



# Ireland's New Deposit Return Scheme

National Communications Campaign  
17 October 2023

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# Re-turn National Communications Campaign

## Agenda

- National Campaign Phasing
- Messaging
- Channels & Timelines
- Sharing of Assets / opportunities to collaborate



# Re-turn National Ad Campaign

## Burst 1 - Objectives

### Awareness & Education

Execute an awareness and education campaign launching Re-turn as a national Deposit Return Scheme to consumers, and providing information on the 'Who, Why and How'.

# Burst 1

## Comms Pillars

### Who we are

Introduce and familiarise consumers to Re-turn as Ireland's National Deposit Return Scheme.

### Why do this

Inform consumers about Deposit Return, the environmental benefits and differences from the current system of recycling.

### How to Re-turn

Provide consumers with necessary information on how Deposit Return operates and how they can participate and contribute to this really important circular economy initiative starting on 1 February 2024

# Radio Ad



Radio ad is a remix of the classic track [Bring It Back](#) - an iconic music track that will create a strong association with the call to action 'Bring it back'

# Burst 1

## Re-turn Radio Ad

The tone of voice of the ad is upbeat, informative, engaging and motivates the consumer by using short, direct statements and positive language.

We emphasise the benefits of the Deposit Return Scheme and encourage people to participate.

Overall, the ad aims to convey a message of environmental responsibility and action while also providing clear instructions and what you can do to play your part.



# Burst 1

## Re-turn Social Strategy

Social channels will be used in Burst 1 to inform consumers on all aspects of the Scheme and posts will reflect

Again, the three key comms pillars will act as the foundation for all content

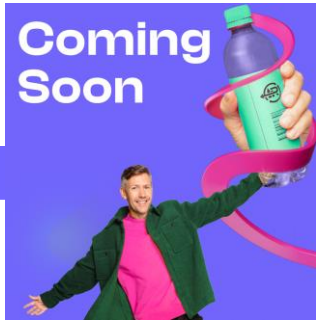
**Who we are** - Make consumers aware of the Re-turn brand by introducing them to us while ensuring our personality and TOV are clear in each of the posts

**Why we do this** - Key benefits of Deposit Return and why it has been introduced.  
– Environmental, targets & outcomes

**How we do this** - key dates and operational elements – when, where, how, what is included

Content will be adapted to various formats, channels, and shifting user preferences as the campaign evolves.

# Sample Social Posts - Burst 1



COMMUNICATE THE  
DATE



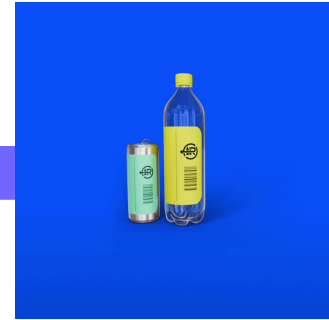
A NATIONWIDE  
SCHEME



HOW WILL IT  
WORK?



HOW MUCH  
IS THE  
DEPOSIT?



WHAT IS  
THE PROCESS?



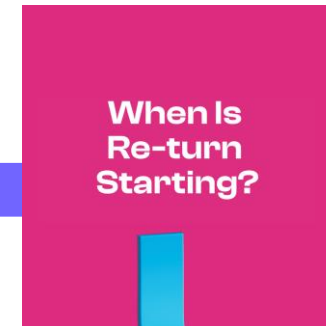
WHERE CAN I  
RE-TURN?



WHY SHOULD I  
RE-TURN?



OUR LOGO



WHEN DOES  
THIS START?





# Social Media Post



## Post Copy

Re-turn is Ireland's better way to recycle. Why? Less litter, less waste, better recycling for Ireland!

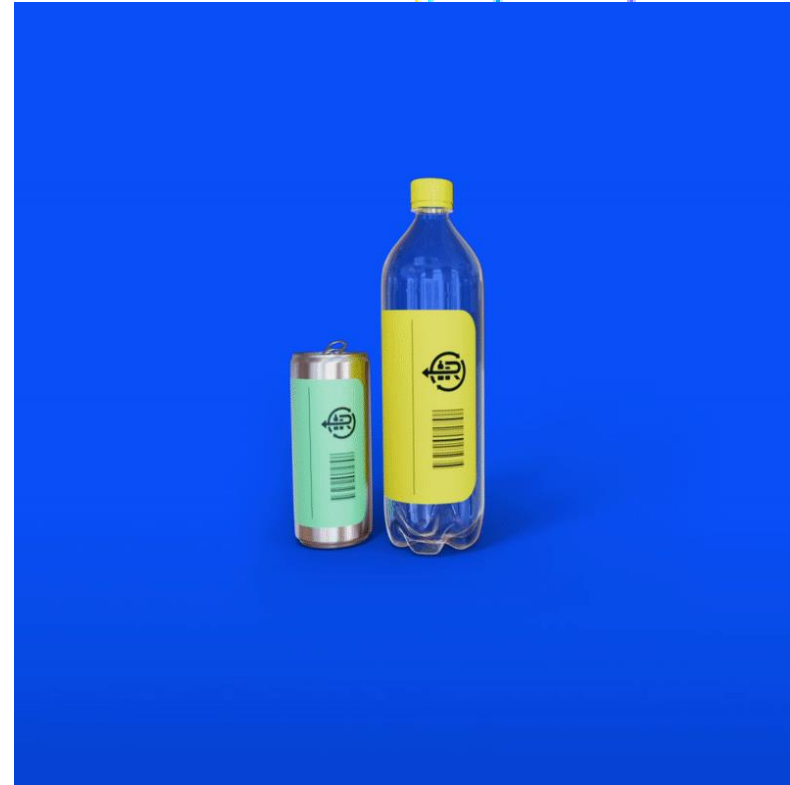
Find out more about Ireland's Deposit Return Scheme at [Re-turn.ie](https://re-turn.ie) 🙌 #ReturnRefundRecycled

# Social Media Post

## Post Copy

It's circular! From 1 February 2024 when you buy a bottle or can with the Re-turn logo, you'll pay a small deposit.

Once you're refreshed, bring it back to shops or supermarkets nationwide and get your deposit back! 🌍 Find out more about Ireland's Deposit Return scheme at [re-turn.ie](https://re-turn.ie) 🙌 #ReturnRefundRecycled



# Social Media Post

**Where Can I  
Re-turn?**

**To Shops And  
Supermarkets  
Nationwide**



**In-store Reverse  
Vending Machine (RVM)**



**Or Over  
The Counter**



**Starts 1 February 2024**

## Post Copy

From 1 February 2024, retailers across the country will be ready to Re-turn! Find out more about Ireland's Deposit Return Scheme at [re-turn.ie](https://re-turn.ie) #ReturnRefundRecycled

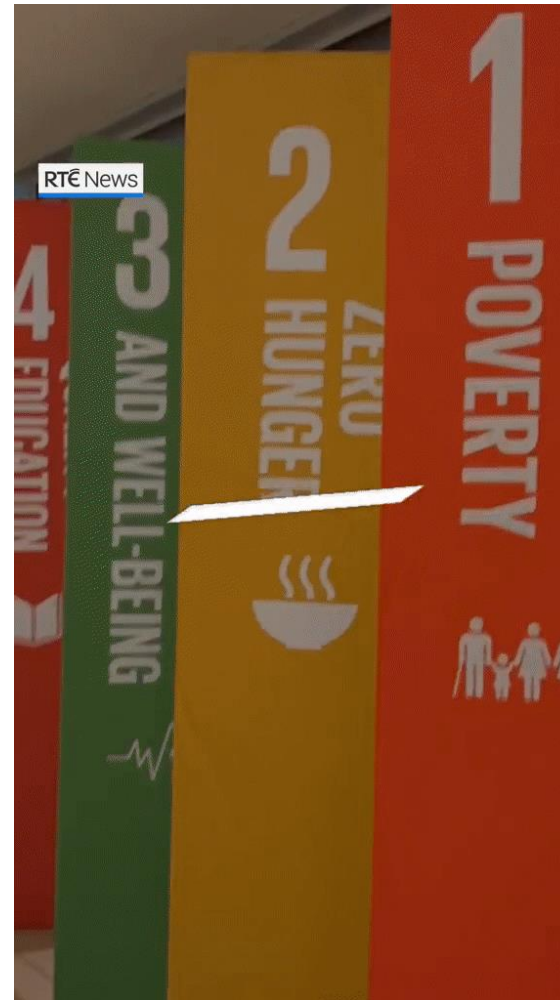
# Vox Pop

*Post Type: Voxpop*

## Post Copy

Voxpop showing  
Consumer awareness  
and support for the  
introduction of deposit  
return.

Re-turnRefundRecycled



# Re-turn National Ad Campaign

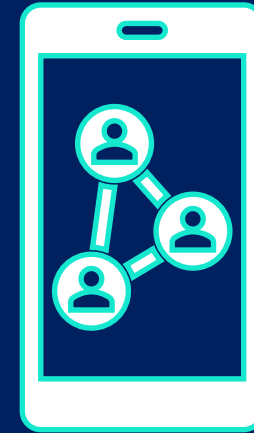
## Burst 1

October – December

Media Channels



**DIGITAL AUDIO & RADIO**



**SOCIAL & SEARCH**

# Media Laydown

Burst 1: All Ads@ 1+81%

Burst 1		17-Oct	23-Oct	30-Oct	06-Nov	13-Nov	20-Nov	27-Nov	04-Dec	11-Dec	18-Dec	25-Dec
Radio	605 spots		All Adults: 1+66%									1+41%
Digital Audio	698k imps		All Adults: 1+6%									
Press	1 insert	Sunday Indo										
Social	6.6mill imps		Facebook, Instagram, LinkedIn, Twitter, Tiktok									
Search			Google Ads									

# PR Strategy

## Comms objectives for lead up and go live for Re-turn

- **Position Re-turn for success:** To establish Re-turn as a responsible, capable and forward-thinking organisation that is unwaveringly committed to forging a sustainable future.
- **Build Trust and Support:** Through open and transparent communication, cultivate trust and support among stakeholders, including consumers, retailers, producers, environmental organisations, and government entities.
- **Inform and Educate Key Stakeholders:** Remind key stakeholders of the transition period start date for Ireland's deposit and return scheme, explaining its purpose, the benefits, and relevant operational mechanics as they pertain to each key stakeholder.

# Always-On Communications

## Proactive Media Engagement

- Media engagement for on and off-record briefings
- Newsjacking opportunities
- Informative content for media – (statements, releases, op-eds etc.)
- Tailored approach to media engagement

## Reactive Media Engagement

- Managing inbound media queries
- Statement development
- Briefing & educating media – EU targets / environmental impact / operational



## Re-turn Positioning

- External interviews / leveraging narrative
- Profile building – thought leadership & positioning opportunities
- Speaking opportunities – events; podcasts

## Milestone Announcements

- Appointment of CEO
- Reminder releases for key stakeholders
- Profile for key suppliers





# Re-turn

**Additional  
Retailer Toolkit Assets**



# Staff Summary Guide



## Staff handout



Ireland's National  
Deposit Re-turn  
Scheme starts on 1  
February 2024.

### What you need to know



From 1 February 2024, when you buy your beverage PET plastic bottles, Aluminium and steel cans, with the Re-turn logo you will pay a small deposit, which is fully refunded when you Re-turn them empty and undamaged to any shop or supermarket nationwide.

+15c

The Deposit Fee for drink containers is from 150ml - 500ml.

+25c

The Deposit Fee for drink containers is from 500ml to over 3 litres.



Only drink containers that are part of the Deposit Scheme will show the Re-turn logo for customers to receive their full refund.



Drink containers included in the scheme are PET Plastic bottles and Aluminium and Steel cans from 150 - 3 litres.

The containers must be brought back EMPTY and Undamaged



The drinks containers can be returned to shops supermarkets nationwide.



## FAQS

Can Consumers Re-turn drink containers that they bought before 1 February 2024?

No, drink containers that are produced before 1 February, are not included in the Deposit Re-turn Scheme.

What is included in the Deposit Re-turn Scheme?

PET Plastic bottles, Aluminium and Steel cans.

How much is the Deposit Re-turn Fee?

150ml - 500ml +15c

500ml - Over 3 litres +25c

How do customers get their deposit back?

Containers must feature the Re-turn logo, to receive your deposit back.

Where can the customer Re-turn their bottles and cans?

From 1 February, customers can re-turn their bottles and cans with the Re-turn logo in any shop or supermarket nationwide.

How do I use an RVM machine?

Each RVM machine will provide clear instructions on how to re-turn your containers.

Is this scheme Government funded?

No, the Deposit Re-turn Scheme is not run by the Government, it is funded through producer fees for each product placed on the market.



Please visit the Re-turn  
website for more  
information





# Additional POS Brand Assets – Aisle Fins

## From 1 Feb 2024 a refundable deposit applies to drinks with a Re-turn logo

Your deposit will be refunded to you when you bring back your empty, undamaged drinks containers to shops and supermarkets nationwide.



## Bring it back!

From 1 Feb 2024 when you buy a drink with a Re-turn logo you'll pay a small deposit which will be refunded to you when you bring your drinks containers back empty and undamaged to shops and supermarkets nationwide.



## Standard shelf wobblers

YOUR LOGO HERE

 Re-turn

**Deposit**

**15c** | for drinks containers  
between 150ml - 500ml

**25c** | for drinks containers  
over 500ml - 3 litres

[www.re-turn.ie](http://www.re-turn.ie)



YOUR LOGO HERE

 Re-turn

**Ireland's  
Deposit  
Return  
Scheme**

Discover the benefits of Deposit Return at [www.re-turn.ie](http://www.re-turn.ie)



YOUR LOGO HERE

 **Re-turn**  
Bring it Back | Pay it Forward

[www.re-turn.ie](http://www.re-turn.ie)



YOUR LOGO HERE

 Re-turn

**Discover the  
benefits of  
Deposit Return**  
at [www.re-turn.ie](http://www.re-turn.ie)



YOUR LOGO HERE

 Re-turn

**Return empty,  
undamaged  
drinks containers**  
to shops nationwide  
to redeem your deposit.

[www.re-turn.ie](http://www.re-turn.ie)





## Pre go live shelf wobblers



# QR Code for Deposit Return Map

The dynamic QR code will allow consumers / users direct access to the Deposit Return point map on the Re-turn website.

The map is in test phase and will be ready for go live on 1 February 2024.



# Take Back Exemption and QR Code Guidelines

If your business sells or otherwise supplies in scope products, you are defined as a 'Retailer' and are legally obliged to [register](#) with the Scheme and adhere to the [Re-turn Membership Rules](#).

Retailers granted a Take Back Exemption will be informed by email and may download the Take Back Exemption Certificate through the Re-turn portal. This will incorporate the dynamic QR code and website URL to Deposit Return Points map. This Certificate must be printed in A4 (minimum) and be prominently displayed for all consumers to view.

Online retailers granted a Take Back Exemption, must display the dynamic QR Code and URL on sales documentation.

## Dynamic QR Code

To access and download formats of Dynamic QR code please click [here](#).

## URL

Please include the following URL for Deposit Return Points map.

[www.re-turn.ie/#WhereToReturn](http://www.re-turn.ie/#WhereToReturn)

## Online Retailer Sample Print Receipt


**Retailer name**

Milk.....	€xx
Bread.....	€xx
Water bottle 2 litre.....	€xx
Orange can 330ml.....	€xx
<b>Total Net.....</b>	<b>€xx</b>

**Deposit**

25c x 1 Unit.....	€xx
15c x 1 Unit.....	€
<b>TOTAL .....</b>	<b>€</b>
<b>(Total NET + Deposit)</b>	

Please scan the QR code or visit  
[www.re-turn.ie/#WhereToReturn](http://www.re-turn.ie/#WhereToReturn) to find  
your nearest Deposit Return Point




## Online Retailer Sample Digital Receipt

**Thank you for your Order!**

Chicken.....	€xx
Water bottle 2 litre .....	€xx
Orange can 330ml .....	€xx
<b>Total Net .....</b>	<b>€xx</b>


**Deposit**

25c x 1 Unit .....	€xx
15c x 1 Unit.....	€xx
<b>TOTAL.....</b>	<b>€xx</b>
<b>(Total NET + Deposit)</b>	



Please scan the QR code or visit  
[www.re-turn.ie/#WhereToReturn](http://www.re-turn.ie/#WhereToReturn) to find your  
nearest Deposit Return Point

FOLLOW US



[Unsubscribe](#)

**\*Dynamic QR code and website live URL to Deposit Return Points map will go live on 1 February 2024. Test phase takes place in January 2024.**





**Burst 2**





# Re-turn National Comms Campaign

## Burst 2

### Key Messaging

In addition to reinforcing comms objectives of Burst 1, Burst 2 will be a clear and impactful nationwide call to action.

The campaign will drive awareness of the start date for Deposit Return, encouraging consumer support and participation.

Headline;  
**BRING IT BACK**

Sub copy  
**Re-turn Refund Recycled**

Bring back empty undamaged bottles and cans with the Re-turn logo to shops and supermarkets and get your deposit back.

# TV, VOD, BVOD & Youtube



TV campaign begins 1 January with over 790 spots during January & February

# Burst 2

## Burst 2 – Bring it Back

The Radio ad for Burst 2 reflects the same script as the TV ad.

Features across national and provincial stations nationwide with over 800 ads during January and February.

# OOH

**Bring It Back**

**RE-TURN** **REFUND** **RECYCLED**

Bring back empty, undamaged bottles and cans with the Re-turn logo to shops and supermarkets and get your deposit back.

**Re-turn**

The advertisement features a man in a green jacket and pink shirt holding a green bottle with a Re-turn logo. A large pink arrow points down from the bottle towards a blue Re-turn machine. The background is a solid blue color.

Spread across 48 sheeters, bus shelters, shopping centres & commuter digital screens



# Re-turn Livery - nationwide



# Burst 2



WHO ARE RE-TURN



WHY WAS RE-TURN SET UP



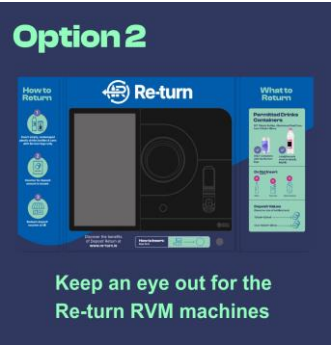
EU TARGETS



WHERE CAN I RE-TURN MY DRINK CONTAINERS



SHOPS OR SUPERMARKETS NATIONWIDE



RVM



BUY IN DUBLIN, RE-TURN IN CORK



WHY DO WE NEED TO PAY A DEPOSIT



THE VALUE



WITH OR WITHOUT THE LID

# Re-turn National Ad Campaign

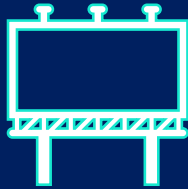
## Burst 2

### January - February

#### Media Channels



TV



OOH



ONLINE VIDEO



AUDIO



SOCIAL

# Media Laydown

Burst 2		01-Jan	08-Jan	15-Jan	22-Jan	29-Jan	05-Feb	12-Feb	19-Feb	26-Feb	04-Mar	11-Mar	18-Mar	25-Mar
TV	790 TVRs	All Adults: 1+68%, 3 +53%												
VOD	3mill imps	All Adults: 1+23%												
Radio	783 spots	All Ads 1+65%												
Digital Audio	1.1mill imps	All Ads 1+9%												
OOH	195 sites + digital					Ads: 1+39% freq 11								
OOH Special	TBC													
Social	13.6mil imps	Facebook, Instagram, Tik Tok, Twitter												
Search														
Partnership	TBC													



# Re-turn Burst 2

## PR Activity

### January - March

#### Execution:

- **Thought leadership**
  - Thought leadership articles which lay the groundwork for the start of the transition period.
- **Consumer reminder press release and Q&A content placement**
  - Continued media briefings pre-launch. More consumer focused
  - Content pre-pitched in Burst 1 for publication in Burst 2
- **Leverage PR Opportunities** with key stakeholders in lead up to go live
- **Launch Press Release and Stakeholder Media Day – 1 February 2024**



**Thank you!**

