

INSINKERATOR

Changing the message to change perceptions.

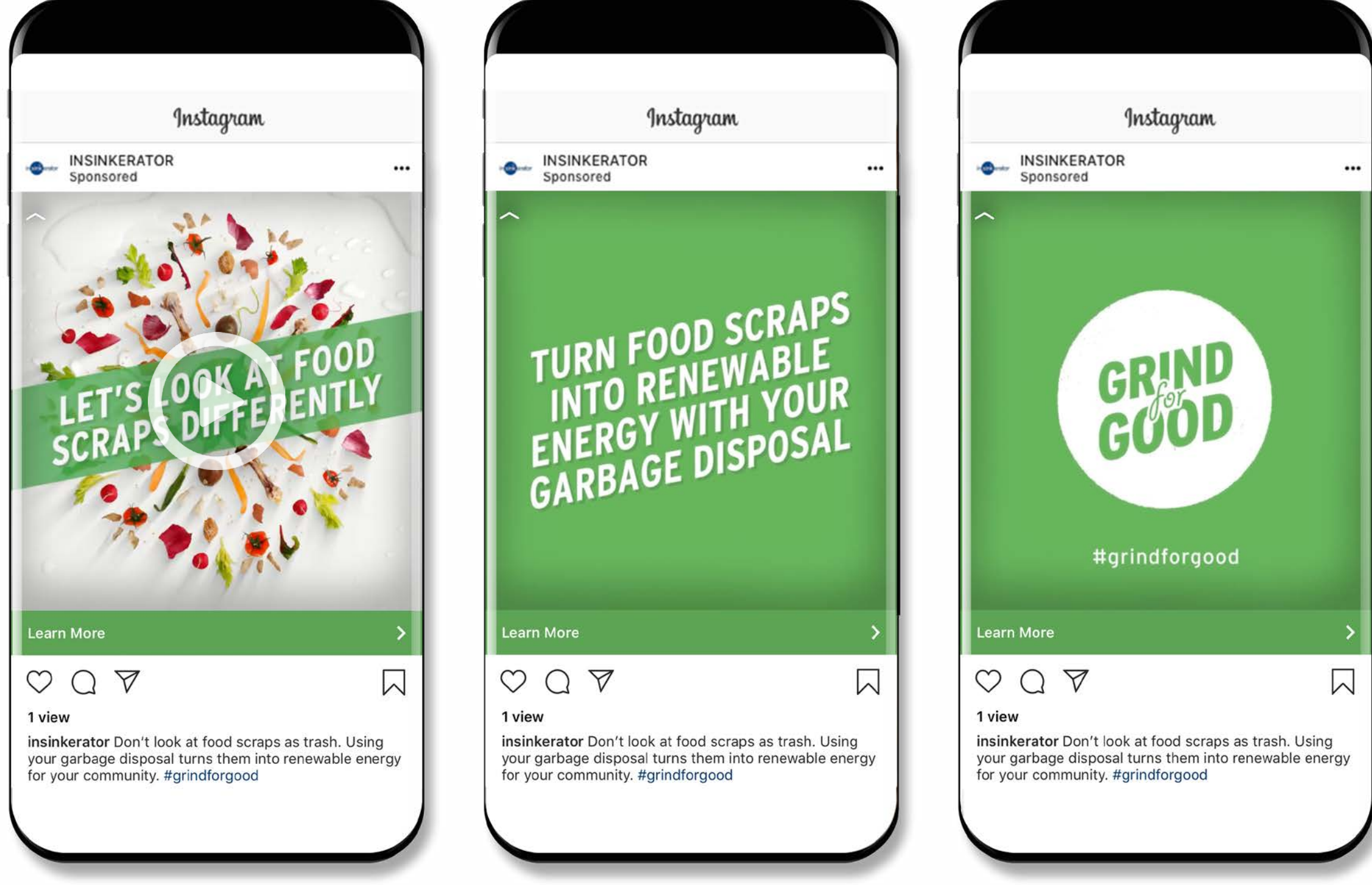


SEE A VIDEO OF THE ENTIRE CAMPAIGN HERE OR READ ON

POSITIONING A BRAND WHOSE PURPOSE SERVES A HIGHER PURPOSE.

There's no question that more and more Americans are adopting environmentally friendly habits. Recycling is already a common practice, but how many people know the best way to dispose of food scraps? Few can deny the ease of using a disposal, but even fewer understand that it's actually better for the environment than tossing food scraps in the trash. And it was with that insight, a campaign was born.

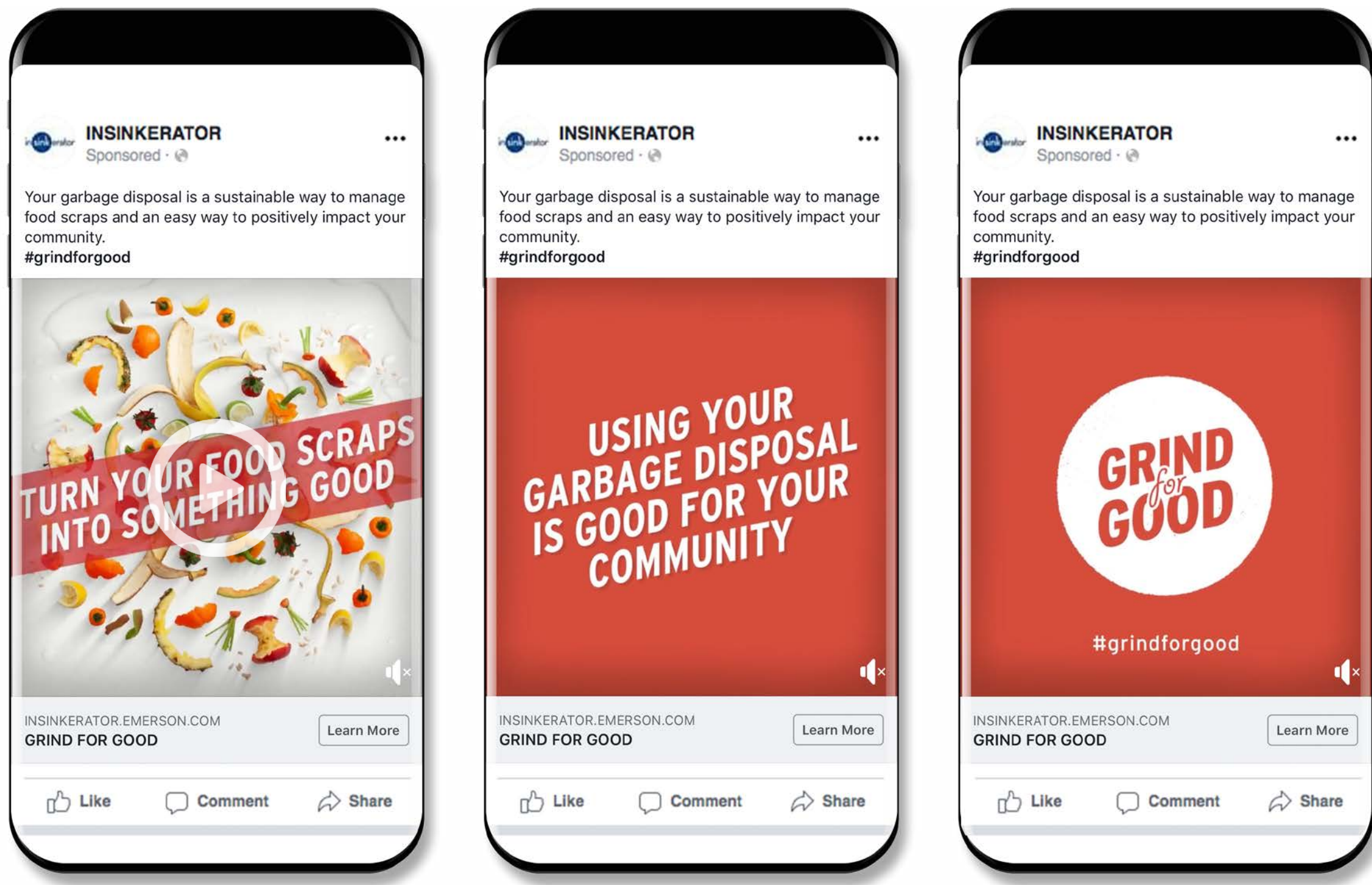
Sometimes you don't have to talk about your product's features and benefits to get your audience to understand the value of your product's features and benefits.



Showing food scraps getting sucked down drains in quick and colorful animations also helped suck in viewers from their other feeds. 1,985,797 of them to be exact.

GARBAGE BAD. GRIND FOR GOOD.

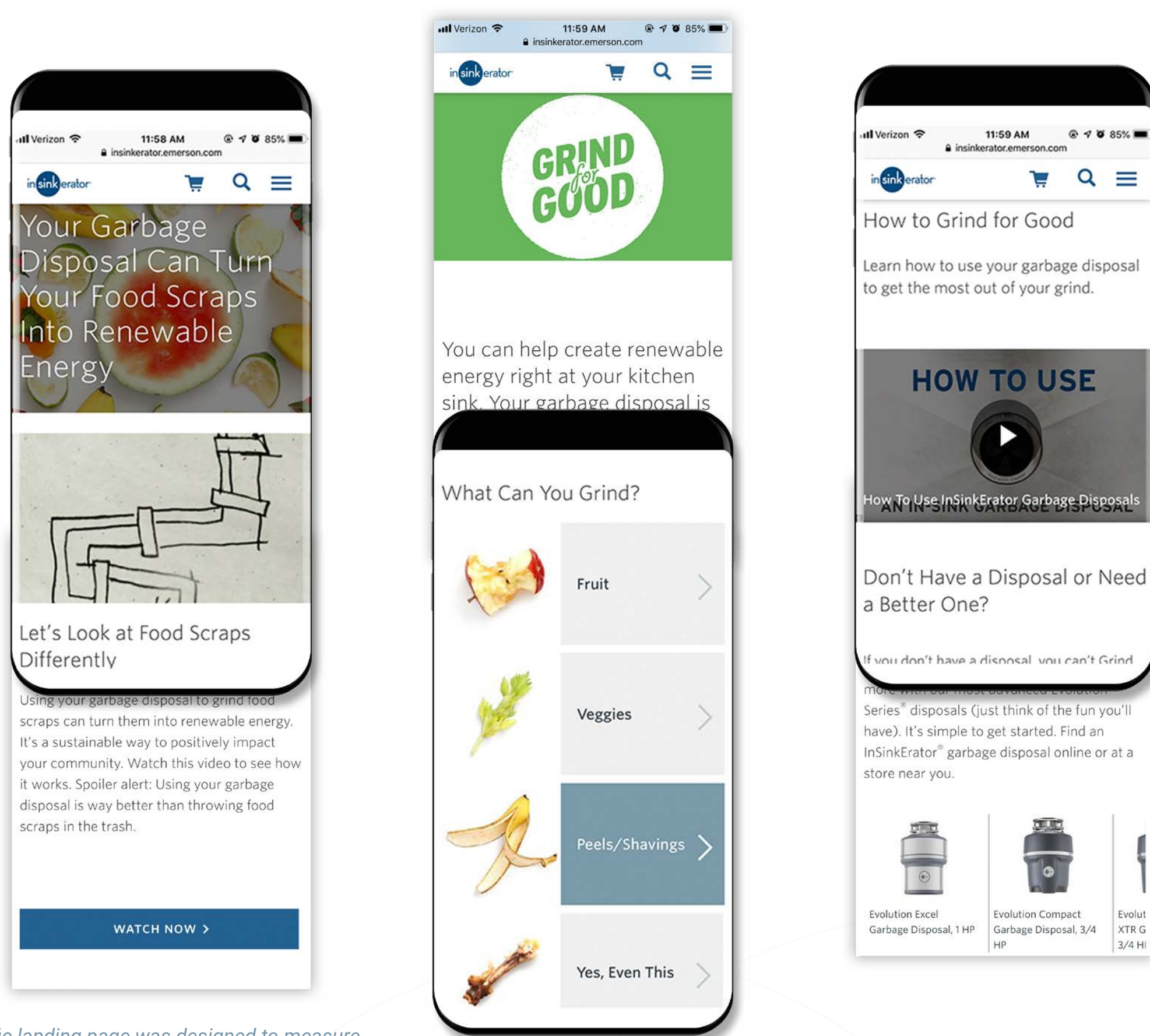
To make a commodity product stand out, we decided to change the message from providing facts and figures about performance (which everyone else does) to information and insights about purpose. Targeting first-time millennial homeowners, we created a social media campaign that talked about how using an InSinkErator disposal to get rid of food scraps was better for the environment than using a garbage can. The tagline, Grind for Good, not only completed the story, but gave the messaging a public service, social activism flair.



People had no idea that the ugliness of food scraps could be turned into the beauty of sustainability.

WELL, SO FAR, SO GREAT.

At the end of our test period, the blended site engagement rate was 21.2%. The total campaign garnered nearly 2 million impressions, 1,397 web sessions and over 200 engagement conversions. All in all, a marketing investment that we hope to continue see going down the drain.



A campaign-specific landing page was designed to target which messages resonated the most with our target. This enabled us to adjust placements using real-time data to maximize future engagements.

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The campaign rolled out in four markets: Bloomington, IL, Buffalo, NY, Cicero, IL and Fort Wayne, IN.

1.9

With a relatively light media investment of \$11,000, the media campaign was still able to garner over 1.9 million impressions.

21.2

That's the percentage of the engagement rate. Not bad considering the benchmark was just 1.2%.

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This is how many radishes we ate during the production. (The number of burps afterwards was not documented.)



"In general, people want to be good and do good. But they might not think being just one person they can really make a difference. This campaign let them know that with the simple act of using a disposal, they could actually help improve the environment."

MIKE FREDRICK, CHIEF CREATIVE OFFICER