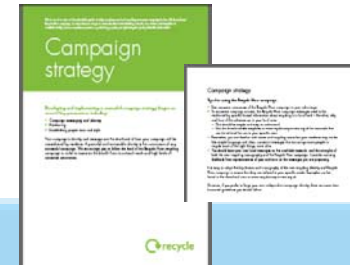


Marketing Strategy

BUSINESS-TO-BUSINESS/CONSUMER CASE



Client: **Waste Watch** Environmental charity

Project: “Developing recycling communications campaigns - a practical toolkit”

Date: 2004

Brief: To research, write and edit the section on marketing campaigns for new collection services. The section incorporated campaign planning, strategy and implementation as well as best practice tips and case studies.

Outcome: The toolkit is available as an on-line resource and is distributed as part of the Waste Resources & Action Programme's (WRAP) recycling training programme to local authority personnel to provide them with the tools to develop successful communications campaigns aimed at the public.