

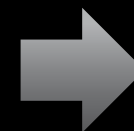


Social Change

RH has developed, to date, the UK's largest Local Authority Waste & Recycling promotion campaign for the Devon Waste Partnership. This £1.1M fully integrated campaign to promote recycling resulted in increased kerbside recycling rates of between 15-40% across the 8 participating local authorities. In addition total waste growth only increased by 1% against the 4% predicted.

To demonstrate our track record within this sector, a short selection of creative examples from previous relevant campaigns is presented over the following pages.

Should you wish to find out more please contact Laura Gould on: 01392 219 797 or alternatively email on: info@rhads.co.uk.

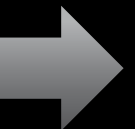




Client
Don't let Devon
go to waste

Name
'Plastic Surgeon'
TV commercial

Brief
Reduce plastic
bag usage

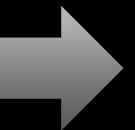




Client
Don't let Devon
go to waste

Name
'Jungle Drums'
TV commercial

Brief
Thank Devon
residents for
recycling over 50%

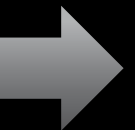




Client
Don't let Devon
go to waste

Name
'Eggs'
TV commercial

Brief
Highlight excess
packaging on
easter eggs

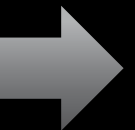




Client
Don't let Devon
go to waste

Name
'Fistfull'
TV Commercial

Brief
Encourage
recycling in Devon

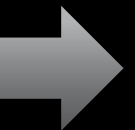




Client
Devon Warm Zones

Name
'Chillin'
TV commercial

Brief
Encourage people
to apply for energy
efficiency grants





'Spuds' Home Composting | Outdoor Media



'Carrier Bag' Packaging Waste | Outdoor Media



'Plastic Surgeon' Packaging Waste | Outdoor Media





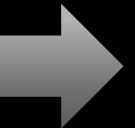
**Take twice daily
to clear congestion.**

Let's do it for Devon and make a climate change
for the better. www.devon.gov.uk/climatechange



The advertisement features a white background with a green horizontal bar at the bottom. On the right side, there is a graphic of a blister pack containing several pills, each with a red and blue bus icon. The text is positioned on the left side of the pack. The Devon County Council logo, consisting of the text 'Devon County Council' and a green leaf icon, is located in the bottom right corner of the advertisement.

'Congestion' Climate Change | Outdoor & Media Campaign





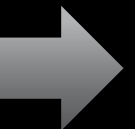
How far has your food travelled?

A photograph of a single red and yellow apple. It has three stickers on it: a black silhouette of a kangaroo with the word 'Australia' below it, a green oval sticker with the word 'BRAZIL' and a small image of a person, and a circular green sticker with a map of Devon and the text 'Produced in Devon' around the edge.

Over the course of a year the food we eat in Devon has travelled over 230 million miles, generating around 240 thousand tonnes of CO₂. Devon food is some of the best in the world so come on let's do it for Devon and make a climate change for the better. Cut your carbon emissions by visiting www.devon.gov.uk/climatechange

The logo for Devon County Council, featuring the word 'Devon' in a bold, blue, sans-serif font above the words 'County Council' in a smaller, blue, sans-serif font. To the right of the text is a stylized green leaf icon.

'Carbon' Climate Change | Outdoor & Media Campaigns





 A woman with dark hair, wearing a light pink sweater, is smiling and leaning her arms on a large green compost bin. The background is a solid blue color.

**TURN Tea BAgS
INTO eROW BAgS**

Don't think leftovers think compost

0845 450 2477 recycledevon.org
Don't let Devon go to waste

 A circular icon with a white arrow pointing clockwise, next to the word 'reduce' in a white, lowercase, sans-serif font.

 A woman with dark hair, wearing a light pink sweater, is smiling and leaning her arms on a large green compost bin. The background is a solid blue color.

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Don't let Devon go to waste

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'Kirstie Allsopp' Composting | Outdoor & Media Campaigns

