



2025-2026 FINAL SUMMARY

THE REGIONAL RECYCLING GROUP'S HOLIDAY CRV RECYCLING CAMPAIGN

The Regional Recycling Group's (RRG) Holiday CRV Recycling Campaign concluded in February, with the sixth and final phase taking place over Super Bowl weekend. The campaign was once again successful in encouraging residents in the 50+ participating cities and counties to recycle their CRV beverage containers. The campaign took place over six separate holiday periods when large volumes of empty CRV cans and bottles are generated: Memorial Day, Fourth of July, Labor Day, Christmas, New Year's Eve, and Super Bowl.



THE MEDIA

The Campaign used six different CRV beverage container recycling spots, one for each holiday period, that ran on social media and digital platforms during the six campaign phases.

The extensive social media and digital ad placements for this campaign reached millions of residents in the participating California cities and counties who engage on the platforms and sites. Using sophisticated geotargeting tools, the ads were viewable only to those individuals living in these jurisdictions and who are most likely to be motivated by the messages. The spots on CRV beverage container recycling are designed to encourage action: the recycling of empty CRV cans and bottles.

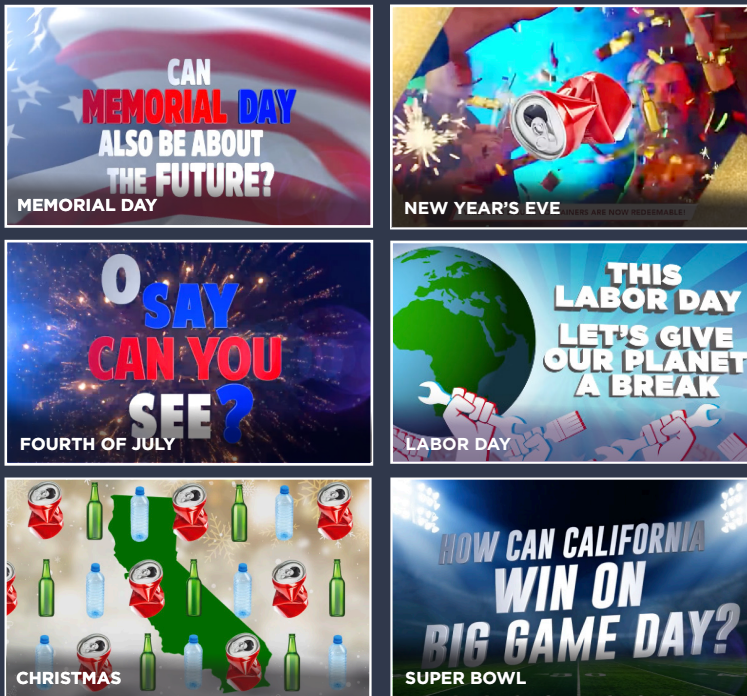
After viewing a spot, users had the option to visit the campaign's landing page — HolidayRecycling.com — to receive more information, including how to recycle cans and bottles in their community. Participants had the option to have their own CRV website used as the landing page for the spots served to their residents.

The 2026-2027 Holiday CRV Campaign Begins This May With New Spots!

The first phase of the '26-'27 campaign will take place over Memorial Day Weekend in late May. Please let us know by May 15th if your city or county would like to take part.



TO VIEW THE SPOTS, VISIT HOLIDAYRECYCLING.COM



All spots are approved by CalRecycle

The graphic: "Wine and liquor containers are now redeemable!" has been added to the spots.

CAMPAIGN PARTICIPANTS

- | | |
|-------------------------|--------------------|
| AMADOR COUNTY | LIVE OAK |
| BENICIA | MARYSVILLE |
| BRAWLEY | NAPA COUNTY |
| BUTTE COUNTY | PATTERSON |
| CALEXICO | RANCHO CORDOVA |
| CALIFORNIA CITY | REDDING |
| CALIPATRIA | RIVERSIDE |
| CALISTOGA | SACRAMENTO |
| CERES | SACRAMENTO COUNTY |
| CITRUS HEIGHTS | SAN FRANCISCO |
| CLOVIS | SAN JOAQUIN COUNTY |
| COVINA | SANTA CRUZ |
| DAVIS | SOLANO COUNTY |
| DIXON | ST. HELENA |
| EL CENTRO | STANISLAUS COUNTY |
| ELK GROVE | SUISUN CITY |
| ESCALON | SUTTER COUNTY |
| FAIRFIELD | VACAVILLE |
| GALT | VALLEJO |
| GLENN COUNTY | VICTORVILLE |
| HOLTVILLE | WESTMORLAND |
| IMPERIAL | WEST SACRAMENTO |
| IMPERIAL VALLEY (IVRMA) | WHEATLAND |
| INDIO | YOUNTVILLE |
| KERN COUNTY | YUBA CITY |
| LAGUNA BEACH | YUBA COUNTY |

SOCIAL MEDIA

The platforms used during the campaign were Facebook, Instagram, YouTube, YouTube TV, Google Display Network, TikTok, X, Nextdoor, Pinterest, Snapchat, and Reddit.



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 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 videos, 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

2,075,784



YOUTUBE, YOUTUBE TV GOOGLE DISPLAY 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 on 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."



Google Display Network impressions during the RRG's Holiday CRV Campaign

5,626,411



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 136 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

301,265



PINTEREST

Pinterest is a social media platform that allows users to discover and share visual content like images and videos. Users can organize their ideas into boards based on themes, interests, or hobbies. Users find inspiration for projects, recipes, home decor, and save Pins to boards to keep ideas organized and share ideas with others.

Pins also link back to their original online source, which helps drive traffic to an advertiser's website. Pinterest activity tends to have a longer shelf life than that of other social media platforms.

Pinterest has over 600 million monthly active users worldwide, with 90 million users in the U.S. Women make up the majority of Pinterest users, with women aged 25–34 being the largest demographic. Pinterest is also popular with Gen X, Millennial, and Gen Z users.



Pinterest impressions during the RRG's Holiday CRV Campaign

747,897



X

X is a microblogging and social networking service on which users post and interact with posts known as "tweets." Registered users can post, like, and reshare posts; however, unregistered users only have the ability to read posts 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.



X impressions during the RRG's Holiday CRV Campaign

592,644



NEXTDOOR

Nextdoor is a neighborhood-based social networking platform that connects people living in the same geographic area. It's designed to foster community engagement by helping neighbors share local news, recommendations, events, safety alerts, and more. Key features of Nextdoor include: the Neighborhood Feed, where neighbors can post questions, news, alerts, or classifieds; Recommendations, where users often ask for and give recommendations on local services (plumbers, babysitters, restaurants, etc.); For Sale & Free Section, a built-in marketplace where users can buy/sell/give away items locally; Local Business Pages, where businesses can create profiles, collect reviews, and interact with residents in nearby neighborhoods; and Safety Updates, where police departments and city officials can post emergency notifications and public safety info directly to residents. Users of Nextdoor are first required to submit their legal names and addresses to the website and addresses must be verified.



Nextdoor impressions during the RRG's Holiday CRV Campaign

3,048,930



SNAPCHAT

Snapchat is a social media app where people send photos and videos—called “Snaps”—that usually disappear after they’re viewed. It started as a simple way to share quick, private moments with friends, but now also lets users post “Stories” that stay up for 24 hours. There’s also a “Discover” section where brands and media companies share short videos and ads.

The app is especially popular with younger users and is built mainly for smartphones. It includes fun features like filters, virtual stickers, and augmented reality effects you can add to photos and videos. Users can also save certain photos in a private, password-protected section called “My Eyes Only.”



REDDIT

Reddit is a social media website where people share links, questions, opinions, photos, and videos, and other users vote them up or down. The most popular posts rise to the top, while less popular ones move down. Content is organized into topic-based communities called “subreddits,” which cover just about every subject you can imagine—from news and investing to hobbies and local communities.

Each subreddit is run by volunteer moderators who help enforce rules and keep discussions on track. Reddit as a whole is operated by Reddit, Inc., and it’s one of the most-visited websites in the world, with a large share of its traffic coming from the United States.



Snapchat impressions during the RRG’s Holiday CRV Campaign

92,747



Reddit impressions during the RRG’s Holiday CRV Campaign

123,502



The total number of impressions delivered on all platforms during the RRG’s ’25-’26 Holiday CRV Campaign

12,609,180

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 digital 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 residents 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 '26-'27 CAMPAIGN, OR IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT:

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