**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 1: ACTIVITY 4**

**GROUP ACTIVITY**

**Reducing litter**

Reducing local pollution in a community can be done using social marketing models. An example is seen in Honk Kong by reducing the amount of litter on the streets through a campaign to give a face to the littering individuals.

Ogilvy & Mather are a huge global marketing agency. In 2015, they were given a project by the Hong Kong Government, to lead an advertising campaign to reduce the amount of litter on the streets. They launched a city-wide campaign to tackle the debris, by putting a face to what is usually an anonymous crime. The took discarded litter and analysed it using DNA technology. This innovative approach enabled analysts to identify ethnicity, eye, hair and skin colour. This was used to generate posters showing what the people dropping litter may look like. The result of the campaign was that over a 1000 media outlets used the image and litter reduction was achieved.

**How could this tactic be applied to an issue in your community?**

**How would you know if the campaign worked?**