



# RECYCLING IS REAL

**AN INITIATIVE OF**



**PLASTICS**

INDUSTRY ASSOCIATION

# Recycling is Real: Showing the People of the Plastics Industry



**RECYCLING IS REAL**

**"Recycling is real, and it's important to everybody's lives."**

- Mariah, Lead Operator

[Watch Now](#)



**RECYCLING IS REAL**

**"Recycling is real, and it happens here every day."**

- Ian, Development Engineer

[Watch Now](#)



**RECYCLING IS REAL**

**"Recycling is Real..... Important"**

- Tommy, Lead Tech

[Watch Now](#)



**RECYCLING IS REAL**

**"Recycling is very real."**

- Grant, Manager

[Watch Now](#)



**RECYCLING IS REAL**

**"I know recycling is real because I see it every day"**

- Chad, Facility Operations Specialist

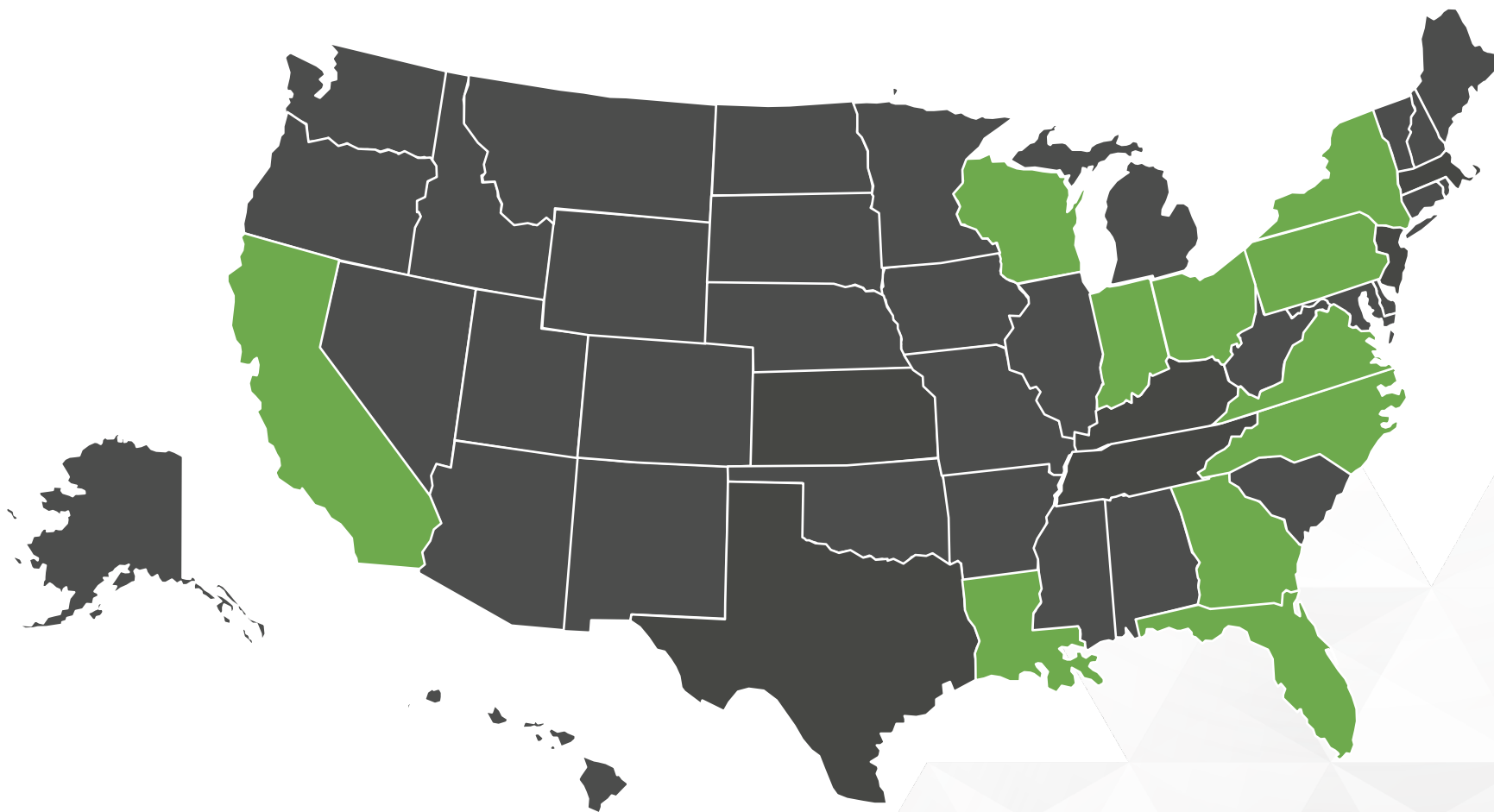
[See For Yourself](#)







# Video production: Released



Released



# Ad Campaign Target Audiences



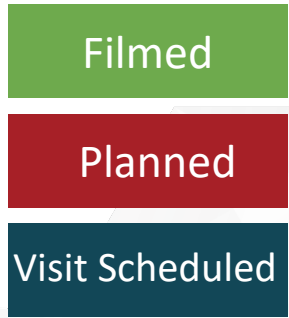
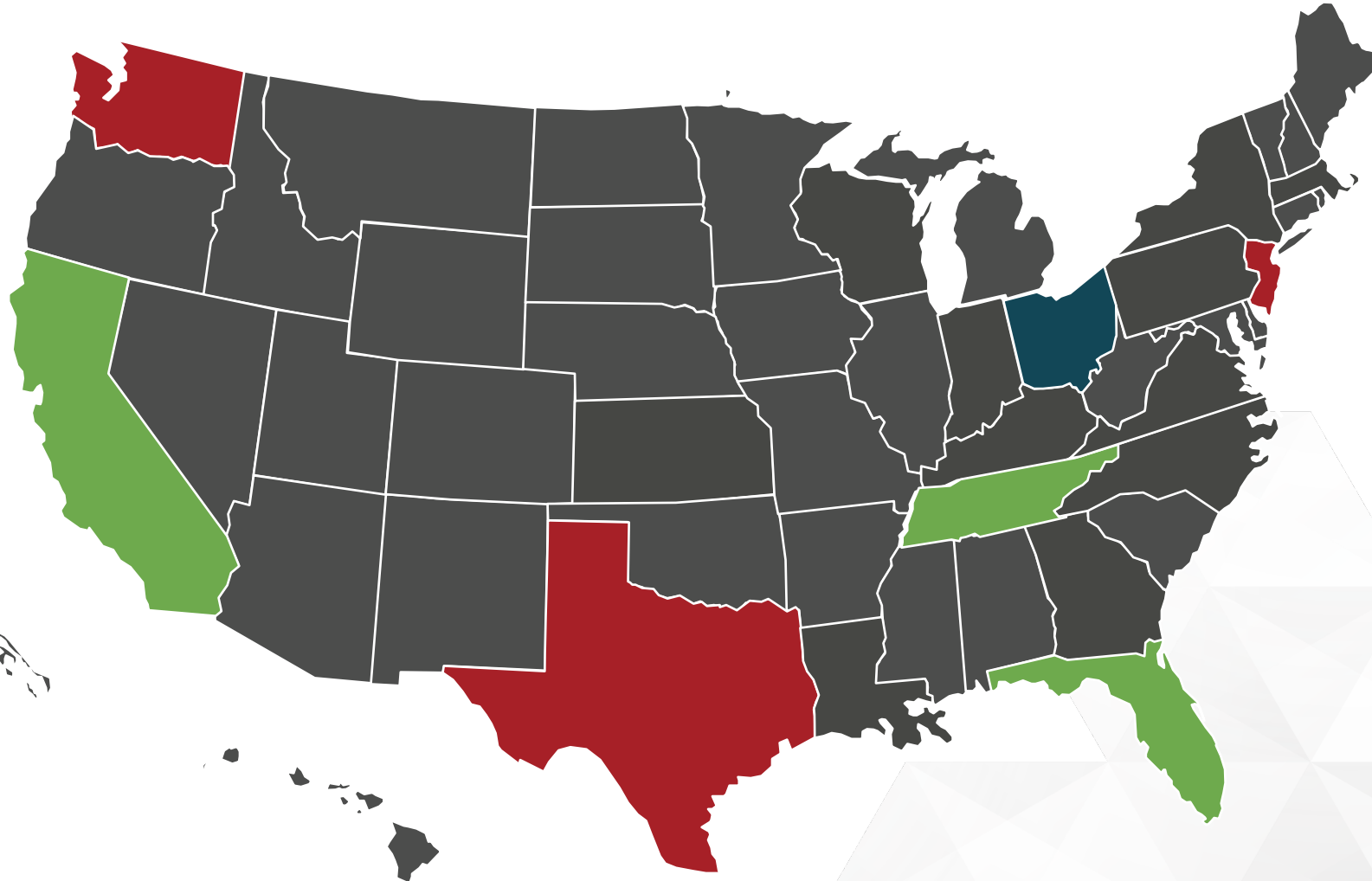
**Executives  
at Downstream Companies**

**Lawmakers  
in Key States**

**Members of Congress &  
Congressional Staff**

**EPA &  
Executive Branch Agencies**

# Upcoming Videos in Production/Scheduled/Planned

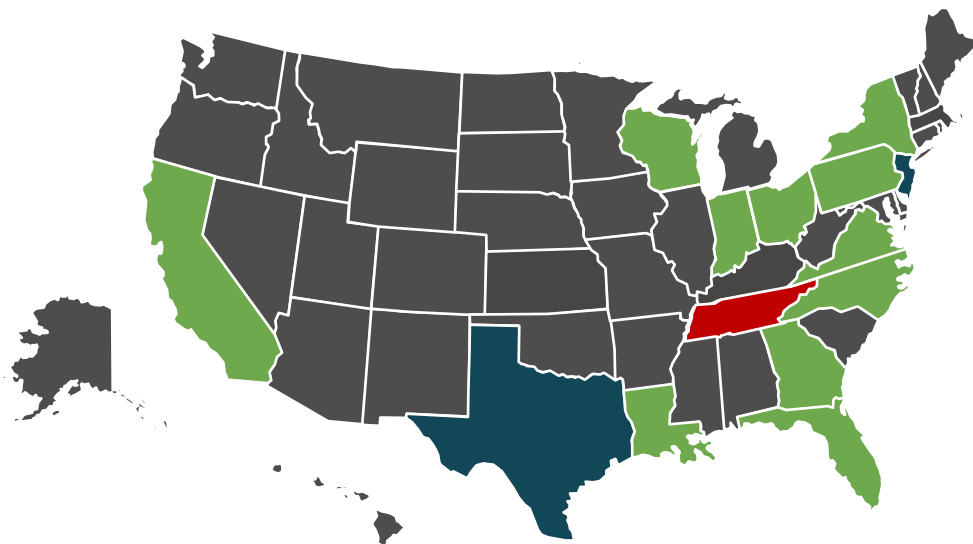




# Video Results



- Videos production
  - 13 videos published
    - 11 mechanical recycling features, 2 advanced recycling features, 1 cross-supply chain collaboration
  - 3 additional videos filmed to be published in 2024 + 'Supercut'
  - Planning for 2025 additional taping underway
- Video location coverage
  - Released videos in 11 unique states
  - Planning underway for 3 additional states



**“I know recycling is real because we do it every day.”**

**– Monica, Quality, Safety, & Regulatory Affairs**

[See For Yourself](#)



# Making an Impact



**Background:** Rational 360 launched a microtargeted programmatic display ad campaign on September 14, 2024 serving ads featuring our video content and repeating the Recycling is Real message to target audiences.

**Objective:** *Drive home the Recycling is Real message* - serving content to our target audiences at a high rate to reiterate the Recycling is Real message through illustrative examples of recycling and the people doing it every day.

**Methodology & Targeting:** These digital display and video ads are *microtargeted to our exact target audience* using targeting information such as email addresses and mobile device IDs.

## KEY TOPLINE DIGITAL AD METRICS – Cumulative (September 14, 2023 – September 15, 2024 )

**3,628,755**  
Total Content Views

**1,032,213**  
Total Video Completions

**56,000**  
Unique Website Visitors





we help the environment



A man with glasses and a blue plaid shirt is smiling and looking at a silver snack bag he is holding. He is standing in a grocery store aisle with shelves of various snack bags in the background. The shelves are filled with products like 'Putz' and 'BIZNA'.

**Thomas Seidel**

*Director, Sustainability & Market Development*

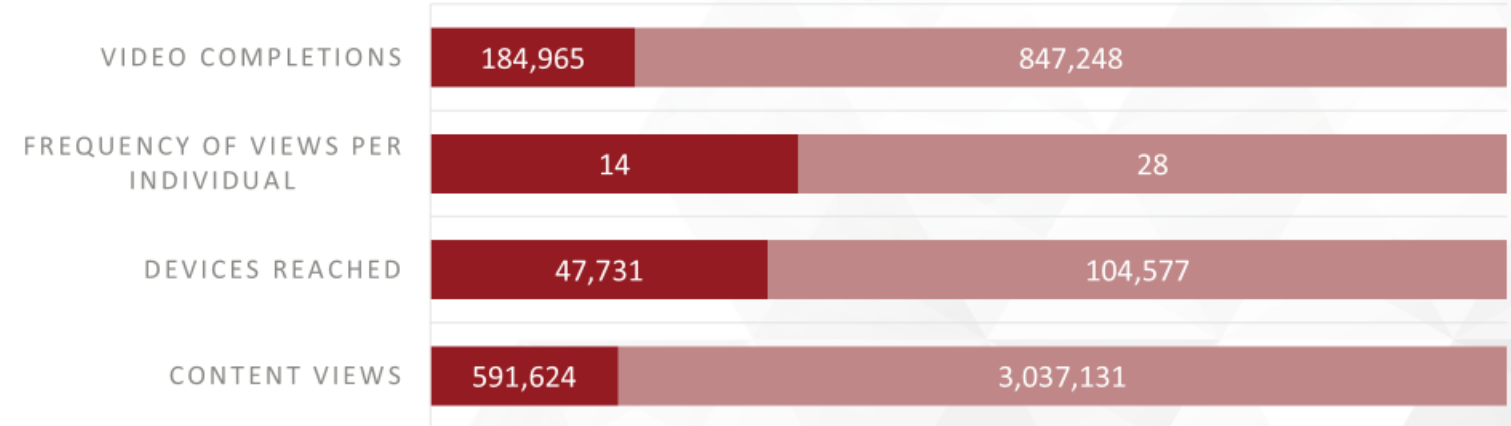
# Communications Impact

Total Numbers from September 2023 – Sept 2024			
Video Completions	(Average) Frequency of views per individual	Devices Reached	Content Views
1,032,213	22.5 (+/-)	152,308	3,628,755

**Phase 1** - used direct-match programmatic ads in both static and video formats to 7 states.

**Phase 2** - served tailored content to target audiences including additional policymakers (added 8 states) and private sector recipients (over 1,300 C-Suite executives).

## DISPLAY OF THE GROWTH FROM PHASE 1 THROUGH PHASE 2





# Recycling is Real Newsletter



## Celebrating a *Recycling is Real* Milestone

This time last year, Recycling is Real was an initiative PLASTICS was working to bring to the public. Today, thanks to the dedication of PLASTICS members and staff, and the generous collaboration of companies who have invited our video crew into their facilities to meet their teams, Recycling is Real has yielded twelve informative videos. PLASTICS is proud to show *how* recycling happens, *where* it happens and introduce the people who *make* it happen coast to coast.

Our twelfth video, featuring the advanced recycling efforts at Printpack, in Atlanta, Georgia was released on June 13, 2024. The video highlights the Printpack team and their dedicated product development professionals who maintain relationships with leading recyclers to ensure that brands can incorporate the highest quality post-consumer recycled material into their packaging.



Want to Learn More About our Recycling is Real Initiatives?

SIGN UP FOR UPDATES

- 2,538 email sign-ups since RIR Launch
- Latest newsletter: July 25, 2024
  - 42.6% open rate
  - 7.9% Click-through-rate (clicks/opens)







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