

# Green glass campaign and competition

South African consumers are increasingly looking to environmentally friendly options, so Consol Glass has recently launched a “green” campaign focusing on the pure and uncontaminated elements of glass as a packaging medium.



Green is without doubt the new black and in line with issues of sustainability, South African consumers are increasingly choosing to reduce their carbon impact and expect brands to do the same. It's this understanding that prompted Consol Glass to launch a “green” campaign with a difference; one that is designed to educate consumers about the environmentally positive properties of glass while issuing an invitation to all South Africans to embrace the “green” hero within.

The campaign delivers its green message highlighting the obvious differentiators of glass, which include that it is 100% natural, 100% reusable and 100% recyclable - it's a product that is pure and contains no contaminants. The implied message is that by simply choosing glass, consumers can help protect the environment, thereby making a sustainable difference.

## Real heroes

The campaign has been developed around three inspiring stories...

Consol marketing and communications manager Janine Loftie-Eaton said of the new green brand campaign developed by communications agency MGM Brand Construction & Advertising: “We have told the stories of three remarkable individuals to illustrate and bring alive our green message in an uncomplicated way that is as unique in approach as it is bold. We hope that through this environmental campaign that is exploring new creative territory; South Africans will begin to recognise the ecological value of glass packaging. Glass takes nothing away from the environment and it leaves nothing behind. Since its structure does not deteriorate it can be recycled infinitely.”

The seven-week campaign will be exposed through a variety of mediums, including national radio, newspapers, magazines, and street-pole adverts. “To prove we're serious about our carbon footprint we've also included social media and cellphone messaging, thus saving on ink, chemicals, paper, and trees. Furthermore, street promotions executed on foot will save on CO2 emissions,” concluded Loftie-Eaton.

## **Call to action**

A call to action has been included as a further add-on to the communication. Consol is inviting all local green heroes to submit stories about their own extraordinary environmental saving endeavours, which, if significant enough, could be rewarded.

For more information on the campaign and the competition, go to [www.consol.co.za](http://www.consol.co.za).

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