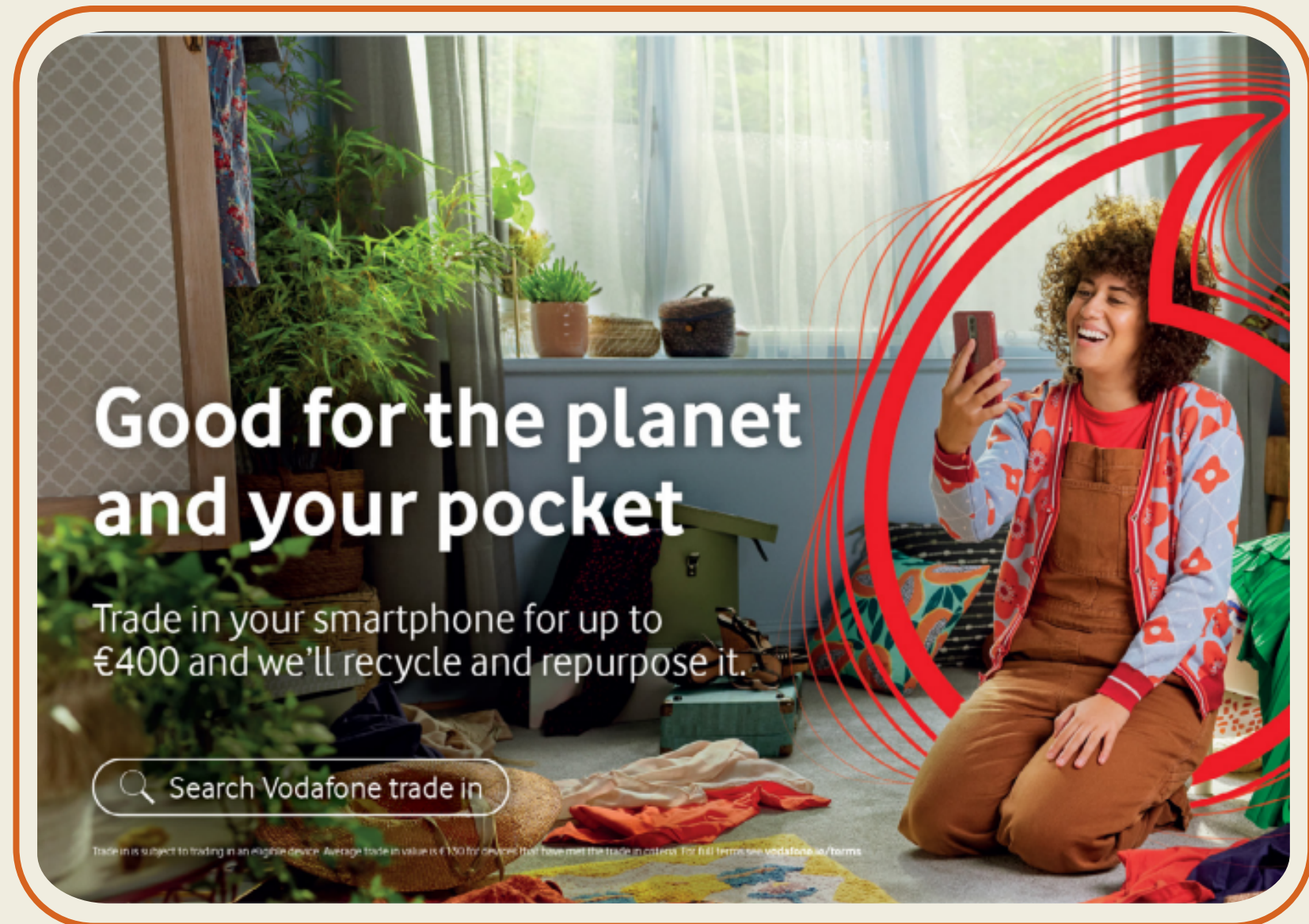
Work with Folk Wunderman Thompson to empower positive behaviour change at scale by increasing awareness of both the trade-in service and the increasing problem of e-waste.

### Solution

Reward consumers for trading in their used smartphones and doing their part for the planet.

### Execution

- Invested in TV & OOH, seeking a presence in 90% of the top programming during the campaign.
- Used digital, social and audio help build a benefit story, creating a sense of urgency that triggered people to act, using planet, convenience and value messages in relevant channels.

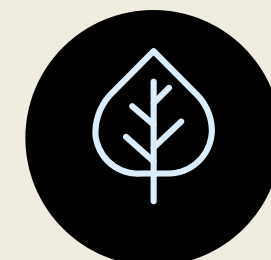


100% network equipment is recycled or used by another market.

### Results



+1397% increase in Trade-ins, double the original volume target.\*



43% more see Vodafone as sustainable and 45% more see Vodafone as 'caring for the environment'.