

THE MEDIA AND SPOTS

The extensive social media ad placements for this campaign reached millions of residents in the participating cities and counties that engage on the various platforms. Using sophisticated targeting tools, we were able to reach only those individuals living in these jurisdictions and those most likely to be motivated by our messages. The three campaign spots on CRV beverage container recycling are designed to encourage action: the recycling of empty CRV cans and bottles.

After viewing a spot, users had the option to visit the campaign’s landing page — [HolidayRecycling.com](https://www.holidayrecycling.com) — or the participant’s can and bottle recycling web page to receive more information, including how to recycle cans and bottles in their community.

Campaign activities began in mid-December '23 with the Christmas phase and ran through the Super Bowl phase in February '24.

Campaign Flight Dates Are Changing

The '24-'25 campaign, and all future campaigns, will begin with the Memorial Day phase in May and run through the Super Bowl phase the following February to fit within the fiscal year of CalRecycle’s City/County Payment Program.

A sixth holiday/spot will be added for Labor Day starting this year.



TO VIEW THE SPOTS, VISIT [HOLIDAYRECYCLING.COM](https://www.holidayrecycling.com)



CHRISTMAS



NEW YEAR'S EVE



SUPER BOWL

The graphic: “Wine and liquor containers are now redeemable!” has been added to the spots for '24.

CAMPAIGN PARTICIPANTS

- | | |
|----------------|--------------------|
| AMADOR COUNTY | REDDING |
| BENICIA | RIVERSIDE COUNTY |
| BUTTE COUNTY | SACRAMENTO |
| CITRUS HEIGHTS | SACRAMENTO COUNTY |
| COVINA | SAN CLEMENTE |
| DIXON | SAN JOAQUIN COUNTY |
| ELK GROVE | SANTA CLARITA |
| ESCALON | SOLANO COUNTY |
| FAIRFIELD | STANISLAUS COUNTY |
| GALT | SUISUN CITY |
| GLENN COUNTY | SUTTER COUNTY |
| LAGUNA BEACH | TEHAMA COUNTY |
| LINCOLN | TUOLUMNE COUNTY |
| LIVE OAK | VACAVILLE |
| MARYSVILLE | VALLEJO |
| MODESTO | WEST SACRAMENTO |
| NAPA | WHEATLAND |
| NAPA COUNTY | YUBA CITY |
| NORWALK | YUBA COUNTY |
| RANCHO CORDOVA | |



All spots are approved by CalRecycle

SOCIAL MEDIA PLATFORMS

The platforms used during the campaign were Facebook, Instagram, YouTube/Google Ads Network, TikTok, and X.

FACEBOOK



Facebook is an online social media and social networking service owned by Meta Platforms. As of 2023, Facebook claimed 3.03 billion monthly active users (37.1% of the world's population) and ranked fourth in global Internet usage. It was the most-downloaded mobile app of the 2010s and is the most used social platform worldwide. Facebook can be accessed from devices with Internet connectivity, such as personal computers, tablets, and smartphones. After registering, users can create a profile with information about themselves. They can post text, photos, and multimedia, which are shared with any other users who have agreed to be their "friend" or, with different privacy settings, publicly. Users can also communicate directly with each other via Facebook Messenger, join common-interest groups, and receive notifications on the activities of their Facebook friends and the pages they follow.

INSTAGRAM



Instagram is a photo-and-video-sharing social networking service founded in 2010 and owned by Meta Platforms. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tag and location, view trending content, like photos, and follow other users to add their content to a personal feed.

As of 2023, there were more than 1 billion active Instagrammers, with half of those users active every day and 35% using the platform several times per day. There are 16.6 million Google searches for "Instagram" per month, 95 million photos and videos are shared on Instagram per day, and more than 40 billion photos and videos have been shared on the platform since its inception.



Facebook/Instagram impressions during the RRG's Holiday CRV Campaign

1,329,597



YOUTUBE/GOOGLE ADS NETWORK



YouTube is an online video-sharing, streaming, and social media platform. Owned by Google, it was launched in 2005 and is the second-most-visited website after Google Search. YouTube has more than 2.5 billion monthly users who collectively watch more than 1 billion hours of videos each day. Videos are being uploaded at a rate of more than 500 hours per minute.

YouTube has expanded beyond the core website and now operates in mobile apps and network television, with the ability to link with other platforms. Categories on YouTube include music videos, video clips, news, short films, feature films, documentaries, audio recordings, movie trailers, teasers, livestreams, vlogs, and more. Most content is generated by individuals, including collaborations between YouTubers and corporate sponsors such as Disney, Paramount, and Warner Bros.

YouTube has had an unprecedented social impact, influencing popular culture, starting Internet trends, and creating multimillionaire “celebrities.”



YouTube/Google Ads Network impressions during the RRG’s Holiday CRV Campaign

4,449,613

X



X is a microblogging and social networking service on which users post and interact with messages known as “tweets.” Registered users can post, like, and retweet tweets; however, unregistered users only have the ability to read tweets that are publicly available.

X has 330 million monthly active users and 145 million daily users, and a total of 1.3 billion accounts have been created. More than 80% of active users access the service via mobile devices, and 22% of Americans are on X.

TIKTOK



TikTok is a short-form video hosting service owned by ByteDance. It hosts user-submitted videos, which can range in duration from 3 seconds to 10 minutes. Since its launch, TikTok has gained a large global following, with over 1.7 billion users globally, out of which 1.1 billion are monthly active users. As of the first quarter of 2023, there were over 113 million monthly active users in the United States.

The mobile app allows users to create short videos, which often feature music in the background and can be sped up, slowed down, or edited with a filter. Users can also add their own sound on top of the background music.

TikTok tends to appeal to younger users, as 41% are between the ages of 16 and 24. These individuals are considered Generation Z. Among these Gen Z users, 90% said they use the app daily. The average user was spending 1 hour and 25 minutes on the app daily and opening TikTok 17 times.



TikTok impressions during the RRG’s Holiday CRV Campaign

645,516



X impressions during the RRG’s Holiday CRV Campaign

694,253





The total number of impressions delivered on all platforms during the RRG's '23-'24 Holiday CRV Campaign

7,118,979

WEBSITE

The campaign's website — HolidayRecycling.com — includes CRV beverage container recycling information, tips, and links to local information. The website is included on all spots and serves as the landing page for the social media ads unless the participant elected to have their own website used instead.



THE RRG'S MISSION

The RRG is committed to using best practices to advance the recycling and waste reduction programs of its participants. Numerous studies support the importance of public education campaigns for recycling programs and emphasize that the recycling message should be reinforced regularly to create and maintain good recycling habits among residents. The RRG actively disseminates and reinforces the recycling message to help create new social norms in the region's communities. Members pool their resources and expertise to carry out multifaceted media campaigns promoting personal action and behavior changes regarding recycling. These cooperative educational campaigns are exceptionally cost-efficient. The centralized coordination prevents unnecessary duplication of efforts while allowing the purchase of regional media at a fraction of the cost individual members would pay for equivalent stand-alone media outreach. The RRG's members also collaborate on the development of outreach materials and other educational tools, creating messages that speak to the region as well as to individual communities. Together, the RRG's members are efficiently taking collaborative action to help ensure our citizens remain educated and motivated to recycle, thus contributing to the well-being of our communities, our region, and our planet.

TO TAKE PART IN THE '24-'25 CAMPAIGN, OR IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT:

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