PLASTIC FANTASTIC

Denmark's No. 1 Plastic Queen became the ambassador to recycle it.

BACKGROUND

In Denmark, we have a return system that allows you to get a refund by returning empty bottles at recycling machines all over Denmark.
This is handled by the Danish Deposit and Return System: a non-profit with the goal of saving the environment from the production of new bottles and unnecessary CO2 emissions.
But some Danes still find recycling their empty bottles inconvenient and time-consuming.

BRIEF

So, when the Danish Deposit and Return System invited a new group of plastic bottles into their recycling program, we had to successfully remind this group of people how important it is to remember to recycle their plastic bottles.

SOLUTION

To remind these people to recycle their plastic bottles, we turned Denmark's No.1 plastic queen, Linse Kessler, into the ambassador to recycle it. As a popular influencer, beloved reality star, and well-known animal activist Linse was the perfect, and most surprisingly obvious, plastic ambassador to get our audience's attention and get them engaged in plastic recycling.

1991

1997

2007

2019

83,506,000
MEDIA IMPRESSIONS

ENGAGEMENT RATE
1250% HIGHER
THAN INDUSTRY BENCHMARK

2,408,786€
IN EARNED MEDIA

REACHED 95%
OF ALL DANES WITHIN A WEEK

"It's genius when the plastic face of Denmark teaches us to recycle"

Berlingske

"Linse Kessler is crazy about plastic – even more so when you recycle it"

DR

DANSK RETUR SYSTEM