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wstfl**



### Business Need:

Envirowise, the free government waste management service for business, runs an online **savings calculator**.

**Feedback** from businesses suggested that this calculator was difficult to find when advertised offline. A mobile version was needed.

### The Solution:

A text call to action featured on the campaign posters.

UK businesses text **WASTE to 88058** to find out how much they can save and also learn about simple, low, or no cost measures which reduce waste and maximise profit.



A **mobile internet** or SMS questionnaire enables businesses to calculate an estimated amount of money that they could save by making simple changes.

### Functions:

- Direct response