



Creative campaign changes recycling behaviours

Creative ideation/Stakeholder, media and government relations/Animation and video production

Three Plus devised and delivered a strategic social media campaign for Cleanaway – Australia’s largest waste management company – to change recycling behaviours. Our consultants managed a launch event with stakeholders including Brisbane City Council and Clean Up Australia and secured strong media coverage. The campaign formed part of a broader communications strategy that included stakeholder and media engagement, government relations, digital content creation and community partnerships.

Achievements

- ◆ Delivered a compelling creative projection of Cleanaway’s commitment to the circular economy.
- ◆ Strengthened relationships with government, partner organisations and the community.
- ◆ Achieved strong engagement on social media and secured extensive media coverage, on [TV news bulletins of channels 7 and 9](#), on [ABC Radio](#) and in The Courier-Mail.

“Three Plus delivered outstanding results with their strategic media approach and compelling animations. The campaign helped boost community understanding of recycling and reinforced Cleanaway’s role in the circular economy.”

Aaron Carter
General Manager - Solid Waste Services
Queensland, Cleanaway

Process

- ◆ Created the concept for eight animated educational videos following visits to Cleanaway sites and using insights from Cleanaway’s [2024 Recycling Behaviours Report](#), which highlighted significant public confusion and mistrust in recycling processes.
- ◆ Worked with Cleanaway to develop accurate and engaging content and find a driver to be the face and voice of the campaign.
- ◆ Developed a media strategy and organised a [media launch event](#) that featured Brisbane’s Story Bridge – the subject of one of the animations – in the background.
- ◆ Managed the distribution of the animations to stakeholders through a range of channels.

CLIENT

Cleanaway



PROJECT TEAM

Paul Larter, Peter Kelly

SECTOR

Waste management

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PLUS** ... +

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