BLACKBURN WITH DARWEN BOROUGH COUNCIL

Driving awareness for a new food waste service

fonemedia



AT A GLANCE »



Scan/Click to watch the video creative here:

Client: Blackburn with Darwen Borough Council

Sector: Public Sector

Objective: Reach residents across the entire borough and drive them to recyclebwd.org, where they could find out what can be recycled, how the caddy system works, and when collections would begin in their area.

Solution: A two-channel campaign combining Mobile Direct Display with Connected TV, the council's first use of the channel.

Outcome:

- 11,530 clicks through to the food waste landing page at a 1.50% CTR
- Contributed to a sustained 80 tonnes of food waste recycled every week from 58,000 households

THE CHALLENGE & APPROACH »

THE CHALLENGE

With the Government making food waste collections mandatory for councils from 2026, Blackburn with Darwen needed to inform 155,000 residents how to use their new caddies, when to put them out and what to put in them.

Recycling food waste for the first time is a significant behavioural change, and residents needed to understand the facts before collections began.

Leaflets, social media and community engagement were already in place; the council needed a way to amplify that message far and wide across the borough.

THE APPROACH

- **Targeting built directly on pilot learnings:**

Following a successful pilot in the Audley and Queen's Park areas, activity was geo-targeted across the full borough with an upweight to priority rollout postcodes, and contextual category targeting placed the message alongside relevant content after the pilot showed contextual placements delivered a notably higher CTR.

- **Two-channels for maximum impact:**

Mobile Direct Display drove response while Connected TV, trialled by the council for the first time, delivered the message within premium, brand-safe streaming environments including Paramount Streaming, My5 and Virgin Media, reaching households on the biggest screen in the home.

- **Character-led creative built for impact and attention:**

Every frame carried the QR code, the BwD recycles asset and the council crest, so even partial views delivered clear branding, and the campaign held above 97% completion on every day of the week.

THE RESULTS »

11,530

CLICKS TO RECYCLEBWD.ORG

Exceeding the booked volume of 11,111

1.50%

DISPLAY CTR

A strong result for a public sector awareness message

97.23%

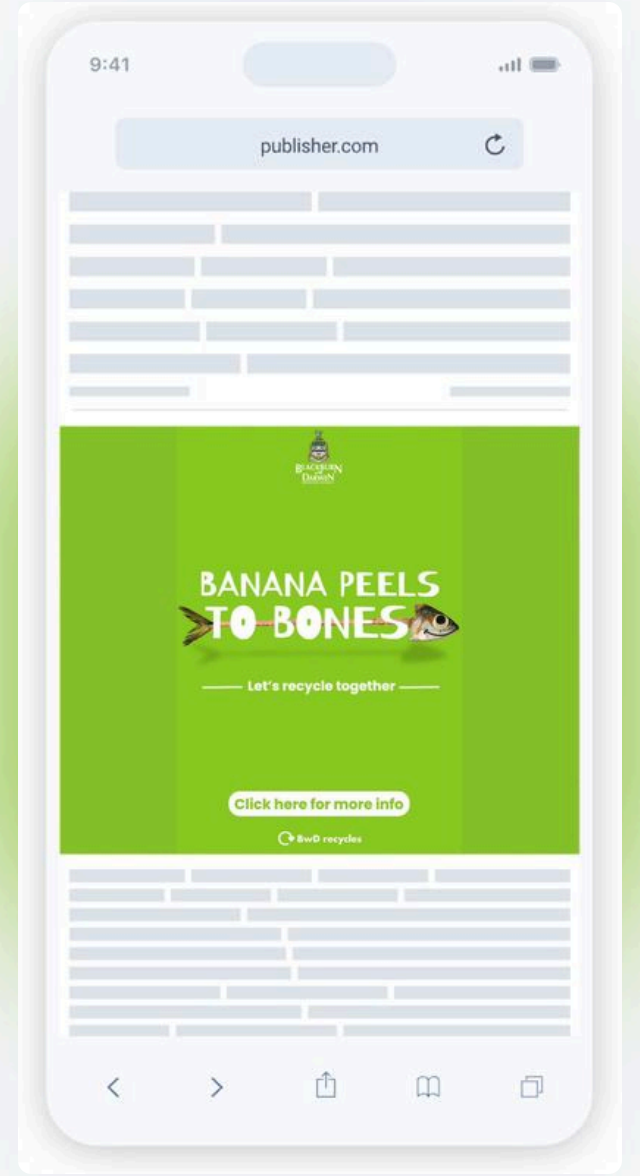
CTV COMPLETION RATE

Above the typical UK benchmark range of 92–96%

HIGH-VALUE OUTCOMES »

This campaign contributed to:

- **80 TONNES OF FOOD WASTE RECYCLED EVERY WEEK**
- **58,000 HOUSEHOLDS PARTICIPATING**
- **83.49% VIEWABILITY — ABOVE THE 70% INDUSTRY STANDARD**



WHAT THE CLIENT SAID »

> "We received fantastic results from the campaign, with an amazing click through rate to our dedicated recycling website, far higher than the industry average. The Connected TV element performed really well, surpassing what we thought it would achieve. The process of working with fonemedia on the creatives was smooth and a full campaign report was delivered at the end."
>
> **Lowri Rollason, Senior Communications Officer, Blackburn with Darwen Borough Council**

WHY THIS MATTERS »

Every council in England now has a statutory duty to deliver food waste collections, and communicating a new service is as critical as delivering it. This campaign shows that a modest, well-structured two-channel investment can amplify existing communications at scale: Mobile Display converting awareness into action, and Connected TV delivering premium, full-screen presence at a cost that surprised even the client. For local authorities facing the same rollout, it is a proven, repeatable model for landing behavioural change messages with residents.

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GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

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