

## Mobile information more cost effective



### The Solution:

A text call to action, on outdoor posters and in the press.



Londoners text their **postcode** to **63131** to receive back details of kerbside collection or local bring-sites, such as:

- day of collection
- frequency of collection
- materials that can be collected
- option to call council to order doorstep box.

The service is linked to the recycling databases of all the boroughs so it remains up to date at all times.

### Business Need:

To enable residents of the 33 London boroughs find out what materials can be picked up from their doorstep, and when and increase the proportion of Londoners who recycle. (currently 31%\*)

\* Londoners who claim to recycle most things - Brook Lyndhurst, 2005

### Results?

- ✓ Created substantial PR interest
- ✓ Mobile generated more searches than other non-digital alternatives (telephone and postal) at lower cost of delivery